

wishpond HOW-TO

The 6
Elements to
Create a
Testimonial
that
Converts



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- 1 **Introduce testimonials with an impactful headline.**
- 2 **Select testimonials from people like your target audience.**
- 3 **Select testimonials that are specific and detailed.**

1 **What people are saying behind our backs:**



4

6

2

3

“Your tool was crucial to getting **my small business** off the ground. Utilizing your [**mouse-tracking software**] allowed us to optimize our landing pages with UX in mind, increasing our page’s conversions **by 42.8%**. It helped us optimize our ROI when money was tight.”

5 - Johnny Smith, CEO of AcmeSaaS

- 4 **Include a photograph or your testimonial provider**
- 5 **Include the full name, title, and company name**
- 6 **Don’t be scared to edit (as long as they sign off).**

Pro Tip:

Try using multiple testimonials to reach multiple segments of your target audience. Consider a testimonial for small businesses, one for medium-sized, and another for agencies.

Cover your bases.

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If you have any questions, feel free to send an email to support@wishpond.com. We have a fantastic support team that truly loves helping our readers.

Or, book [a one-on-one conversation](#) with one of our marketing success leads and they can help you out.

Thanks for reading!