



POWER[♥] OF SOCIAL INFLUENCE



CHECKLIST

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- **Use Credible Sources**

- Source must be trusted by your audience
- Selection of social influence types

- **Wisdom in Numbers**

- Relies on the power of numbers and statistics
- McDonalds: "247 Billion Served"

- **Relatable**

- Makes a connection between prospective customer's preferences and those of others
- Relating with the person in the ad
- "People who bought this also bought that"

- **Previous Customer**

- Previous customers and user testimonies
- Word of someone that's used product is influential
- Previous experience increases appeal

- **Expert Opinion**

- Someone with extensive knowledge in that field
- Offers credibility and trust
- Their opinion carries more weight than a regular person

- **Celebrities and Big Names in your Niche**

- Must be well-liked
- Works similar to expert testimony
- Gives a good first impression

- **How to Use Effectively**

- Should have a clear result
- Show the benefit of using product
- Show your market expertise

- **Customers Giving Social Influence**

- Gathering is an ongoing process

- **Getting Down to Basics**

- Think like your customer
- Determine what is meaningful to your customer

- Keep in mind where they are in your sales funnel
- Address the customer concerns

- **Information to keep in mind includes:**

- Who is giving the testimonial?
- How did they benefit from it?
- What is the value gained?
- How is it currently being used?
- Would they recommend to a friend?
- When possible include a picture of customer
- The key is that they are relatable

- **Obtaining Testimonials**

- Can be from long-term or new customers
- Offer monetary incentives
- Make it as easy as possible for customer
- Variety of ways to obtain
 - **Asking directly**
 - **Survey comments**
 - **Online comments or survey**
 - **Reply to comments**
 - **Follow-up to a new purchase**
 - **Follow-up to a recurring purchase**

- **Location of Testimonials**

- Create space on your social media or website
- Can be located anywhere on your site
- Can be obtained through third-party sites

- **Ongoing Collection of Testimonials**

- Create a System for collecting on an ongoing basis
- Encourage Feedback
- Determine a method for when and how to ask for them

- **Using Case Studies**

- More detailed customer stories
- Focus on quality rather than quantity
- Tells how a customer used your service or product
- When possible include images of customer using product
- More specific facts create a clearer picture
- Create video case studies
- Make your main character relatable

- **Users Producing Social Influence**

- Simply supply the platform for users to create content
- More credible coming from users
- Having less control is a downside

Include the following:

- Wikis
- Videos
- Users views
- Social media comments
- Blog/website reviews

To moderate you can:

- Engage and encourage
- Monitor content
- Reply to negative comments with sincere concern
- Steer conversations in a positive direction
- Reward the best positive examples
- Offer incentives

▪ **Online Customer Reviews**

- Use your own site or third-party site
- Customer's voice is heard

- Don't fear negative reviews-address them

Guidelines to remember:

- Feedback can be turned into reviews
- Offer incentives
- Solicit reviews
- Display reviews in an easily visible place
- Make it as easy as possible for the customer

▪ Trust the Numbers

- Highlight the benefits
- Choose 'good' data and don't fake numbers
- Numbers show trust and credibility

▪ Using Mentions

- Ask for mentions directly
- Display where possible
- Media mentions are powerful

Social Sharing Buttons

- Add buttons to your content and site

- People share content on social media
- **Publish Your Results**
 - Publish in a variety of different places for best exposure
 - Get it to the largest audience possible
 - Validates decisions and improves sales funnels
- **Different types to display on your site/social media**
 - Social sharing buttons
 - Create gallery to display your work
 - Client images
 - Trust badges
 - Affiliations and memberships
 - Customer testimonials, comments, and reviews
- **Continuously add social proof**
 - Tweet user reviews and stats
 - Put testimonials in blogs and newsletters
 - Add statistics to your newsletter
- **Continually Build Your Process**

- Collecting social influence is an ongoing process
- Keep monitoring results
- Adjust as needed
- **Setting Up Your Social Media System**
 - Keep a file of anything usable
 - Ask on a regular basis
 - Ask if you can use compliments
 - Save any complimentary posts
 - Create testimonials tab on your Facebook page
 - Respond promptly to any feedback

Conclusion

Reminders:

- Stories make deeper connections
- People are influenced by relatable people
- Social influence is enhanced with images