# success formula

How to Establish Trust + Credibility with your Audience

According to research done by Nielsen, 92% of people will trust a recommendation from a peer, and 70% of people will trust a recommendation from someone they don't even know.

WHY IS SOCIAL PROOF IMPORTANT

- Testimonials add credibility for the products and services you offer.
- People tend to trust online reviews when making purchases.
- Social proof earns better SEO: Adds more favorable language surrounding your brand online.
- When getting feedback from your client base, you show that you care about their experience with your business, resulting in stronger relationship with your clients.
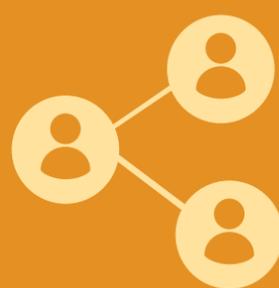
WAYS TO GET SOCIAL PROOF

- Survey
- Interview
- Case Study
- Client Success Panel
- Recommendations on Social Media (ie. LinkedIN)

HOW TO USE SOCIAL PROOF

- Sales & Landing Pages
- Social Media Posts
- Website
- FB Ad Copy
- FB Page
- As seen in bar on website or social media headers
- Showing your customer base logos
- Showing real time stats (ie. how many clients you've served, how much money you've made your clients, how much time you've saved them, etc.)
- Social Count
- Ratings & Reviews

TOOLS TO BUILD SOCIAL PROOF

- Optin Monster
- Social Prove
- Proof
- Proven
- WPformify
- Boast
- Provely

ALL THINGS BEING EQUAL, PEOPLE DO BUSINESS WITH, AND REFER BUSINESS TO PEOPLE THEY KNOW, LIKE AND TRUST

– BOB BURG

Read more at theceopartner.com.