

Find the perfect testimonial for your company

Let your best customers help market your services to new prospects

One of the most effective and inexpensive ways to market your company's services to potential customers is by gathering positive feedback from your current and previous customers. Nothing gives prospective customers a more accurate view of how their experience with your company will likely be than hearing from people who have worked with you before. Here are a few suggestions to help you get started collecting some glowing recommendations for your business.



Think about your best customer, the one whose use of your product or service has the most potential to influence others. The fact that a family with eight kids chose your play set, or an ex-Olympic swimmer chose your pool company, or a fashion model chose your dentistry practice are all great marketing opportunities.

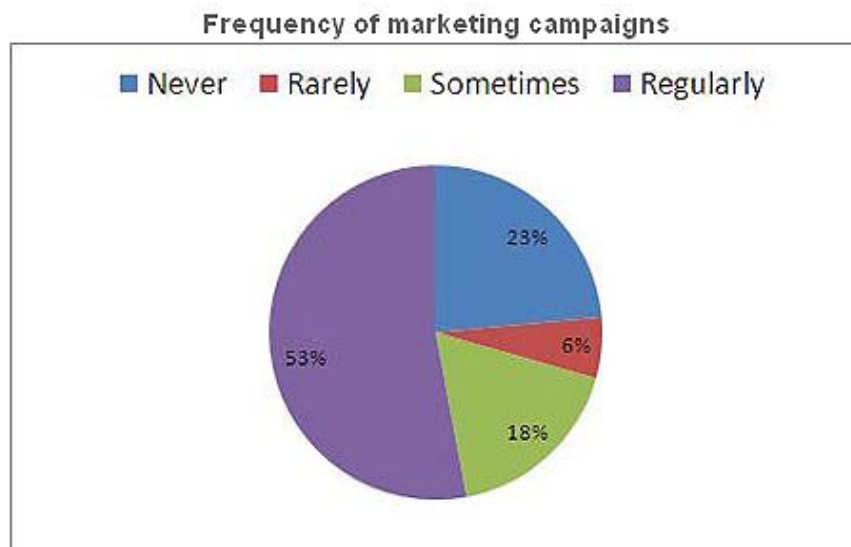
The first question, of course, is how well do you know your clients? By taking a little time to talk to them about their lives, and by noticing things that shed light on their interests and involvements, you may uncover an interesting marketing angle for your business.

Think you know them already? Go through your customer list and identify two or three whose association with your company could be particularly persuasive. Customers that have been with you for many years or are experts in your field of services provide the most compelling stories for new prospects.

Question of the week

Last week...

We asked "How often does your company engage in email marketing campaigns?" Here are the results:



This week's poll question: Do you actively solicit testimonials from your customers? [Answer here.](#)

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