

TESTIMONIALS/ INTERVIEW TO COSTUMERS



AgriXPlainer

Description of the activity

- Gathering testimonials and conducting interviews with customers can significantly enhance the credibility and appeal of any agri-food product and/or brand. These authentic, firsthand accounts provide valuable insights into customer satisfaction and the real-world benefits of the products.
- Collaborating with media experts can help to present these testimonials and interviews effectively to build trust and attract new customers.

Easy operations to be replicated

1. **Identify satisfied customers:** Select customers who have had positive experiences with your products and are willing to share their stories. Of course also giving them the opportunity to comment on any dissatisfaction or problems they may have.
2. **Schedule interviews:** Arrange interviews with these customers, either in person, over the phone, or via video calls, to capture their experiences and feedback.
3. **Prepare questions:** Develop a list of questions that guide the conversation and elicit detailed, insightful responses about their experience with your products.
4. **Record the interviews:** Use professional equipment to record high-quality audio and video of the interviews. If necessary, hire a videographer to ensure the best production quality.
5. **Create compelling content:** Edit the recordings into engaging testimonials, highlighting key points that showcase the benefits and unique qualities of your products.
6. **Distribute the testimonials:** Share these testimonials across your and your partners' marketing channels, including your website, social media platforms, and promotional materials, to maximize their impact.

Expected outcomes

Purpose	Added value	Target Audience
Enhance your brand's credibility and attract new customers by showcasing authentic customer experiences.	Real customer stories provide powerful social proof, demonstrating the value and reliability of your products.	Potential customers, industry stakeholders, and anyone interested in real-world applications and benefits of your products.

Type of experts to be involved

- Videographers/audiovisual experts
- Editors
- Social media specialists/marketing experts
- Customer relations managers

Requirements

Geographical requirements	Type of products	Legal requirements
While local customer testimonials can foster community ties, featuring testimonials from a diverse geographic area can broaden your product's appeal and proves the viability of the product.	Focus on a variety of testimonials that highlight different aspects of your products and their benefits.	Obtain signed release forms from customers to ensure you have permission to use their testimonials in your marketing efforts.

Tips & tricks/successful case study

1. **Select diverse customers:** Choose customers from different demographics and regions to showcase a wide range of experiences and benefits.
2. **Ensure authenticity:** Encourage customers to speak naturally and authentically to maintain the credibility of the testimonials.
3. **Highlight key Benefits:** Edit the testimonials to focus on the most impactful and relatable aspects of the customers' experiences.
4. **Maximize reach:** Use all available marketing channels to share the testimonials widely and consistently.

5. **Engage with your audience:** Respond to comments and feedback on the testimonials to build a stronger connection with your audience and reinforce trust.
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