

Customer testimonial can be very powerful tool when they done right here is
10 Best Practices for Making Video Testimonials

The Before shooting preparation

1. Ask the right questions and send questions in advance:

What was the experience like using HBG system

What results did you see?

2. Your customer needs to know, why their testimonial is important

Don't forget the explain him the importance of this production

3. Focus on the *Why* - Potential customers watching your video testimonials don't want to know about features. They can look those up on your website.

Instead, use your video testimonial to discuss one customer's **pain points** and problems, and how our system helped solve them. This is the kind of testimonial that will connect with real people looking for our solutions.

Ask questions that get at emotions. *Why did you start looking for a solution to this problem? What was the most frustrating part of running your business before you were introduced with our product? What does using the HBG system allow you to do differently?*

Remember that customers want to hear about benefits, not features.

**In the end of the document you can see more questions you can ask and you also have the white paper!*

4. A simple, but strong script

Creating a strong script is the key to most successful videos. Your customer testimonial video should have a structure and a flow to it.

Here is a basic structure:

Introduction: Where the customer introduce himself and talks about their pain points and why they need your product or service.

Middle: The customer describes why they chose our solution and how it was using it in day to day life.

Conclusion: The customer wraps up by discussing how their needs were met and whether they're satisfied with your product or not.

Establishing a narrative with concrete problems, solutions, and benefits is what makes for a powerful testimonial.

5. Create a scene – make sure you have different locations – more scenes in your video means more variety for viewers, so they're less likely to disengage.

On Set:

6. **Put the spotlight on your customers**- Creating a testimonial video is a joint venture. There for its important to start your testimonial video by letting your customer introduce themselves.
7. **Show the product in use** - help visualize how a product or service actually works. A couple of seconds that presents your customer using the product.
8. **Use overlays to add depth**- Several minutes of person-to-camera footage can be a little bit dry, so it's important to break that up in the edit. Adding depth means to use text overlays or inserts.
9. **Good Editing:** Find the best parts, the most powerful statements and the one that aligned with our brand and with what you want to tell. So, editing is the key!
10. **Keep the video short** - a maximum of 3 minutes

Other useful questions to make on videos

- What is your name and where do you live?
- How many cows/livestock do you own?
- How much land do you own?
- What type of crops do you grow and how much land is dedicated to each crop?
- When did you acquire a Homebiogas system and when did you start using the bio-fertilizer?
- How much bio-fertilizer are you able to produce daily?
- How did you learn about the benefits of bio-fertilizer? What aspect is most valuable to you?
- How much chemical fertilizer did you use before (monthly and yearly) and what did you spend monthly/yearly on this?
- Since using the bio-fertilizer, how much do you spend now monthly and yearly? What would you say your approximate savings are monthly and yearly?
- How often do you apply bio-fertilizer to your crops? How do you apply (i.e., irrigation, by spray pack, by hand etc.)?
- Do you see a difference in the amount of crops you are harvesting? If so, how much (%) and what is the value or additional profit you are making?
- Have you noticed any difference in the health of the plants? How about the quality of the soil and the amount of water it retains?
- Have you noticed any decrease in pests? If yes, how much?
- Do you have any other comments on the benefits that you'd like to make or any other observations?
- Would you recommend your fellow farmers/friends to use bio-fertilizer?
- Any final comments?