

John Ondo is a four-time Emmy-Winning TV producer. His focus on content brings amazing results to his clients each year. John is the President & Creative Director of Ondo Media. He's also co-host of the popular podcast, Marketing Media & Cupcakes.



The Reveal

2

Creating a reveal moment captured on camera is a powerful tool. This can be when you present the wedding cake you made to a client, or when you show a client their senior pictures.

Before & After

3

Commonly used in weight-loss programs. Grab a brief interview before and after. You will have an incredible video that will impact potential customers.

3 STYLES OF TESTIMONIES

BY JOHN ONDO, PRESIDENT OF ONDO MEDIA | PREMIERE PODCAST

Why Testimonies?

I'm all about testimonials. They are the most powerful way to market your product. Here's why:

- 1. You already have people who love your product so you have content right now!
- 2. The best person to tell a potential consumer about your product is another consumer who liked it.
- 3. You don't need actors; often, you barely need a script. The more real and raw, the more effective it will be.

The Personal Experience

1

A candid story from a customer. "I went, I tried, I loved". The goal is to have that quote where the customer says "this product changed my life"



THE POWER OF THE TESTIMONIAL

BY JOHN ONDO

You're a business owner, able to leap large clients in a single bound! Despite all your superpowers, getting noticed on social media seems to be your kryptonite. I can help you with that.

My business is media creation. I've been doing it now for 37 years. I love working with small business owners, especially those who have a great story, and will allow me to guide them along on this media journey. As a small business owner, you know your product. You know how to make it better than anyone else and how to lead a team of people, however, you may not know what to put online or you've been placing pictures and videos online, and nothing seems to be happening. Well, I know video content, so let me help you out with this question.

I'm all about the testimonials. I know they are the most powerful way to market your product.

Here's why I love testimonials:

1. **You already have people who love your product; otherwise, you probably wouldn't have started your business.**
2. **The best person to tell a potential consumer about your product is another consumer who liked it.**
3. **You don't need actors; often, you barely need a script. The more real and raw, the more effective it will be.**

I break testimonials into three video categories:

"A Personal Experience," "The Reveal," and "The Before and After."

The Personal Experience

One of my favorite ad campaigns using testimonials was by GM for their OnStar product several years ago. The spot would always start with an actual recording of a real conversation after an accident, "Onstar, how can I help you? And it would typically go on with the customer out of breath saying "I've been in an accident" and then you would hear a voice-over talent say... "This is a real call, OnStar provides your family safety, etc." And then it would go back to the call with the customer saying, "Oh, thank you so much." This ad campaign remains, for me, the most effective campaign ever created. It's real. It explains everything. And you can put yourself in the shoes of the person in the accident. How much would I pay to have someone help me at a crisis point in my life? These are the things that make the testimonial the most powerful tool in your marketing arsenal. When you hear something real, when you hear somebody talking about it, it is powerful, and it will sell better than anything else.

A common mistake that happens when I meet with a prospective client is we'll sit down and have an initial meeting with their team. For example: "We were thinking of Bob, our founder, could say a few things about our product in the video; he was the guy who built this company with his sales ability." Nine times out of ten, my response is, "No, we shouldn't hear from Bob, we need to hear from the customers who work with Bob."

The Reveal

Here's an example. You're a photographer, and you have your clients coming over who you did their wedding photos. Get the best photo captured and have it framed and hidden behind a cloth. Ask their permission first and bring them in and let them pull the fabric back. Then have somebody record it on their iPhone, make sure you see their faces in the shot, which is gold. Afterward, ask, "I would like to post this on social media. Is that okay? 99% of the time, they say it's okay, but that is, you know, these are great ideas. How can you have a "reveal" moment for your product? This is a great way to sell your services.

The Before and After

Maybe you're doing a Beach Body, or a custom fitness program or a home remodeling service? When you meet with a potential client, tell them we're going to record a quick testimonial with you before, and we're going to do another one later, and then I'd like to have your permission to use that on our website. An additional benefit is one, and it shows your confidence in your process that you are doing this recording. Second, when it's over, they are so happy to let others know what you did for them.

If you post these ideas on Instagram or Facebook or YouTube, you're going to have a viral video.

If you can pay for one professionally produced with music and cinema-style cameras, please do it. Can you do your videos? Absolutely. Uh, but I would set a goal in your budget that if you are starting your business, you can do your videos by yourself. However, long term, when you get a to presenting online that your a high-end brand try to set aside \$2,000- \$5,000, and contact somebody like myself and say, we need to produce a testimonial video for our brand.

A good content creator will give you options. That may be, we'll do one video in 16x9 (HD) for Youtube. We are also going to create a square version for Instagram and cut them differently, and we're using the same footage. Videos should be edited for specific social media audiences, so you make the most of your ad purchase. That's my little pitch for video production companies. So let's do a quick review. Content is king testimonial. Very, very important. Get the before and after of your product. Get the reveal of your product to the client.

Text or graphic reviews on your website are critical (ie, web banners or pull quotes). If you're going out to buy golf clubs, and you go to a golf club website with a banner at the top, "We have the best seven irons and six irons on sale now." That's nice; however, if instead it's a picture of Tiger Woods with a quote that says, "I love these clubs!"; well guess which ad on your site will be more effective?

Make sure everything's authentic, get good reviews. You don't have a second chance to make a first impression.

Also, remember customers respond to emotion. They do not purchase, in most cases, from statistics.

We discuss these issues on Angel and my podcast "Marketing Media & Cupcakes," which is available on iTunes, Spotify, and anywhere you can listen to a podcast.

I want to find out from you how this has impacted you, ideas on testimonials, things you've used as well. john@ondomedia.com is my email. And we are on Instagram, and Facebook Please spread the love. Please let people know, just like a testimonial!

John Ondo is President and Creative Director of Ondo Media in Columbus, Ohio. He and his wife Angel have a weekly podcast called Marketing Media & Cupcakes which discusses small and large business ideas and trends.