

# Marketing That Money Can't Buy: My Favorite Social Proof Strategies

## Why does social proof matter?

I hate to be the one to break it to you, but your customer treats everything that comes out of your mouth as a sales pitch unless proven otherwise. What they do trust, however, is people – just like them, ideally – who have worked with you and had tremendous results.

### 1. Case studies

An in-depth case study gives you an opportunity to put the spotlight on work you did and share the outstanding outcome you were able to facilitate for those you serve. The focus here should be on the quality of the work you do and the undeniable results you've achieved.

### 2. Testimonials

A testimonial puts a personal spin on your social proof. This allows the people you serve – be they members or customers – to tell their story of working with you. This is so powerful because it allows the reader to put themselves in that person's shoes.

### 3. Online reviews

Online reviews are the backbone of your digital reputation. This covers more of the quantity side of things, where you can show by sheer volume that many people have chosen to work with you and been satisfied.

### 4. Client logos

This strategy is effective particularly for models based on business-to-business sales or organizations that work with many partners. This shows where you're situated in a larger ecosystem of organizations that the reader may be familiar with. You should aim to tell a cohesive story of the types of organizations you've worked with.

### 5. Media mentions

If you or your organization has received media coverage over the years, you should absolutely highlight that in your social proof strategy. This doesn't apply to everyone, though, and no harm, no foul if you don't have a body of media mentions to draw upon.

### 6. Certifications or awards

If you possess professional certificates or industry-specific accreditations, this can absolutely bolster your credibility in the eyes of your website's visitors.



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