

HOT TIPS: TESTIMONIALS

The Benefits Plus How and Where to Use Them

WHY

1. Prospective students want to hear from current and/or recent students — it's **authentic peer-to-peer engagement**.
2. Current students have a wonderful experience and become increasingly **"brand loyal" to your institution**. (Plus, if they do a series or are a blogger, they can list these as hard skills on their resume or LinkedIn profile. Win win!)
3. You can **direct the tone of the conversation** by asking the questions.

BENEFITS

1. They are **"evergreen" pieces** that will be relevant for years.
2. They **foster stronger relationships** with your current students so in the future they will be more likely to help you with recruitment and alumni relations as well as development (fundraising).
3. Ones from current parents are valuable to **parents of prospective students who want to hear about positive experiences** at your institution. This also fosters stronger relationships with the parents who may become donors or international recruitment ambassadors.

HOW TO USE

1. Written answers (to *your* questions — see "setting the tone" above) can be made into **an article** that includes photos. Run it on your blog, and quotes from it can be shared on social media with links back to your site.
2. Even better, use **a video testimonial** (1 minute or less in length) where the student makes a statement (again, based on your questions). Pro tip: Include text captioning on the video as most people watch videos on social media in silent mode.
3. Ask the student interviewee to **share the posts and links** with their own networks. Then you can also engage their peers, thus gaining important unpaid expansion and amplification of your reach.

BONUS: Working with students to create testimonials for your branding is a great way to "test run" possible student bloggers and Unibuddy ambassadors who could work with Study in the USA!

Current clients — Talk to your sales rep to make sure you are maximizing this important tool.

Not with us yet? [Email us to schedule a complimentary consultation](#)

