

ANGIE SCHOTTMULLER

Growth Marketing Advisor



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Forbes

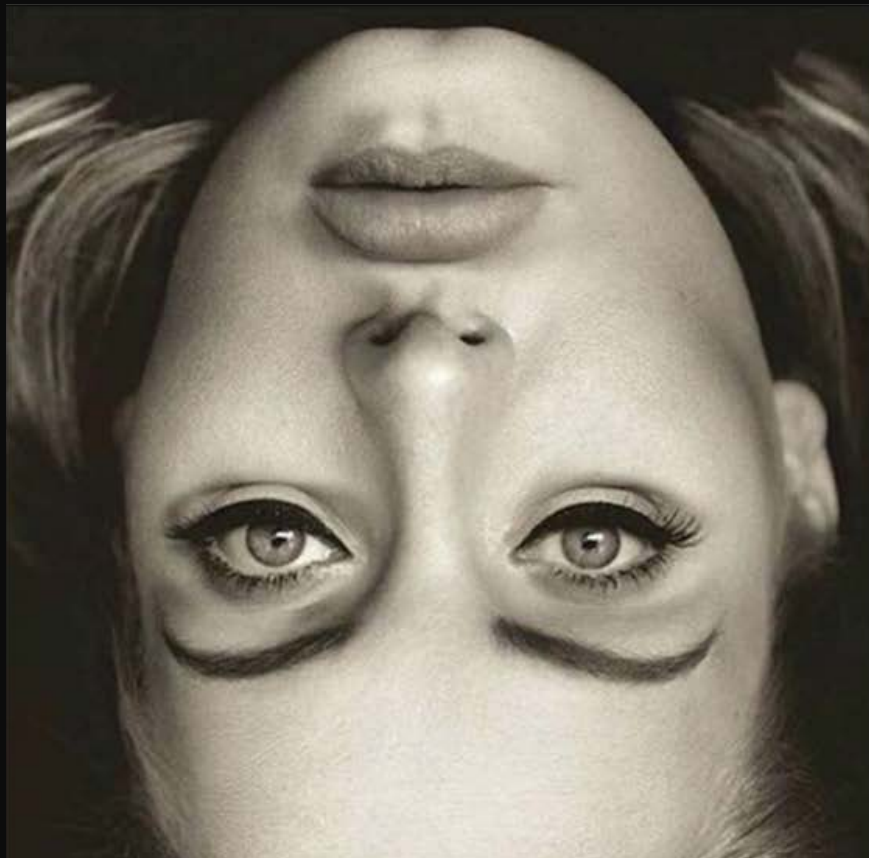
Top 10 of 2017
ONLINE MARKETING EXPERTS



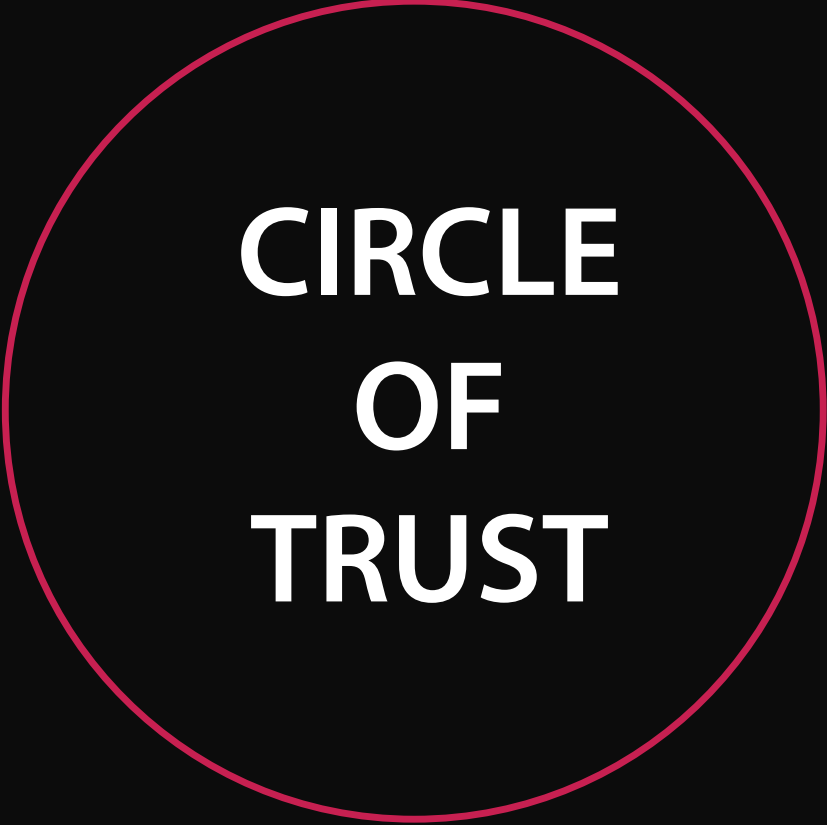
FEAR-FU

HOW TO BOOST CONVERSION WITH SOCIAL PROOF





**CIRCLE
OF
TRUST**



YOU



SOCIAL PROOF =

LIKE US

EVIDENCE of/from OTHERS[♥]

THAT REDUCES FEAR OR UNCERTAINTY



**DISPLAYING REVIEWS CAN
BOOST CONVERSION RATES BY**

270%



- > Rakentaminen
- > LVI ja Sähkö
- > Valaisimet
- > Sisustus
- > Piha
- Aidan rakentaminen
- Autotallit ja -katokset
- Kesämökille
- Kiinteistövarusteet
- Pihakivet, muurikivet
- Piharakennukset
- Puutarhakalusteet
- Puutarhanhoito
- Terassit, painekyllästetty puu
- Valokatteet
- Vapaa-aika

Etusivu > Piha > Puutarhanhoito > Lumityökälvi

Lumilinko AL-KO Snowline 620 II



HINTA: **713 €** /KPL

Määrä: KPL [LISÄÄ KORJIIN](#)

Tuotemerkki: AL-KO
 Tuotenumero: AK-112934
 Toimitusaika: n. 1-2 viikkoa.
 Toimitus: Tehtaalta
 Rahti: 0 €

SnowLine 620 II -lumilinko on ihanteellinen Kumipyörien karkeat kuviot takaavat pido voidaan sovittaa aina sopivaksi tarpeen ri viiteen nopeuteen eteenpäin ja kahteen t moottori on varustettu OHV-tekniikalla ja lumioloista riippuen. Kääntyvä heittotorni toimintojen ohjaaminen on erittäin helppo

Siinä vaiheessa, kun ensilumen taika kari muutakin kuin pelkän käsikäyttöisen lume lumen helpolla tavalla pois jalkakäytäviltä, mallista riippuen, aina pienistä 42 cm levy Luminkinokset väistyvät helposti, nopeasti työskentelyn mukavuudesta tinkimättä. S parhaimmillaan ja koneiden käyttöä helppo mm. sähkökäynnistys, täydellinen ohjaus



[Tykkää](#) [Jaa](#)

[G+](#) [Pin](#)



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Tykää Jaa 0

+1 0 Pin it



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$$I_{sp} = Q_{sp} * F_u$$

CONVERSION IMPACT

SOCIAL PROOF QUALITY

UNCERTAINTY FRICTION



The Mountain Three Wolf Moon Short Sleeve Tee

★★★★☆ 3,392 customer reviews
| 71 answered questions

Price: **\$9.01 - \$44.99**
& Free Return on some sizes and colors

✓ Fits as expected (86%)

★★★★★ Dual Function Design By Amazon Customer on November 10, 2008

This item has wolves on it which makes it intrinsically sweet and worth 5 stars by itself. But once I tried it on... THAT'S when the magic happened. After checking to ensure that the shirt would properly cover my girth, I walked over to Walmart.

I mounted my courtesy scooter, sitting sidesaddle so my wolves would show. While browsing tube socks, I could hear aroused, asthmatic breathing behind me. I turned around to see a slightly sweaty dream in sweatpants and flip-flops standing there. She told me she liked the wolves on my shirt. I told her I wanted to HOWL at her moon. She offered me a swig from her Mountain Dew, and I drove my scooter with her shuffling alongside out the door and into the rest of our lives... THANK YOU, wolf shirt.

356 Comments

40,124 people found this helpful. Was this review helpful to you?

Yes

No

Report abuse



SOCIAL PROOF GRADING

SOCIAL PROOF PERSUASION SCORECARD

CREDIBLE. *Believable, authentic, trustworthy, authoritative, "ethos"*

RELEVANT. *Pertinent, germane, applicable, meaningful, important*

ATTRACTIVE. *Emotional trigger, anxiety-buffer, satisfying, "pathos"*

VISUAL. *Pictured, drawn, mapped, graphed, viewable*

ENUMERATED. *Quantified, scored, ranked, calculated, "logos"*

NEARBY. *Close, proximate, or near uncertainty/anxiety points*

SPECIFIC. *Distinct, descriptive, named, detailed, precise*

SCORING: 3=Exceptional, 2=Good, 1=OK, 0=Missing, -5=Bad



SOCIAL PROOF PERSUASION SCORECARD

SCORING:

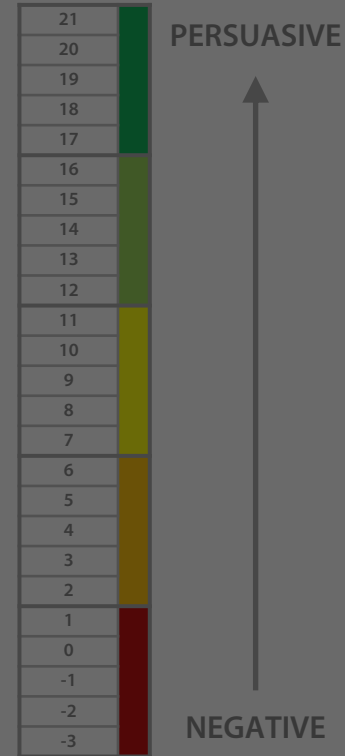
3= EXCEPTIONAL

2= GOOD

1= OK

0 = MISSING

-5 = BAD



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SOCIAL PROOF PERSUASION SCORECARD

CREDIBLE. *Be*

RELEVANT. *A*

ATTRACTIVE

VISUAL. *Pictur*

ENUMERATE

NEARBY. *Close,*

SPECIFIC. *Disti*

SCORING:

3= EXCEPTIONAL

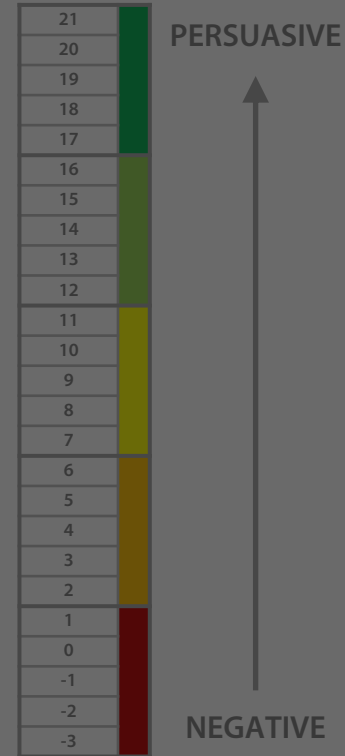
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WEIGHTED FOR IMPACT



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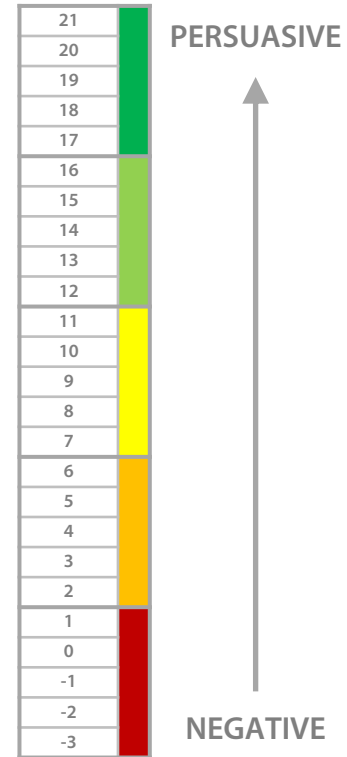
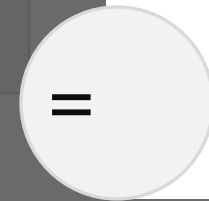
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SOCIAL PROOF SCORECARD EXAMPLE

“PERSUASIVE”

“I use Unbounce every day and have over 100 landing pages. **We've doubled and tripled conversion rates** and I love being able to ship without engineers.”

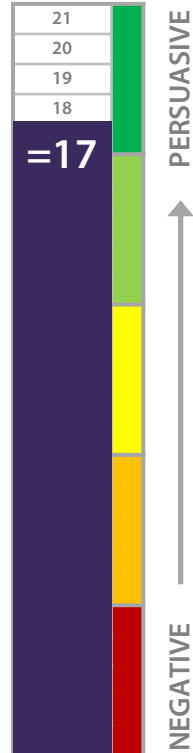
Nemo is the Director of Customer Acquisition at KISSmetrics. See why he thinks Unbounce is so valuable. [Watch the video](#) »



WATCH VIDEO
(1 MIN)



<u>C</u> REDIBLE	3
<u>R</u> ELEVANT	3
<u>A</u> TTRACTIVE	3
<u>V</u> ISUAL	2
<u>E</u> NUMERATED	3
<u>N</u> EARBY	TBD
<u>S</u> PECIFIC	3



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SOCIAL PROOF SCORECARD EXAMPLE

"NEGATIVE"

TALOON.COM

PRIIMAA TUPPAA TULEMAAN. RAUTAKAUPPA NETISSÄ VUODESTA 2004.

Etsi tuotteita Hae info Yhteysti

Rakentaminen
LVI ja Sähkö
Valaisimet
Sisustus
Piha

Aidan rakentaminen
Autotallit ja -katokset
Kesämökille
Kiinteistövarusteet
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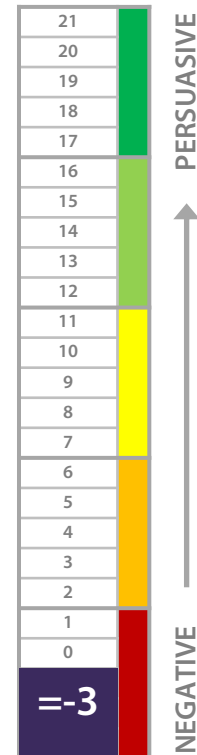
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Tykkää Jaa
+1 Print

<u>C</u> REDIBLE	0
<u>R</u> ELEVANT	0
<u>A</u> TTRACTIVE	0
<u>V</u> ISUAL	1
<u>E</u> NUMERATED	-5
<u>N</u> EARBY	1
<u>S</u> PECIFIC	0



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SOCIAL PROOF ACQUISITION

A fluffy grey rabbit is sitting on a green wooden deck. The rabbit is looking directly at the camera with its ears perked up. Its hands are held near its mouth, as if it is eating or about to eat. The background is a lush garden with various colorful flowers, including orange and pink blooms. A speech bubble is overlaid on the left side of the image, containing text.

*Lord, please help
me get reviews
LIKE THAT!*

WHEN YOU ASK, **77%**
ACTUALLY POST AN ONLINE REVIEW

PERSUASIVE TESTIMONIAL CORE

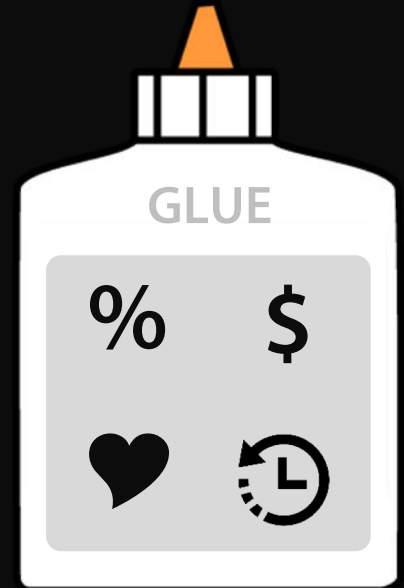
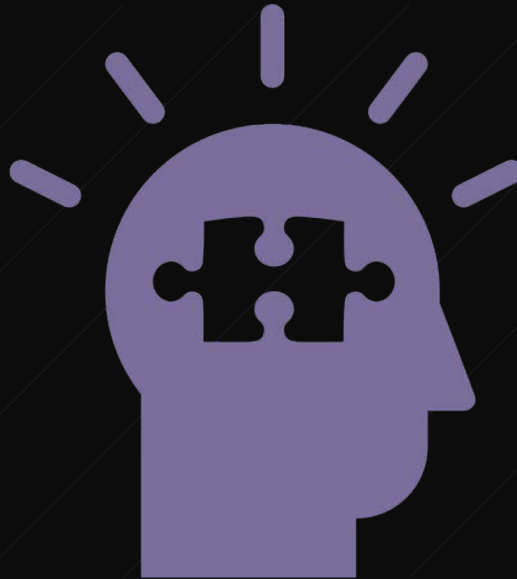
PROBLEM UNCERTAINTY



SOLUTION



RESULT SPECIFICS



1. OVERALL SATISFACTION LEVEL (1-5)
2. Specific product/service purchased
3. Reason for purchase (root problem/need)
4. Solution selection criteria
5. Initial purchase/product/process concerns or Q's
6. Specific results/feedback (\$, #, %, 🕒)
7. Wisdom insights for others



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7. Wisdom insights for others

“

I needed [PRODUCT] cuz [PROBLEM] .

I was concerned about [UNCERTAINTY] .

[RESULT SPECIFICS & WISDOM] .

I [RATING] recommend buying this!

”

“

I needed [PRODUCT] cuz [PROBLEM] .

I was concerned about [UNCERTAINTY] .

[RESULT SPECIFICS & WISDOM] .

I [RATING] recommend buying this!

”

HOW TO GET PERSUASIVE REVIEWS:

- 1 Deliver AWESOME
- 2 Perform a “satisfaction interview”
- 3 Draft testimonial from interview responses
- 4 Ask for a review and/or action shots

Hi Karen!

Thanks for taking time to do a satisfaction interview with me. We're grateful for your business and appreciate the feedback.

Your responses actually make for a great review. Might you be interested in posting it online? (Feel free to edit if we missed something or misunderstood your comments.)

[DRAFTED TESTIMONIAL]

<Insert 2 links to review sites - Google, Facebook, Yelp, etc.>

P.S. Might you have any photos you'd be willing to share with us?

7 SOCIAL PROOF IDEAS TO BOOST CONVERSION

DIVERSIFY PROOF FORMATS

#1

6S FORMATS of SOCIAL PROOF

SUM

27 Reviews

Questions & Answers (10) +

✓ Like You, Jake Dietrich and 182,064 others like this.

SAY

"I use Unbounce every day on 100 landing pages. We've **doubled conversion rates** and being able to ship without eng



SHOW

CUSTOMER PHOTOS



SCORE

98.6% of patients would refer friends and family to us.

★★★★★ (4.5/5)

#1 of 278 hotels in Moscow

SIGN



- SCOTT BOWLER



Localiz
Hong Kong's Directory

Sponsored By:

IBM

SHINE



TOP CONTRIBUTOR

SUM

SCORE

SAY

"I use Unbounce every day and have over 100 landing pages. **We've doubled and tripled conversion rates** and I love being able to ship without engineers."

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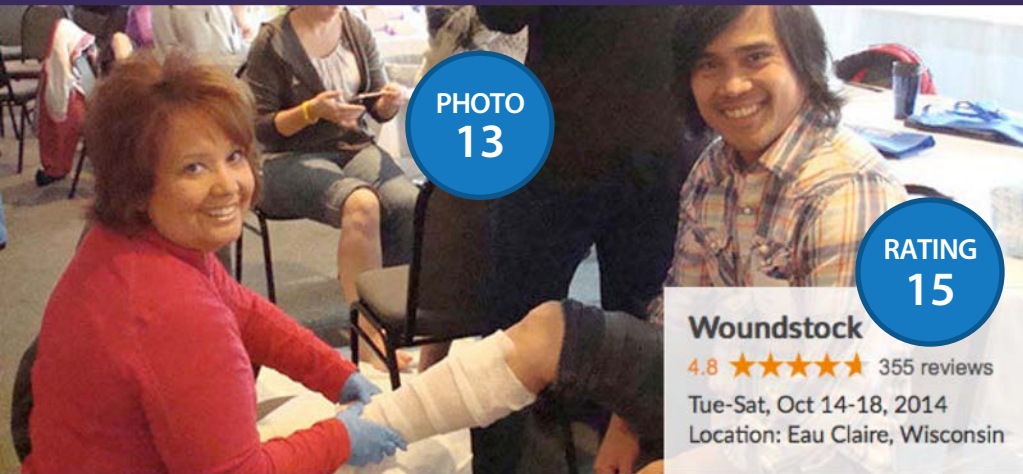


SIGN

SHOW

SOCIAL PROOF SCORECARD EXAMPLE

"HELPFUL"



Woundstock
 4.8 ★★★★★ 355 reviews
 Tue-Sat, Oct 14-18, 2014
 Location: Eau Claire, Wisconsin

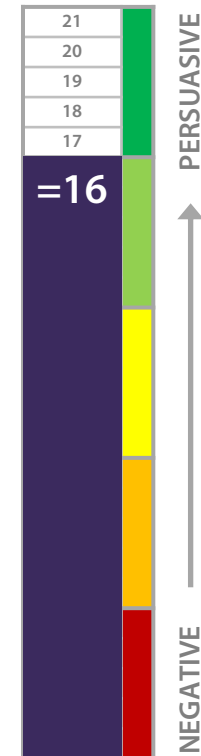
“Because of Woundstock, my work has improved compared to other practitioners. Being skilled in wound care is an art. If you love what you are doing it becomes an art. Woundstock heightened my level of awareness in wound care.”

REVIEW 13



Che Plang - Physical Therapist, Wound Care Certified (WCC)
 Juneau, Alaska - Director of Physical Rehab
 WOUNDSTOCK 2013 ATTENDEE

<u>C</u> REDIBLE	3
<u>R</u> ELEVANT	3
<u>A</u> TTRACTIVE	3
<u>V</u> ISUAL	3
<u>E</u> NUMERATED	2
<u>N</u> EARBY	TBD
<u>S</u> PECIFIC	2



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PLACE PROOF NEAR ANXIETY POINTS

#2



3 Core Seminars + 3 Electives = Your Certificate. It's that easy!

Are you equipped with the right skills to move your job and team forward? Being a new manager can be challenging. Get equipped with strong interpersonal skills to confidently and effectively lead operations. Our supervisory management training program can help!



SIMPLE

Take just one seminar class if that's all you need. No prerequisites. Earn a UW-Eau Claire certificate by completing 6 classes within a 5-year time period. **A class is just 2 full days** from 8:30am - 4pm -- affordable with no long-term commitment.



FLEXIBLE

Choose electives relevant to your job. **New classes are added every spring and fall.** Gain core competencies in leadership, communication, and management -- tackling tough topics like **conflict resolution, performance coaching, and time management.**



SELF-PACED

Start the program any time, in any order, from **2 convenient locations** -- Eau Claire and Hudson, WI. Choose a pace that works best for your lifestyle and budget. No rush. No obligation. (See program guide for dates and pricing discounts.)

...all backed by a **100% SATISFACTION GUARANTEE** or your money-back. →

Download our program guide for:

- ▶ Seminar descriptions and competencies
- ▶ Schedule dates, locations, and pricing
- ▶ Discount savings and registration form

FULL NAME *

EMAIL *

**Get the Program Guide:
Supervisory Management**

Privacy ensured. Your info will not be shared.

Chicago Tribune

Forbes

Inc.

G² | CROWD

Capterra



I am able to create beautifully functional emails

“My primary use of AC is to set up email automations to be sent to subscribers. I am able to save a lot of time, create beautifully functional emails with the templates provided and easily organize my contact list.”

— Joanna O., 5-star G2 Crowd review

Start sending beautiful emails right now.

Start a 14-day free trial. No credit card, no setup, no hassle.

Email Address

Start your free trial ▶

USE “CUSTOMER” TYPEFACE

#3

WE'VE CERTIFIED **10,000+ MANAGERS** SINCE 1979. IT'S YOUR TIME TO MOVE UP.

*"I think the Supervisory Management Certificate Program is great for people who don't have a college degree. It really teaches you what you need to know about the basics of supervision. I took things back from the program **that I could implement into my workplace right away**...to me, that makes the program very valuable."*



- Cory Tietz, Street Expert & Supportive Supervisor, City of Eau Claire, WI

New manager with a busy schedule? Get skills to move your job and team forward!

This simple, flexible, and self-paced supervisory management certificate program can help.
Discover today what local classes are available to help achieve your goals.



[Get the Supervisory Management Program Guide](#)

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OPTIMIZE REVIEW SIGNATURES

#4

LIVEPERSON Contact Us Mon - Fri at 312.699.4209



LiveEngage


Drive online sales, generate quality leads, and provide exceptional service at a lower cost.

[Click to Chat](#)


Use LiveEngage's intelligent chat and offer banners to spark conversations. 15 day money back guarantee. No strings attached. No questions asked.



Sell Directly to Visitors
By engaging your visitors with targeted offers based on their individual behavior, you can increase conversion rates by as much as 25%.



Nudge Visitors Along
Introduce them to custom suggestions and assist businesses that use LivePerson often see a 30% increase in online sales.



Ensure They Leave Happy
By addressing concerns, needs, and misconceptions on the spot, businesses have decreased their churn by as much as 80%.

Pricing

Summer Savings Sale! For a limited-time*, get LiveEngage up to 40% off! Simple pricing. No surprises.

Starter	Basic	Enterprise
Starts at \$1,000 per month 100 engagements	Starts at \$2,500 per month 250 engagements	Starts at \$5,000 per month 500+ engagements
40% off**	40% off**	40% off**
30 Engagements per month Buy Now	100 Engagements per month Buy Now	Need more than 100 engagements: a consult Chat Now

Live Chat, Targeted Offers, Custom Messaging and 24/7 Tech Support

Need more engagement? Have questions about which plan is right for you? [Chat to learn more](#)

Or, Try our Free Trial Option.

It has never been easier to see what an impact LiveEngage can make! With your free 15-day trial, you can see how easy it is to engage your customers and drive results.

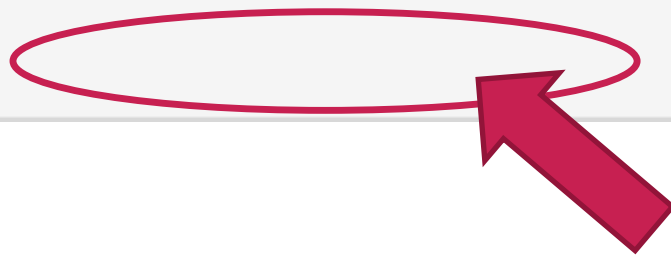
[Start My Free Trial](#)

Customer Testimonials

"We are able to target traffic that is coming to browse our site but that we know needs a little encouragement to actually buy a product."

Customer Testimonials

“When the initial results of a 200% conversion rate increase came in after just a few days [from implementing keyword-based targeting], I was taken by surprise.”











- ✓ Sleek drag-&-drop interface
- ✓ Automated workflows
- ✓ Infinite template possibilities
- ✓ Responsive & inbox-tested
- ✓ Unlimited users
- ✓ Unlimited sending

Select Email List Size



I agree to iContact's [Terms and Conditions](#), [Privacy Policy](#)

Want to get expert marketing info? YES NO

Keep me informed on iContact marketing tips, exclusive offers, news, and webinars. You can update your [preferences](#) or unsubscribe at any time.

SIGN UP



This is one of the best options available. The combination of price to offerings is very reasonable. In comparison to MailChimp, the email builder is much better. You have so much more control and customization using iContact.”

— **G2 Crowd Verified Review**



"Enterprise level ticketing system, at a fraction of the price of other systems."

- SCOTT BOWLER



Localiiz
Hong Kong's Directory



HELP DESK TICKET SYSTEM

Free helpdesk

Signup for a free account and get started within minutes!

- Three agents free forever, no strings attached**
Your first three agents on the Freshdesk Sprout Plan are free, forever. That's \$540 a year you've saved already!
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Mark, assign and resolve tickets everyday. Our ticketing system lets you get productive like never before.
- Powerful Automations**
Categorize, prioritize and assign tickets, automatically. Put your helpdesk on autopilot and get things done.

Company name

Helpdesk name

Phone no.

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"We recommend Freshdesk because of the great software and its customizability."

- MATTHIJS LOK PEARSON



"Enterprise level ticketing system, at a fraction of the price of other systems."

- SCOTT BOWLER



70px X 70px



"Enterprise level ticketing system, at a fraction of the price of other systems."




- SCOTT BOWLER  Localiiz
Hong Kong's Directory

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HELP DESK TICKET SYSTEM

Free helpdesk

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Because of Woundstock, my work has improved compared to other practitioners. Being skilled in wound care is an art. If you love what you are doing it becomes an art. It heightened my level of awareness in wound care.



Che Plang - Physical Therapist, Wound Care Certified (WCC)
Juneau, Alaska - Director of Physical Rehab
WOUNDSTOCK 2018 ATTENDEE



SIGNATURE

Because of Woundstock, my work has improved compared to other practitioners. Being skilled in wound care is an art. If you love what you are doing it becomes an art. It heightened my level of awareness in wound care.



Che Plang - Physical Therapist, Wound Care Certified (WCC)
Juneau, Alaska - Director of Physical Rehab
WOUNDSTOCK 2018 ATTENDEE



chico's



Lesi

From: Florida

Age: In my 40s

Body Type: Long and Lean

Shopping Frequency: Frequently

Yes, I recommend this product.

INSIDER

SO COMFORTABLE!

These pants are great fitting pants!! The fabric is very soft and the fit is perfect! These are some of the most comfortable pants that I own! I love them!

Was this helpful?



**+200%
CONVERSION**

White House | Black Market product review written by a loyalty program "Insider"

USE PROOF FOR CONTENT

#5

**PAPER EVALS =
LEGIT RATINGS**

Woundstock

4.75 ★★★★★ 110 reviews

Tue-Sat, Oct 14-18, 2014

Location: Eau Claire, Wisconsin

ETHICS & BOUNDARIES

Training with practical advice and fresh topics for real challenges in suburban and rural Wisconsin.



Find ethics training you need before the Feb 28th deadline.

[Course descriptions, schedules, pricing...](#)

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EMAIL *

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Ready to enroll? Get questions? Call (715) 861-6635

Last class to meet MPSW reporting deadline begins in...



CONTACT HOURS & CREDITS

Earn 4 or 6 contact hours (0.4 or 0.6 CEUs) in person to fulfill requirements for human services under MPSW, NBCC, or PSY licensure and/or state reporting.

FRESH & DIVERSE TOPICS

Learn practical strategies on new and diverse ethics topics - technology, rural settings, language/culture*, and more. (*Exclusively offered by UWEC)

MULTIPLE DATES & LOCATIONS

Choose from 5 date options amongst 3 locations (Eau Claire, Chippewa Falls, and Rhinelander) between Nov 20 and Feb 12, 2015.

2000+ PARTICIPANTS COMPLETED ETHICS TRAINING WITH US SINCE 2002.



★★★★★ Rating: 4.5 - 356 reviews

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HEADING

*"I think the Supervisory Management Certificate Program is great for people who don't have a college degree. It really teaches you what you need to know about the basics of supervision. I took things back from the program **that I could implement into my workplace right away**...to me, that makes the program very valuable."*



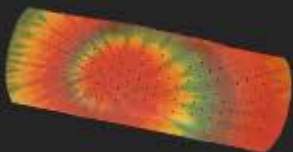
- Cory Tietz, Street Expert & Supportive Supervisor, City of Eau Claire, WI

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Woundstock is a 5-day series of 7 programs offering foot and wound care training with diverse speakers, practical lab experience, and thought-provoking case studies.



Woundstock

4.75 ★★★★★ 110 reviews

Tue-Sat, Oct 14-18, 2014

Location: Eau Claire, Wisconsin

WOUND CARE EDUCATION

See what hands-on training awaits you by downloading our app.

USER-SHARED PHOTO

Which programs interest you?

- Advanced Wound Care
- Foot & Nail Care Education
- Foot & Nail Care Business
- Lower Extremity Therapy
- Wound Treatment Associate Program

Full Name *

Job Function

- Nurse - RN, LPN
- Physical Therapist - PT

Wound and foot care training ...with a fun 60's theme!

LEVERAGE VIDEO TESTIMONIALS

A red starburst graphic with multiple points, containing the text "POWER PLAY" in white.

POWER
PLAY

#6





**WHAT IS NEAR ME SHOULD
I?**

WHAT IS NEAR ME SHOULD I?

WHAT IS _____?

~~NEAR ME~~ <*SOLUTION*> IN <*CITY*>

SHOULD I _____?



Transcript



00:53 had to make a change we have to go back

00:55 and do everything over again when we

00:58 looked at intact we looked at not sweet

01:00 and great planes and intact dressed just

01:03 from the start popped out at me as being

01:05 this tool that I really wanted to look

01:07 at and really wanted to work with so we

01:09 went through due diligence but at every

English (auto-generated)



Tandem HR CFO Discusses Armanino & Sage Intacct

100 views • Published on Jan 25, 2019



3



0



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Report



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4. Save



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3. Click Add element
4. Customize
5. Save

Add element ▾

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PAGE TITLE HERE

VIDEO
WITH END SCREEN CTA

“ VIDEO TRANSCRIPT ”

FAQpage SCHEMA for
“What is ____”





HAKUNA MATATA

$$I_{sp} = Q_{sp} * F_u$$

CONVERSION IMPACT

SOCIAL PROOF QUALITY

UNCERTAINTY FRICTION

SOCIAL PROOF INVENTORY

FEAR/UNKNOWN: _____

PROOF FORMAT



PERSUASIVE QUALITY

Sum it. Score it. Say it. Sign it. Show it. Shine it.

98.6% of patients would refer friends and family to us.

Source: Demandforce, 119 reviews



"I use Unbounce every day and have over 100 landing pages. **We've doubled and tripled conversion rates** and I love being able to ship without engineers."

Nemo is the Director of Customer Acquisition at KISSmetrics.



CREDIBLE. *Believable, authentic, trustworthy, authoritative, "ethos"*

RELEVANT. *Pertinent, germane, applicable, meaningful, important*

ATTRACTIVE. *Emotional trigger, anxiety buffer, "pathos"*

VISUAL. *Pictured, drawn, mapped, graphed, viewable*

ENUMERATED. *Quantified, scored, ranked, calculated, "logos"*

NEARBY. *Close, proximate, or near uncertainty/anxiety points*

SPECIFIC. *Distinct, descriptive, named, detailed, precise*

-4	-3	-2	-1	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
NEGATIVE					WEAK					NEUTRAL					HELPFUL					PERSUASIVE					

SCORING: 3=Exceptional, 2=Good, 1=OK, 0=Missing, -5=Bad



GET YOUR SOCIAL PROOF C-R-A-V-E-N-S SCORECARD



ANGIE SCHOTTMULLER

Founder & Chief Optimzer

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Ask about lead gen conversion optimization workshops!

APPENDIX – SOCIAL PROOF TOOLS

SOCIAL PROOF PERSUASION SCORECARD

CREDIBLE. *Believable, authentic, trustworthy, authoritative, "ethos"*

RELEVANT. *Pertinent, germane, applicable, meaningful, important*

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Small Business

<https://gatherup.com>

Grow Your Business Through Your Customers



5 Star Rating by Kelly Howard
09/09/19

business. GatherUp
of customer feedback



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