

WHAT TO EXPECT FROM

YOUR TESTIMONIALS

Wingman Creative wants to capture your client's positive experience and turn it into powerful marketing tools! Here's what you can expect from the testimonial process:

* Please note. Depending on your individual package, you may not receive all of the assets listed below*

FORMATS:

- **Hero Video:** A high-impact video showcasing your story and the impact your business had on your client's success. Hero videos are around 2 minutes in length and are suitable for use on your YouTube channel, embedded on your website or LinkedIn.
- **Social Media Reels:** Engaging, bite-sized clips perfect for capturing attention on Instagram and other platforms. These clips are typically 30 - 45 seconds long
- **Blog Post:** A detailed written account of your client's experience, providing valuable insights for potential clients. These blogs appear on landing pages on your website and become relatable stories for prospective clients.
- **Landing Pages:** A compelling landing page that tells the unique story of your client which promotes conversion for more client meetings, calls, or other key objectives.
- **Quote Cards:** Stylish, shareable graphics featuring your client's testimonial for social media and other online platforms.

QUALITY:

We strive to capture your testimonial in the highest possible resolution to ensure maximum impact. Wingman Creative utilises software that allows us to capture footage in the highest possible quality depending on the device your client is using. While 4K is what we're striving for, we understand not everyone has that capability with their devices. Rest assured, we optimise recordings as much as possible, ensuring the best possible quality for your testimonial.

OVERALL PROCESS:

- **Pre-Interview:** Our team will call your client directly to introduce ourselves and set up the best time according to their schedule to book in a 30 minute time slot to conduct the testimonial.
- **Filming/Recording:** Our team will work their magic, editing your footage and crafting engaging content across all the chosen formats. Please note that the **quickest** turnaround time is roughly 10 days from filming, depending on the video's complexity.
- **Approval & Launch:** You'll have the final say before we release your testimonial, ensuring you're completely satisfied with the final product. Depending on your package, Wingman Creative handles implementation on your website, social media and more!

