## Testimonials & User Feedback

### Data Collection & Validation Process

Feedback data was collected from four distinct sources:

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| **Source** | **Methodology** | **Validation** | **Sample Size** |
| Client Interview | Structured 1:1 Zoom call post-campaign | Cross-referenced with performance dashboard | 1 (Marketing Director) |
| Customer Feedback | Instagram comments, story polls, and loyalty survey (Typeform) | Manual sampling and keyword sentiment tagging | 413 valid responses |
| Internal Team | Campaign retrospective using Miro and Asana feedback forms | Triangulated with ad platform metrics | 8 team members |
| Public Mentions | UGC tracking using Brand24 (keyword: “Haksoss”) | Filtered for relevance and authenticity | 742 posts |

Each dataset was scored using a **Sentiment Index Model** (SIM) that categorized responses as positive, neutral, or negative. Outliers were discarded after linguistic consistency analysis using NLP tools (LightTag + manual verification).

### Client’s Original Targets vs Real Outcomes

Initially, Haksoss Café sought a **minimum engagement rate of 9%** and a **conversion rate of 4.5%**, primarily focused on driving loyalty sign-ups rather than deep brand storytelling. I restructured their testimonial strategy by embedding user emotion into content design — encouraging real customers to share experiences through branded hashtags and short-form video challenges.

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| **Metric** | **Client Target** | **Actual Achieved** | **Variance** | **Insight** |
| Engagement Rate | 9% | 11.3% | +2.3% | Driven by influencer reposts and micro UGC |
| Conversions | 4.5% | 6.2% | +1.7% | Personalized CTAs outperformed generic versions |
| UGC Rate | 1% | 2.1% | +1.1% | Customer stories increased campaign virality |
| Brand Sentiment | 85% | 93% | +8% | Improved visual identity and tone alignment |

### Client Testimonial

*“The campaign exceeded our expectations — ROAS and engagement were outstanding. Haksoss truly captured our brand’s premium essence.”****– Marketing Director, Haksoss Café***

This feedback was gathered after presenting the Looker Studio performance dashboard. The validation came when the client increased the next quarter’s ad budget by **+18%** and renewed the annual digital retainer.

### Customer Sentiment Highlights

*“I loved the Hero Latte! The storytelling on Instagram made me feel part of the VIP experience. Signed up immediately for the loyalty program.” –* ***@UPEliteAlex***

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| **Feedback Type** | **Volume** | **Sentiment (%)** | **Average Engagement per Post** |
| Positive | 342 | 83% | 1,120 likes |
| Neutral | 49 | 12% | 450 likes |
| Negative | 22 | 5% | 310 likes |

### Internal Team Reflections

*“The integration between social, email, and search campaigns worked flawlessly. Data-driven decisions during A/B testing were crucial for performance optimization.” –* ***Campaign Manager***

Our internal reflection meetings revealed 12 A/B tests executed during the campaign, focusing on subject lines, CTA variations, and image styles. The winning variants achieved a +3% higher open rate and +0.8% higher conversion rate, which were rolled into all live ad sets by Week 6.

### Strategic Reformation Summary

What began as a transactional testimonial concept evolved into a structured **advocacy-driven content layer**. My reform strategy introduced three key shifts:

* **From Passive Reviews → Active Narratives:** Encouraged storytelling formats through interactive polls and micro video reels.
* **From Brand-Led → Community-Led Messaging:** Empowered real customers to co-own campaign tone, creating emotional credibility.
* **From Isolated Posts → Funnel-Integrated Testimonials:** Mapped testimonial snippets into retargeting sequences and landing pages for authenticity-based conversion.

By merging qualitative sentiment data with quantifiable engagement performance, the testimonials became a measurable performance driver rather than decorative content. This reformation not only exceeded all sentiment and conversion goals but also established a replicable framework for future café launches under the Haksoss brand.