


## **Section 16**

# **Testimonials & Social Proof**

---

# Testimonials & Social Proof

 Data gathered from client surveys, post-appointment feedback, video testimonials, and online review analysis. Metrics designed to measure trust, satisfaction, and referral potential.

 Collecting testimonials and social proof enhances credibility, showcases results, and drives engagement. This section includes numerical targets, methods of collection, and expected outcomes for trust-building.

Item	Target	Notes
Testimonials collected (year)	60 verified	Focus on detailed written and video feedback from clients
Video testimonials	6	Highlight real pet owners sharing their stories
Avg rating goal	4.8 / 5	Aggregated across Google, Facebook, and internal surveys
Survey sample	600 sent; 70% response rate expected	Surveys post-appointment and via email
NPS target	+60 or higher	Net Promoter Score as measure of loyalty & advocacy