

Testimonial Tuesday



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Referrals and client testimonials directly show the benefits of working with your company. There isn't a more powerful sales tool and way to communicate, so the NMA has created Testimonial Tuesday for NMA Associate Members.

To showcase Associate members in a more innovative way and to encourage our manufacturers to shop with you, the NMA has created a program dedicated strictly to showing you off!

Each Tuesday starting in March, we will release a two minute video that includes a testimonial from one of your clients. We believe having your client on screen speaking your praises is extremely powerful.

Our goal is to make an impact, and to utilize technology to help us network and showcase our Associates.

Here is how it works:

- * Each Associate member receives a 30 second time slot to produce their testimonial.
- * Associate members will ask one of their clients to spend approx. 15 minutes in a zoom meeting with the NMA and videographer.
- * We will record the testimonial (via zoom meeting) and edit and put together the final product: a 2.25 minute video showcasing 4 associate members (30 seconds each).

We will be recording and editing throughout February, with a launch the beginning of March. The program will run for 9 weeks.

To be a part of the program, please contact Managing Director – Darla Price at darla.price@thenma.ca, 289-677-4988

Testimonial Tuesday Participation Form:

Company Name:

Company Contact Person:

Email:

Phone:

Client Contact Name:

(Who will be participating in the testimonial recording)

Client Email:

Once completed, please email a copy to admin@thenma.ca. We will contact you via phone to go over the program and choose dates/times for recording set up. Thank you.

Inviting Your Client

Here is a description and details you can share to invite your client to take part in the program. Please message and use the information below as you see fit.

DESCRIPTION:

We are proud member of the Northumberland Manufacturers' Association and are excited to take part in a new program called Testimonial Tuesday.

This program give me as a member, a get the chance to showcase my business using a video testimonial from one of our clients. The testimonials will be shared amongst the manufacturing membership and industrial community throughout the month of March and April.

We/I would like to invite you to take part in this program with us.

“ADD WHY you’ve chosen them – one of the best clients, one who could use extra promo too.....ETC.....”

Here are the PROGRAM DETAILS you can share:

- * Testimonials are recorded via zoom/webex/team meetings with myself, and representatives from the NMA.
- * Testimonial is 30 seconds in length
- * All parties will approve the recording before it's released.

What we need from you (client):

- * We would like to book a date and time (in Feb, for 15 minutes) to record your testimonial. It's a very simple process.
- * We are here to help in the creation and/or support of the testimonial.
- * Approve the recording for release.