

# 30+ Proven Ways to Use Social Proof to Increase Your Conversions (Updated)

[optinmonster.com/11-ways-to-use-social-proof-to-increase-your-conversions/](https://www.optinmonster.com/11-ways-to-use-social-proof-to-increase-your-conversions/)

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2019



# 30+ Proven Ways to Use Social Proof to Increase Your Conversions



optinmonster

Adding social proof can increase your conversion rate. That's why big brands like Amazon, WordPress, Mailchimp, and just about every other company, use social proof on their sites. In this guide, we'll share more than 30 ways to use social proof in your

marketing to increase your conversions.

We'll dive into the 31 social proof examples in just a bit, but first let's explain what is social proof, and what are the different types of social proof that you can leverage to boost your website conversions?

## What is Social Proof?

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Definition of social proof:

**Social proof** is a psychological phenomenon where people conform to the actions of others under the assumption that those actions are reflective of the correct behavior.

Marketers use social proof as a tactic for conversion rate optimization by **easing the minds of worried customers**.

There's no denying the power of social proof. Studies show 92% of online consumers look at a product review prior to making a purchase.

More telling is the fact that product reviews are 12-times more trusted than product descriptions and sales copy from manufacturers.

In other words, consumers want proof from their peers and unbiased 3rd parties, not the brands selling the products.

The best way to understand social proof is by looking at some real-life social proof examples that you encounter on a daily basis...

- **Restaurants** often have limited space in reception areas so that people waiting for a table will be forced to wait outside. This shows people passing by that the restaurant is in high demand. As a result, a passerby is more likely to visit the restaurant in the future.
- **Stores** will often post pictures of celebrities who have shopped on the premises in order to subconsciously tell customers that high authority figures approve of their products and services.
- **Country clubs** often require people to join a waitlist in order to obtain memberships. While waitlists are sometimes needed to prevent too many members from joining, the reality is that they're frequently implemented to make clubs seem more exclusive.

As you can see, social proof is all around you. And while you're often subject to social proof as a customer, it's imperative that you begin to leverage it on your own website. When used effectively, social proof can drastically and swiftly improve online conversions.

Now that you understand the power of social proof, where do you find social proof to use for your website?

## 6 Types of Social Proof

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There are 6 major types/sources of social proof. Start by leveraging the sources you already have, and then work to acquire more.

1. **Customers:** social proof from your existing customers or users (e.g. testimonials or case studies).
2. **Experts:** social proof from credible and esteemed experts in your industry (e.g. experts who exhibit the same behaviors that you want our visitors to).
3. **Celebrities:** social proof from celebrities or other influencers (e.g. celebrities who have bought your product, or visited your establishment).
4. **Crowds:** large numbers of people who provide social proof (e.g. "300,000+ websites use the OptinMonster lead generation software to get more email subscribers").
5. **Friends:** people who are friends of your users/website visitors (e.g. "50 of your friends like OptinMonster").
6. **Certifications:** a credible, 3rd party entity that certifies that you are a knowledgeable, high-quality or trustworthy source (e.g. "USDA Certified Organic").

OK, now that you know the major types of social proof, let's dive into 31 ways to use social proof to increase your website conversions.

## Social Proof Examples to Increase Conversions

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The question isn't whether or not social proof will help you increase conversions, but rather which social proof strategies will you use?

Below are 31 social proof strategies that you can start using in your business to increase your conversions and grow your sales.

### 1. Real-Time Stats

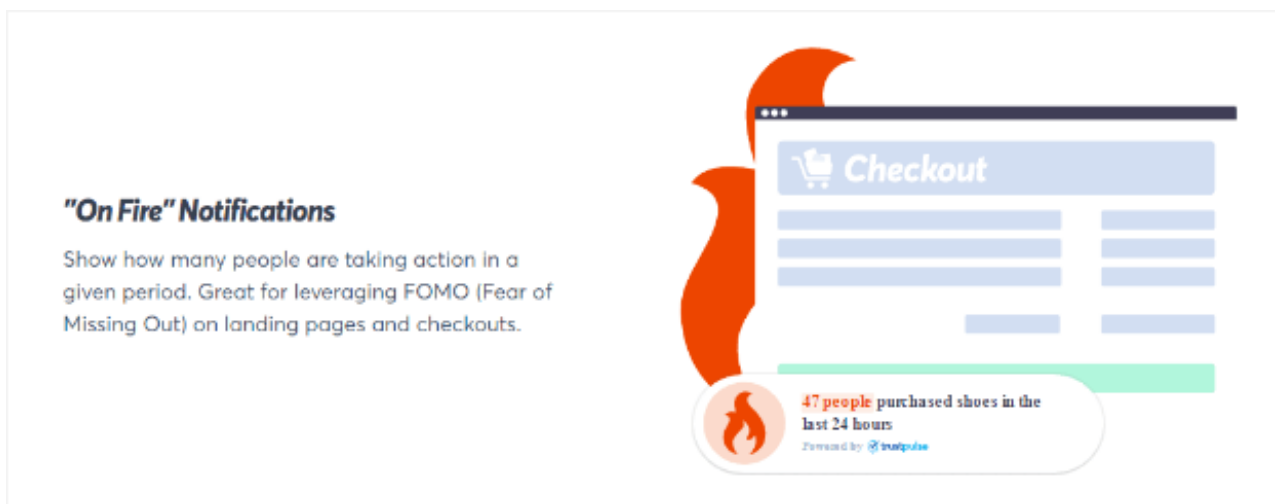
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Showing the real-time stats of how many people are currently viewing the page, or how many customers are currently purchasing is not only a great form of social proof but it adds fear of missing out (FOMO) into the mix as well.

A great tool to easily implement this is **TrustPulse**. This displays your most recent site activity in a small but attention-grabbing popup.



You can show purchases, registrations, signups, anything you want. You can even do these cool “on fire” notifications if something in your store is blowing up in popularity. These are great for leveraging FOMO on landing pages and checkouts.



Plus, TrustPulse takes less than 5 minutes to set up, from signup to live and running on your site. Not bad for social proof that’s proven to give you an instant increase to site conversions by **up to 15%**.

Just click [here](#) to get started with TrustPulse for free.

**Related Content:** [How to Use a Recent Sales Popup to Boost Your Revenue](#)

## 2. Customer Testimonials

Perhaps the most commonly used form of social proof is the customer testimonial. According to research done by [Nielsen](#), 92% of people will trust a recommendation from a peer, and 70% of people will trust a recommendation from someone they don’t even

know.

That's why almost all big brands show customer testimonials on their website.

Amazon, the world's largest online retailer, displays customer reviews and ratings on every product.

**Thule EnRoute Strut Daypack for 15-Inch MacBook Pro and 10-Inch Tablet**  
by Thule





★★★★★ | 144 customer reviews | 6 answered questions

Price: **\$99.99** + \$6.33 shipping

**Note:** Not eligible for Amazon Prime.

**In Stock.**  
**Estimated Delivery Date:** Jan. 22 - 27 when you choose Standard at checkout.  
Ships from and sold by Superdeals Store.

Color: **Black**

 <b>\$99.99</b>	 \$72.38	 \$95.26	 \$99.98
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**Make Money on Amazon:** Want to start making money on Amazon instead of spending money on Amazon? Our guide shows you all you need to know to make money on Amazon, even if you don't have a product to sell.

Freshbooks, a popular invoicing software for small businesses highlight why small business owners love their product. By doing this, they are targeting their testimonials directly at their audience:

## Small Business Owners Love FreshBooks

 <p><b>“FreshBooks not only makes me look professional, it saves me a huge amount of time.”</b></p> <p><b>Tina Roth-Eisenberg</b> Designer/Founder of CreativeMornings, Tattly swiss-miss.com</p>	 <p><b>“I get paid three times faster using FreshBooks, and would recommend it to any small business owner.”</b></p> <p><b>Kyle Sexton</b> Marketing Consultant kylesexton.com</p>	 <p><b>“FreshBooks is incredibly intuitive to use, and saves me five to ten hours every week.”</b></p> <p><b>Justin Sundling</b> General Contractor Sundling and Associates, LLC</p>
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On OptinMonster, aside from displaying testimonials throughout the site, we have a dedicated [OptinMonster customer reviews page](#) where we list our customers' testimonials.

The screenshot shows the OptinMonster website's testimonial page. At the top, there is a blue navigation bar with the OptinMonster logo, the text "Join 700,000+ using OptinMonster to get more subscribers and customers.", and two buttons: "Get Started" and "See All Features". Below the navigation bar, the page is organized into a grid of testimonial cards. Each card features a customer's profile picture, name, and title, followed by a quote and a "View Case Study" link. The testimonials are from Neil Patel (Founder QuickSprout), Srdjan Popovic (Chief Marketing Officer, CrossKope), Joost de Valk (Founder Yoast), Michael Hyatt (New York Times Bestselling Author Platform: Get Noticed in a Noisy World), and John Dumas (Founder of EntrepreneurOnFire). The quotes highlight various benefits such as increased conversions, improved user experience, and higher lead conversion rates.

Customer reviews and testimonials can be displayed in a number of different formats as long as they highlight the value of your product through the voices of satisfied customers. In fact, according to one study, testimonials can increase conversions on sales pages by as much as 34%. The key is setting in on the testimonial format that's best for your website.

### 3. Celebrity Endorsements

Celebrities and well-known industry experts are great resources when it comes to establishing authority and proving your value.

Depending on your brand, celebrity approval may come in the form of paid endorsements or even natural endorsements.

The former would refer to formal contracts where you pay a figure to represent your brand. This is what big corporation like Pepsi and Priceline do.



William Shatner earned \$600 million by being a spokesperson of Priceline.



Natural celebrity endorsement refers to situations where an individual publicly approves of your brand/product of their own volition.

WPBeginner videos highlight industry experts who recommend free WordPress video training.

## WHAT FOLKS ARE SAYING ABOUT US ...



**Chris Brogan**  
President, HB Works



**Neil Patel**  
Founder, CrazyEgg



**Matt Mickiewicz**  
Founder, 99Designs



**Lewis Howes**  
Best Selling Author



**Chris Garrett**  
Authority Blogger

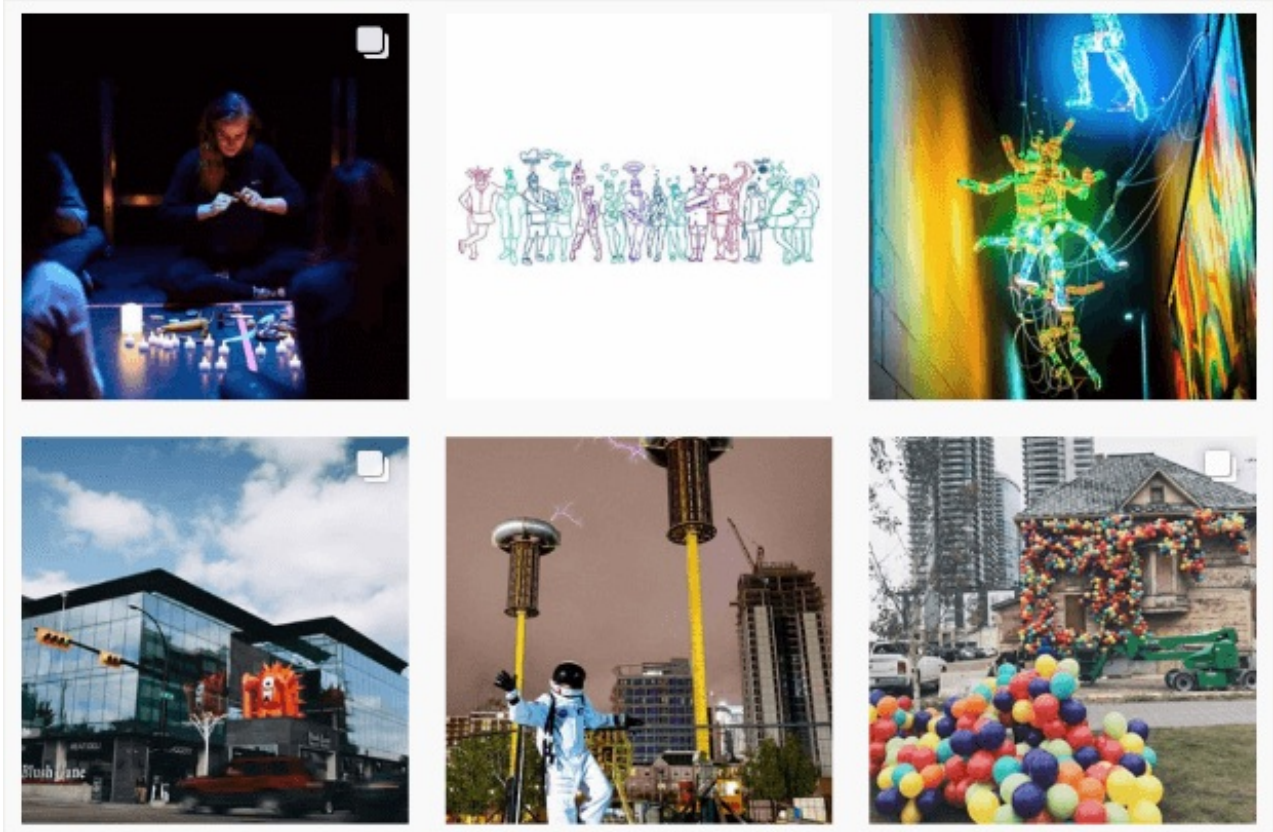


**Todd Garland**  
Founder, BuySellAds

## 4. Social Media Takeovers

Social media takeovers are a great way to expand your influence to an audience that may be interested in what you have to offer but aren't necessarily familiar with your brand. In a social media takeover, an influencer or expert will literally take over the posting on your social networks for a certain amount of time.

The city of Calgary had a social media takeover of their Instagram platform. Residents and city ambassadors would take over the city's Instagram for a week to show off all the cool things the city has to offer.



Takeovers are usually an easy sell because not only do you leverage the relationship that the influencer marketing expert has with their audience but they get access to your audience, too.

## 5. Host Experts

Inviting expert guests to contribute to your social media platforms or blog is a great way to use social proof. Chalene Johnson is always doing this in Instagram Stories and on Snapchat:

Your followers (and others who stumble upon these guest posts) tend to attribute the expert's authority to you since it's your platform that's being used to share the message. Plus, followers will look to you as a source of this knowledge in the future, even though you're acting just as a distributor.



## 6. Case Studies

While more formal in nature, case studies are often used to provide high authority social proof. Also referred to as longform social proof, case studies leverage the idea that customers perceive long, in-depth user reviews as being more reputable than brief excerpts.

At OptinMonster, we have a dedicated [Case Studies section](#) where we highlight the success stories of our customers.

**CASE STUDY**

How Yoast Doubled Email Signups and Added 10,000+ Subscribers In 30 Days

Shopify, a popular eCommerce software on the web, highlights their customer success stories as longform case studies.

shopify Ways to sell Pricing Blog More Log in Get started

Articles Guides Shopify Updates Videos Podcasts **Success Stories** Forums Free tools

Clothing - San Francisco, CA

**Blu Kicks**

Opened in 2011 - <http://www.blukicks.com>

f t in

## 7. Media Mentions

Has your product or brand ever been mentioned in the media? This includes magazine features, unsolicited reviews, TV segments, or podcast interviews. If possible, take excerpts from these media mentions and paste them on your website to establish authority.

This is what Freshbooks does on their homepage:

"FreshBooks is the best"



"Incredibly user friendly"

Forbes

"Refreshingly straightforward"



Another example of quoting press mentions can be seen by Markhor, a high-quality leather shoes maker.

MARKHOR IN PRESS

"The best men's dress shoes under \$350."

— Business Insider

"The shoes are beautiful and look more well crafted than nearly anything else available in their price range. Markhor sources locally-made fine leather that's usually shipped off to Italy & all of the parts are carefully made by hand."

— Fast Company

"When you purchase a pair of Markhor shoes, you are immediately looped into the production, and you receive periodic updates about the craftsman's progress."

— TechCrunch

An even simpler and less-invasive strategy is to simply integrate the logos of media outlets you've been featured in.

**Did you know:** OptinMonster **works on any website**, but it's also got the **best WordPress popup plugin** on the market. Learn all about the **OptinMonster Effect** and how we can help you **get more subscribers and customers** in 3 simple steps!

## 8. Customer Base

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One extremely pervasive and effective social proof strategy is the use of client logos to prove positive adoption.

By showing users your existing customer base, you're essentially telling them that your product offering is good enough for these successful companies to use, it must be good enough for them, too!

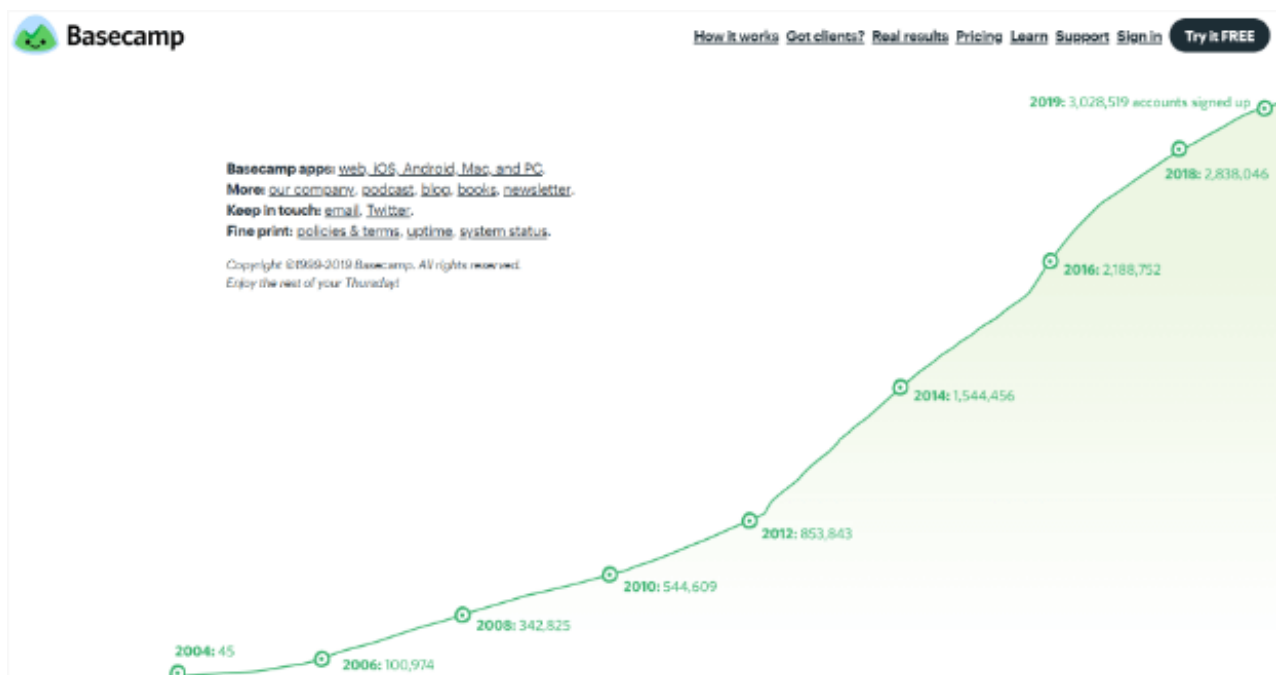
Basecamp did a great job of this by showing the number of companies that signed up last week along with the big companies that are using their platform.

Over 15,000,000 people have used Basecamp at work or for their own personal projects. Ask around, there's probably already someone at your company who's used Basecamp before!

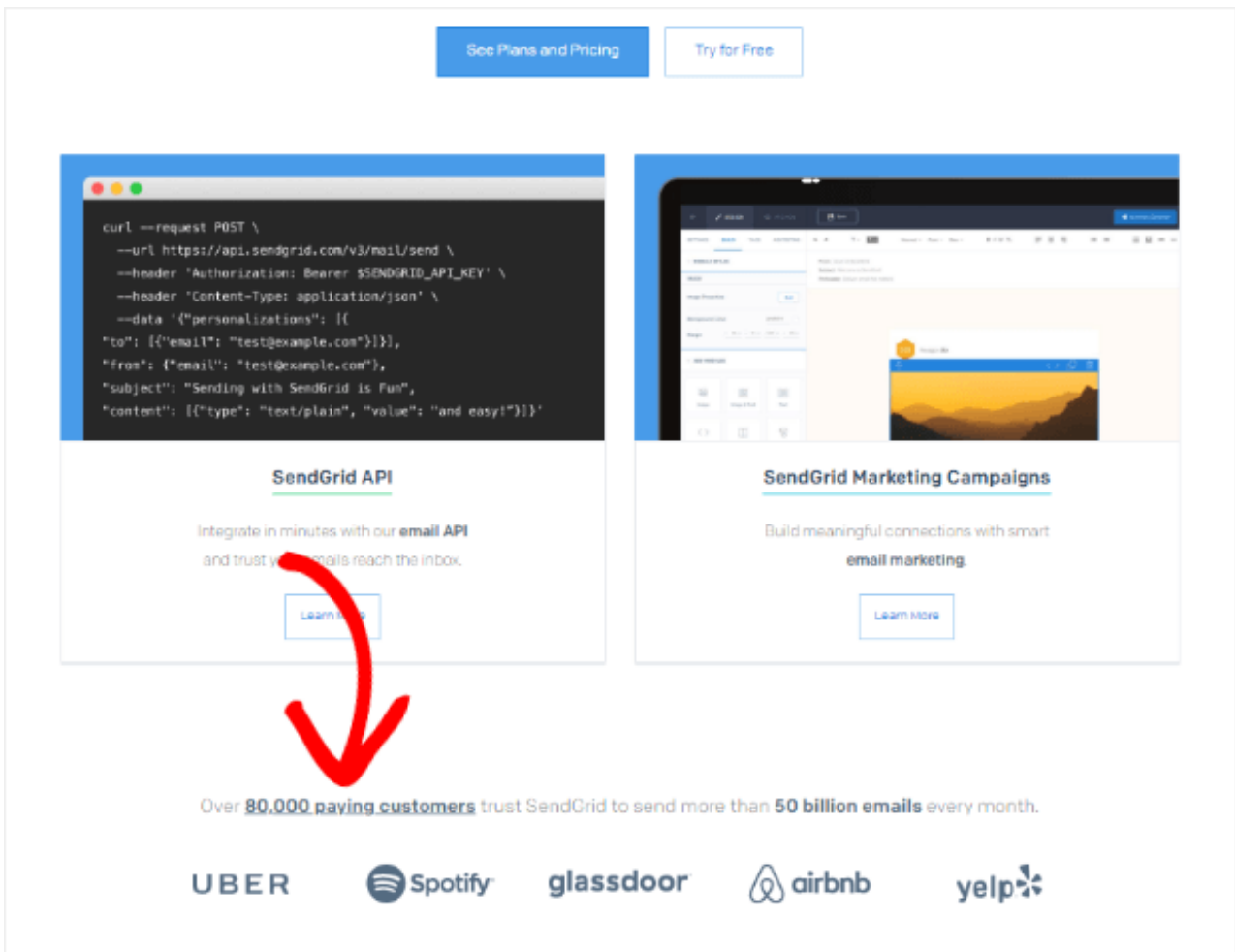
**Just last week, 5,611 companies signed up for Basecamp.**

- Prices start at just \$20/month. [Jump to the full price list.](#)
- Every customer gets a **no-obligation, 60-day unlimited-use free trial.**
- No credit card required. Just fill out the form below and you're in!

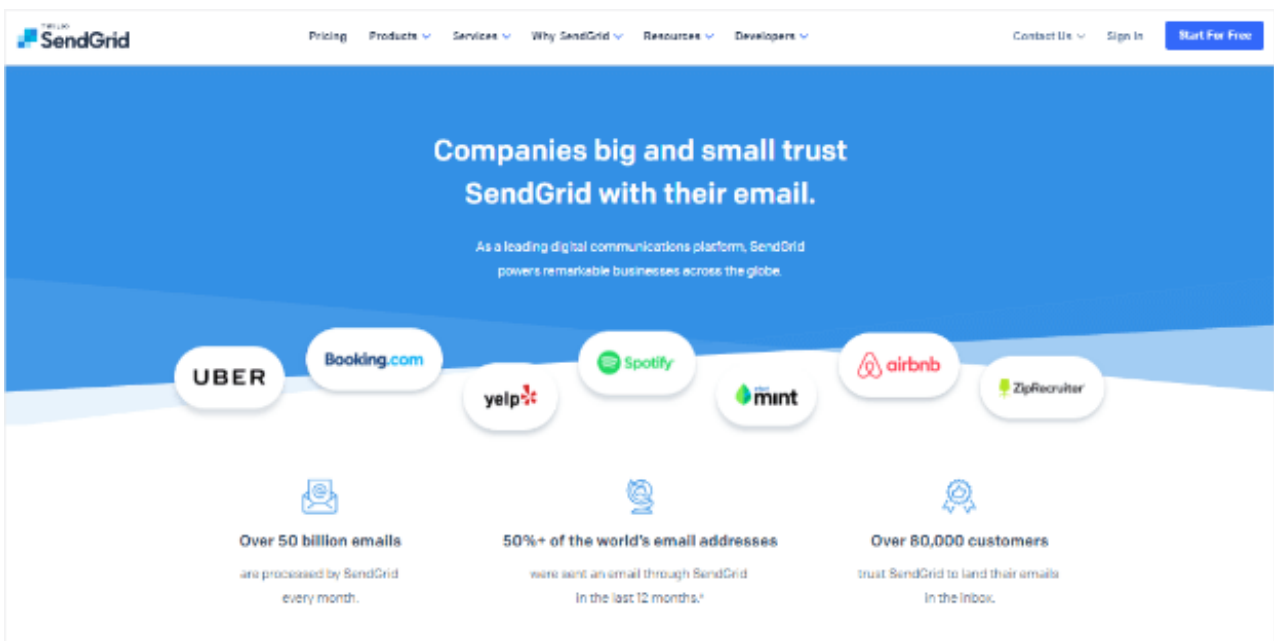
Now that they're even more popular, Basecamp has moved to a sleek chart that shows how they've grown:



SendGrid, a popular email marketing service, displays the logos of their customers towards the footer of their home page with a link that visitors can click to learn more about SendGrid's customers.



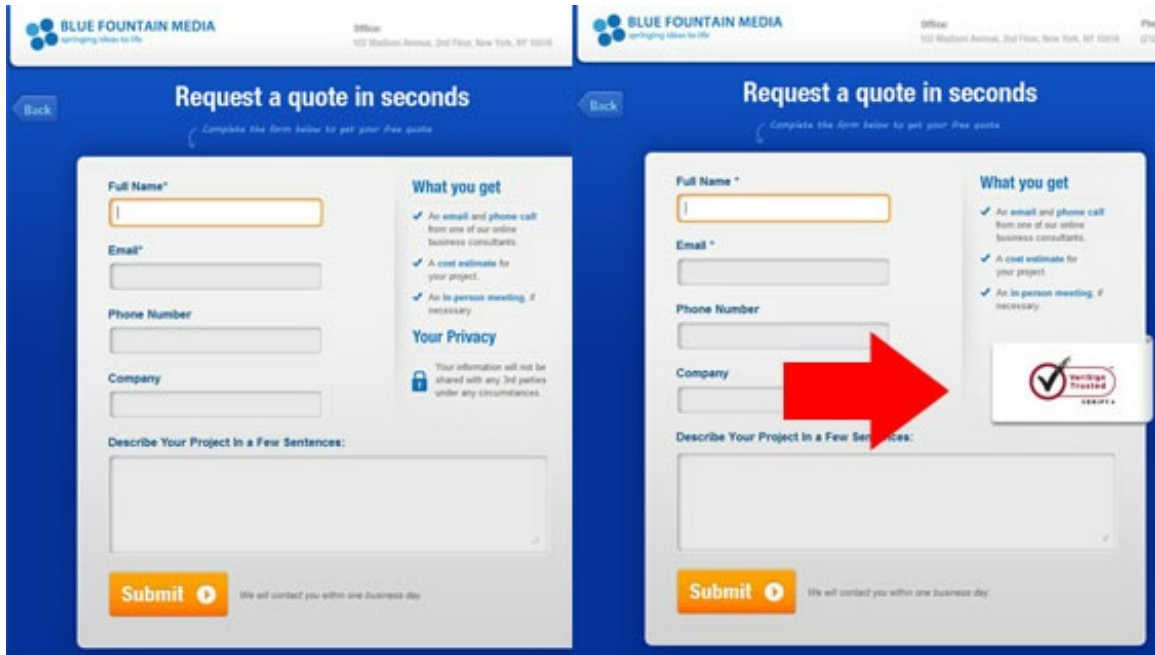
When you click the link, you're taken to an entire page devoted to SendGrid's social proof:



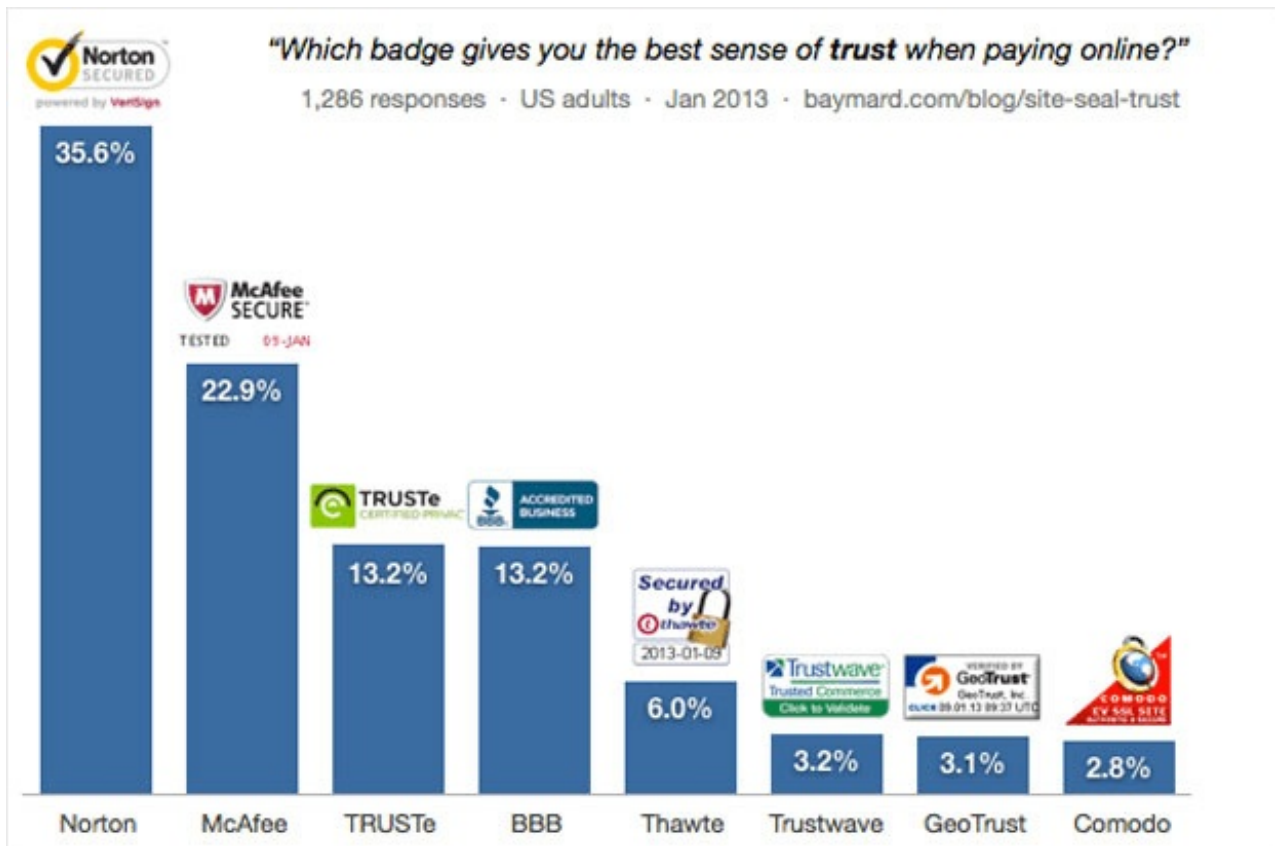
## 9. Trust Seals

By adding trust seals on your checkout page, you can significantly boost your sales. In a split test, Blue Fountain Media found that their conversions increased by 42%, just by

adding a Verisign trust seal.



There are tons of security seals you can add on your site such as Norton, McAfee, Better Business Bureau, etc. Baymard Institute conducted a study that showed which seals potential customers trust more:

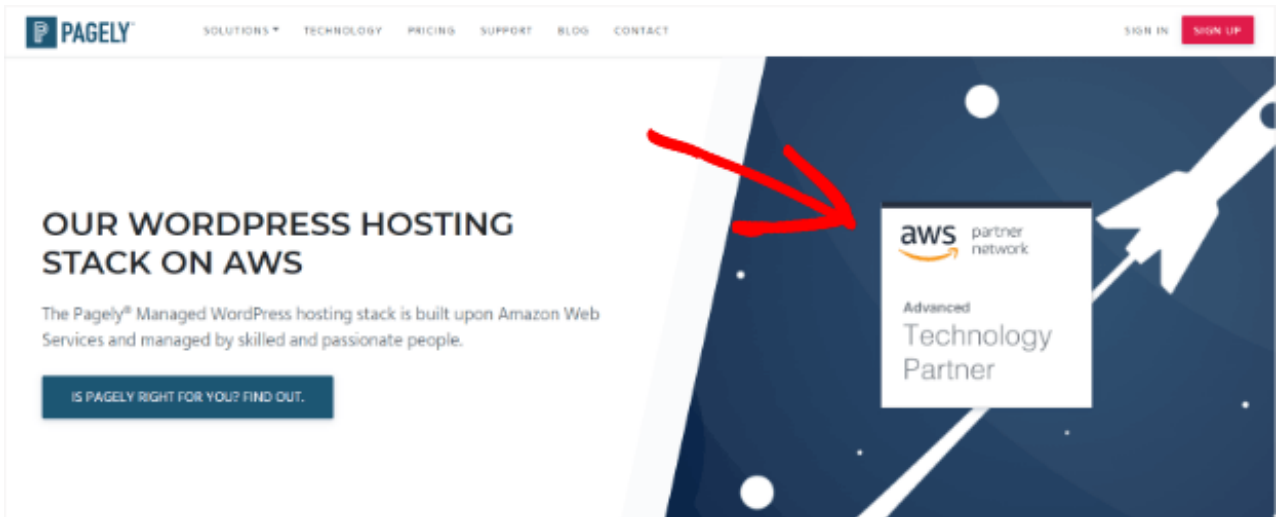


## 10. Certifications and Badges

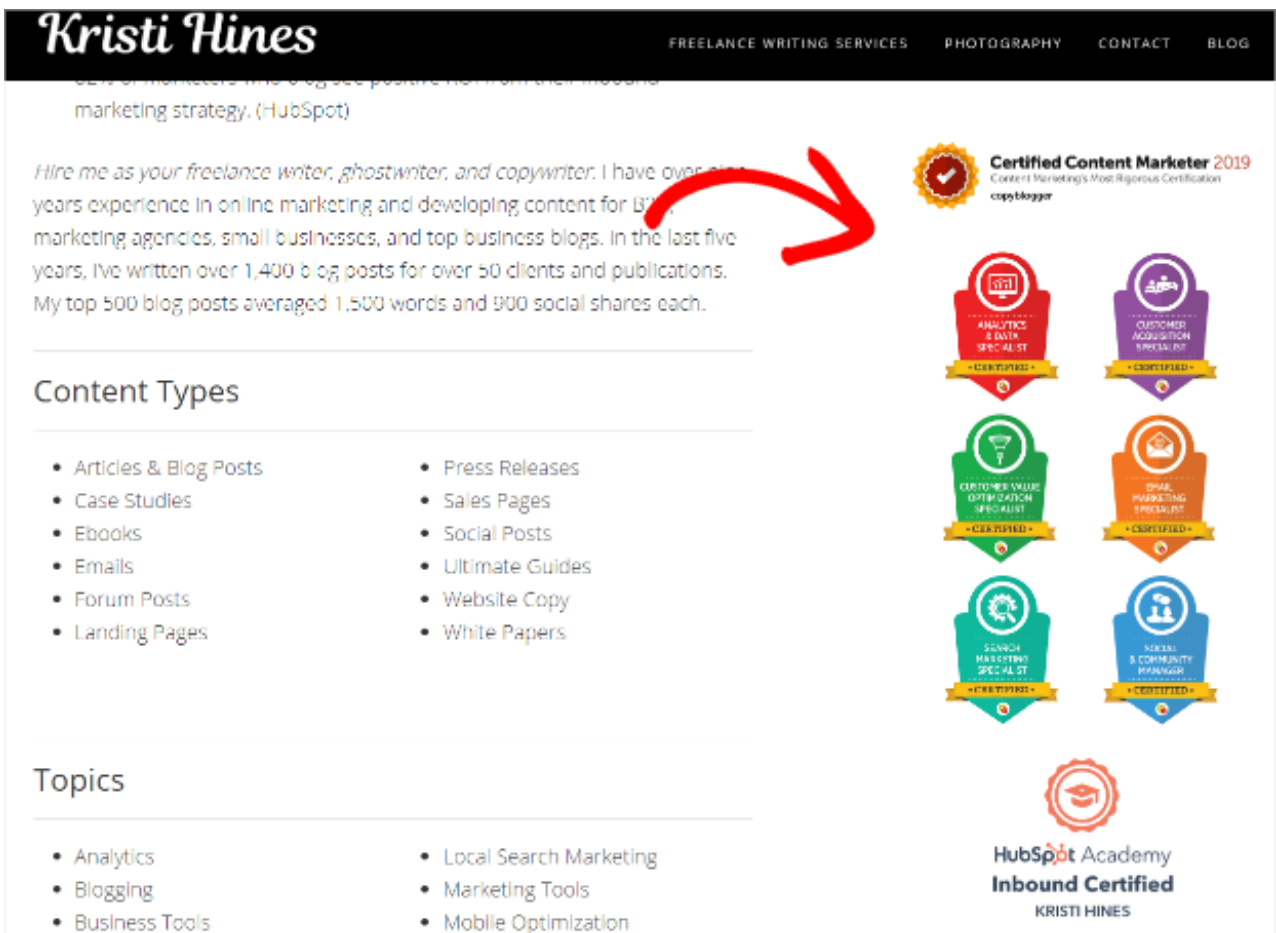
If your business has certain industry certifications or accreditations, you can proudly display these qualifications on your website.

Most certifying and accrediting organizations have badges or logos that can be freely displayed on your website. Some have even been shown to increase conversion rates by as much as 30 percent.

Pagely, a leading managed WordPress hosting provider, displays an Amazon Web Services Partner Badge proudly on their site.



Kristi Hines, a well-known freelance writer, displays all of her certifications on her home page.



## 11. Platform Integrations

If your product or service integrates with third-party services, then one of the best social proof you can add is the logos of your integration partners. By doing this, you ultimately put your product in the company of credible and familiar brands.

At OptinMonster, we do this by displaying all of our email marketing service and platform integrations:

The screenshot shows a section titled "One Click Integration with Your Email Marketing Provider". Below the title is a sub-header: "OptinMonster works out of the box with all major email marketing platforms. We integrate with more email marketing services than any of our competitors. [Click to view the full list](#)".

Below this are five boxes containing logos for MailChimp, AWeber, Infusionsoft, GetResponse, and Constant Contact. Below these are two more boxes: "+ 19 integrations (click to see all)" and "Bonus: Custom HTML Forms Integration".

Below this is a section titled "... and All Websites & eCommerce Platforms". It features a grid of logos for WordPress, Drupal, Magento, Shopify, Joomla!, Blogger, Squarespace, Weebly, Jimdo, Tumblr, Bigcommerce, Volusion, and Prestashop. A final box at the bottom right of the grid says "and Any HTML Websites".

When someone shows up, they may not know who we are, but they've most definitely heard of Constant Contact, Mailchimp, AWeber, WordPress, Drip, Shopify, and the others, which adds credibility to our platform.

Baremetrics does it right in their footer by stating that they're an analytics and insights platform for the popular payment platform Stripe.

The screenshot shows the Baremetrics website. At the top, there is a navigation bar with 'Features', 'Pricing', 'Blog', and 'More'. On the right, there are 'Sign In' and 'Start Free Trial' buttons. The main heading is 'Grow your startup right.' followed by the subtext 'Metrics, dunning, and engagement tools for SaaS & subscription businesses.' Below this are 'Start Free Trial' and 'Live Demo' buttons. A large red arrow points from the 'Start Free Trial' button area down to a section titled 'Integrates with your favorite payment providers and platforms'. This section features logos for Stripe, Braintree, Recurly, Chargebee, ReCharge, App Store Connect, Shopify Partners, and GoCardless. In the background, a dashboard titled 'Control Center for Baremetrics' is visible, showing various charts and metrics like 'Monthly Recurring Revenue', 'Net Revenue', 'New Customers', and 'Churn Rate'.

Adding third-party platform integration logos is one of the easiest ways to borrow social credibility.

One really simple form of social proof that you can display on your site is the raw number of social shares.

However, you can also add social share counts to any page on your website, including landing pages and product pages.

### 13. Subscriber/User/Customer Count

Your subscriber, user or customer count is another valuable statistic that brings credibility to your brand.

On their pricing page, WordPress.com highlights that WordPress powers 33% of the internet. How can you say no to using WordPress after that!



## Join the platform you won't outgrow.

Build on the platform that powers  
more than 33% of the internet.

Create your site

**Related Post on WPBeginner:** [WordPress.com vs WordPress.org – Which is Better? \(Comparison Chart\)](#)

Similarly, you can use any relevant statistics to get your point across.

[Akismet](#), a popular comment spam filter for WordPress, highlights that they block over 7.5 million spam comments per hour.

### Slaying spam since 2005

To date we have kept pieces of spam off the web, with an average of about **7.5 million per hour**. That means we were stopping almost twice as much spam as there are people in Los Angeles every single hour.




Raw numbers simply convert!

## 14. Social Media Proof

Brands are using social media statuses as social proof by highlighting what their customers are saying about them. It doesn't get more authentic than this.


[Campaign Monitor](#), a popular email marketing service, displayed tweet testimonials in the footer of their site for a while.

"As always @CampaignMonitor support is top notch! This is why I never use anyone else!"




ALISPRINGALL

"So impressed with the level of customer service from @CampaignMonitor."



ANA TESOVIC

"Every time I need the @CampaignMonitor support team they're excellent, and fast."



ANDY HOWARD

## 15. Ratings and Reviews

Did you know that 63% of consumers indicate that they are more likely to purchase from a site if it has product ratings and reviews?

Especially if you have an eCommerce store, you should be using ratings and reviews to increase conversions on your product pages.

### Customer Reviews

★★★★☆ 86  
4.6 out of 5 stars

5 star	<div style="width: 70%; background-color: #ffc107;"></div>	70%	<p>Share your thoughts with other customers</p> <div style="border: 1px solid #ccc; padding: 5px; display: inline-block; margin-top: 10px;">Write a customer review</div>
4 star	<div style="width: 22%; background-color: #ffc107;"></div>	22%	
3 star	<div style="width: 6%; background-color: #ffc107;"></div>	6%	
2 star	<div style="width: 1%; background-color: #ffc107;"></div>	1%	
1 star	<div style="width: 1%; background-color: #ffc107;"></div>	1%	

[See all 86 customer reviews](#)

### Top Customer Reviews

★★★★★ **Perfect handbook for cyclist aiming at using power meter for training**  
By Rodrigo S. Loureiro on September 7, 2012  
Format: Paperback | **Verified Purchase**

Having read and constantly referred back to all Joe Friel's books, all the variations of his Training Bible aimed at Cyclist, Triathletes, etc... I immediately purchased this book as soon as it came out.

This book picks off where the 'Training Bibles' left off as it dives deep into power meter training, which is the biggest training trend for cyclist of all levels, as power meters become widely available and accessible.


I've been training with a power meter since 2008, and read Andy Coggan's book in great detail, and also use it regularly, as I view these types of books more as reference book to keep coming back to, rather than books you read once and put it back on the shelf.

## 16. Test Scores

Test scores from an independent, 3rd party source can be really helpful for easing a customer's concerns.

For example, Google's "Trusted Store" card provides a score based on criteria that are really important to shoppers in advance of making a purchase.

Google Trusted Store ✕

Over 3,000,000 transactions as a Google Trusted Store  
Shopped and evaluated by 

**Customer Service**

- ✓ **99.7%** escalation-free orders
- ✓ **12-24 hours** to reply to emails

**Shipping**


- ✓ **99%** on-time shipping
- ✓ **3-5 days** to deliver (average)

**Returns**

- ✓ **45-day** return policy for most items
- ✓ **Less than 7 days** to process returns

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**Google Certified & Protected**

 ✓ **\$1,000 of free protection** offered

✓ **Google's help** resolving issues

[Learn more](#)

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[Privacy Policy](#) » [Verify](#) » [About Google Trusted Stores](#) »

## 17. "Best Seller"

Simply showing customers which products are your "best sellers" works to increase conversions on those particular products.

A prospect who is thinking about purchasing may be on the fence, but when they see that it is a best seller then they will be much more likely to make the decision to purchase. That's why Amazon calls out which products are their best sellers with an eye-catching "#1 Best Seller" banner.

**The Triathlete's Training Bible: The World's Most Comprehensive Training Guide, 4th Ed.** Paperback – November 15, 2016  
 by Joe Friel (Author)  
 ★★★★★ 2 customer reviews  
 #1 Best Seller in Triathlons  
 See all formats and editions  
 Paperback \$20.01 ✓Prime  
 10 Used from \$17.80  
 28 New from \$15.91  
*The Triathlete's Training Bible* is the bestselling and most comprehensive guide for aspiring and experienced triathletes. Joe Friel is the most trusted coach in the world and his proven triathlon training program has helped hundreds of thousands find success in the sport of triathlon.

## 18. "Customers also bought..."

Similarly, you can show prospects similar products that your customers bought along with the product they are currently viewing.

Customers Who Bought This Item Also Bought Page 1 of 20

Product Title	Author	Rating	Price
Strength Training for Triathletes: The Complete Program to Build...	Patrick Hageman...	★★★★★ 37	\$14.92 ✓Prime
The Triathlete's Training Diary: Your Ultimate Tool for Faster, Stronger Racing, 2nd Ed.	Joe Friel	★★★★★	\$12.66 ✓Prime
The Well-Built Triathlete: Turning Potential into Performance	Matt Dixon MSc	★★★★★ 73	\$18.11 ✓Prime
Triathlete Magazine's Essential Week-by-Week Training Guide: Plans,...	Matt Fitzgerald	★★★★★ 62	\$15.14 ✓Prime
Surfacing: From the Depths of Self-Doubt to Winning Big and Living Fearlessly	Siri Lindley	★★★★★ 2	\$16.93 ✓Prime

This is not just a tactic for cross-selling your products; it's a form of social proof which shows that other people are purchasing your products.


## 19. Customer Recommendations

A really powerful way to leverage your existing customers for social proof is by surveying them and then stating the percent of customers who would buy your product again.

NakedWines does this by asking customers who bought a bottle of wine to give it a rating and state whether they would buy it again and then calculating the overall percentage.

nakedwines.com   Wines   Cases   Winemakers   Groups   Angels   Help   Your offer   **BEST DEAL**

Delivery is included over \$100, and \$9.99 below that   [Get in touch](#)



**The summertime Cab you've been waiting for...**

Rich and rowdy Cabernet - yours for \$12.99

Market Price     \$14.99

Angel Price     \$12.99

Angels Save     \$2.00

[Add to Basket](#)

There are also **47 out of stock wines** that match your search.

Recommendations

Wines I've Not Tried

SPECIAL +

ALCOHOL +

DIETARY +

TYPE ×

Dessert & Fortified (1)


Red (131)

Rose (10)

Sparkling (5)

Sort by...

**NEW**



**WE'RE NOT SURE**

**Patrice Grasset Loire Valley Rose of Pinot Noir 2018**

by Patrice Grasset

France Pinot noir

**100%**  
of 6  
would buy again


Market Price     \$13.99

Angel Price     \$10.99

Angels Save     \$3.00

[Add to basket](#)

**NEW**



**WE'RE NOT SURE**

**SWEET SPOT**

**David Kohler Canopy Sonoma County Chardonnay 2018**

by David Kohler

USA Chardonnay

**100%**  
of 6  
would buy again

Market Price     \$16.99

Angel Price     \$14.99

Angels Save     \$2.00

[Add to basket](#)

## 20. Number of Orders

Simply sharing how many orders you've had, or how many times your product has been sold can make a huge difference in making even more sales.

Here's an example from [GoodReads](#). In the product description for this book by Dale Carnegie, they share that over 15 million copies have been sold.



HOW TO  
WIN FRIENDS  
& INFLUENCE  
PEOPLE

*The Only Book You Need  
to Lead You to Success*

Dale  
Carnegie

Want to Read ▼

Rate this book  
★★★★★

 Preview
 Listen

## How to Win Friends and Influence People

by Dale Carnegie

★★★★★ 4.11 ·  Rating Details · 267,961 Ratings · 6,749 Reviews

You can go after the job you want...and get it! You can take the job you have...and improve it! You can take any situation you're in...and make it work for you!

Since its release in 1936, *How to Win Friends and Influence People* has sold more than 15 million copies. Dale Carnegie's first book is a timeless bestseller, packed with rock-solid advice that has carried thousands ...more

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Paperback, Special Anniversary Edition, 288 pages  
Published October 1st 1998 by Gallery Books

[More Details...](#) [edit details](#)

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Get A Copy: Kindle eBook \$3.20 Amazon Stores ▼ Libraries

15 million people can't be wrong, right?

## 21. Ambassadors

To better leverage your customer reviews, you can allow customers to create a profile and become ambassadors of your brand.

This shows prospects that your product is so good that customers not only love it, but they promote it as well.

Sweaty Betty, a fitness apparel company, calls out their ambassadors on each of their product pages under the "Product reviews" section.

Kimpossible  
**AMBASSADOR**

Location: London & Bristol  
Activity: Multi-Talented  
Level: Gold  
Size: 8  
Height: 5'5"-5'9"  
Where Purchased: Sweatybetty.com

★★★★★  
**Versatile, Functional & Stylish Leggings, Love Them!**  
08 September 2016

Fit rating 
snug
loose

Really, really love these leggings, great fit, good styling, breathable and functional. Perfect for Autumn runs, Hiit, weights or yoga.... and layering up casually. So many pieces in the AW16 collection to mix and match with them. Highly recommend and definitely one of my favourite leggings from Sweaty Betty so far. Sizing wise, I'm 5ft 8 and the regular length fit how I like to wear them, and I could wear the XXS or XS, and usually would only fit the XS but I am training for a coastal charity marathon so perhaps I have changed shape slightly not the leggings fit. Enjoy wearing this Power Range, Kim x

Yes, I recommend this product.

This review is from the UK website.

1 0 Reply

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KimS

Location: Surrey, UK  
Activity: Run  
Level: Pro/Marathon  
Size: 10  
Height: 4'10"-5'4"  
Where Purchased: Sweatybetty.com

★★★★★  
**Love these statement leggings!**  
23 November 2016

Fit rating 
snug
loose

These are hands down one of the best pairs of workout leggings that I have purchased. Not only are they a fab print and design, but (for me) they are a true size fit, breathable and functional. You can wear these whilst running, doing yoga or spinning and, unlike many other workout leggings, they don't go see through due to the fabric being that little bit thicker.

Yes, I recommend this product.

This review is from the UK website.

0 0 Reply


## 22. Popular Posts/Products

Showing off your popular posts or products proves that other people are interested in them, so why not place those in a prominent place on your website?

Here at OptinMonster, we place our popular posts in the sidebar.

**optinmonster** Join 700,000+ using OptinMonster to get more subscribers and customers. [Get Started](#) [See All Features](#)

by 2020? 14 billion. If you're not using mobile-specific campaigns to target on-the-go shoppers and visitors to your site, you're missing out on enormous sales potential. So, what's a savvy site owner to do? As always, OptinMonster is here for you. This ... [Continue Reading](#) →



### 6 Actionable Tips to Boost Your Email Opt-in Rates

I started looking at emails differently since last year after I heard Tim Ferriss say something interesting on his podcast. "Your inbox is everyone else's agenda for your time." That's actually true if you stop to think of it. Take one look at your inbox and you will see a garden variety of emails demanding ... [Continue Reading](#) →

Lead Generation

Tutorials


WordPress

**Popular Posts**


- SEO Made Easy – Ultimate Guide to Explode Your Traffic In 2018
- 25 Best Shopify Apps to Increase Sales Instantly [Most Are FREE]
- 40 Exit Popup Hacks That Will Grow Your Subscribers and Revenue
- 50 Smart Ways to Segment Your Email List Like a Pro
- The Ultimate Guide to Growth Hacking for Exponential Success in 2019
- How To 2X Your Sales With eCommerce Personalization [Ultimate Guide]
- 41 Best WordPress Plugins & Tools of 2019 (Tested and Reviewed)
- 30 Best Email Marketing Automation Tools to Transform Your Business

John Lewis used to stick their top sellers right on the homepage.


**Top Sellers** [More suggestions](#)




**John Lewis Buster the Boxer Dog Plush Soft Toy, Brown/Multi, H21cm**  
**Buster the Boxer- 10% Charity Donation**  
 £15.00  
 ★★★★★  
 9 Reviews



**John Lewis Egyptian Cotton Towels**  
 £2.00 - £28.00  
 ★★★★★  
 937 Reviews



**Sonos PLAY:1 Smart Speaker**  
**Black Friday Event - Save £30 (saving applied to price)**  
 £139.00  
 2 years' Added Care for your technology (accidental damage cover)  
 £10.00  
 2 year guarantee included  
 ★★★★★  
 382 Reviews



**John Lewis Perfectly Smooth 200 Thread Count Egyptian Cotton Bedding**  
 £9.50 - £65.00  
 ★★★★★☆  
 283 Reviews

**NEVER KNOWINGLY UNDERSOLD SINCE 1925**

Find out more about our price promise to you

We include a minimum 2-year guarantee on all electricals

[Find out more](#)

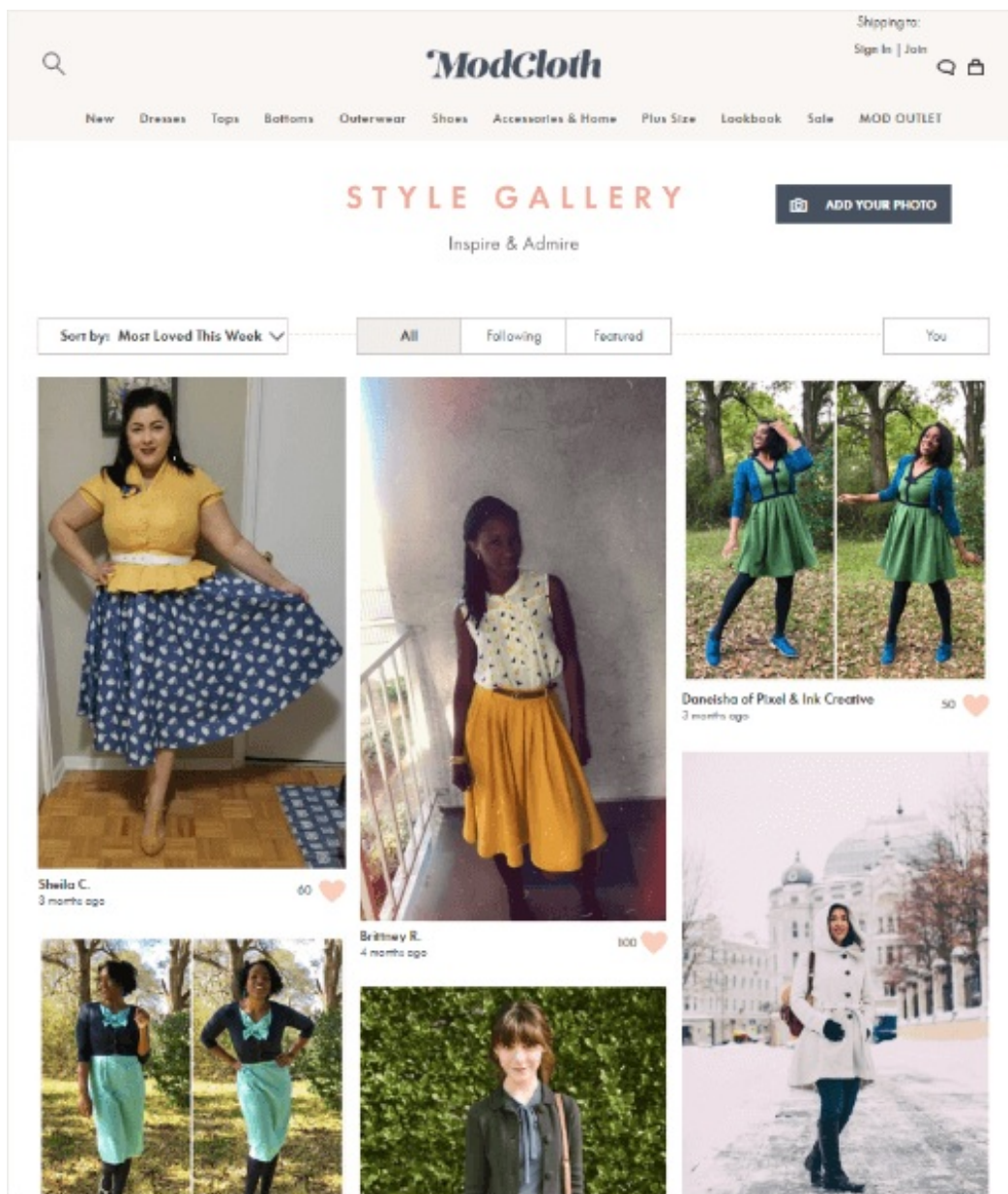
**MINIMUM 2-YEAR GUARANTEE INCLUDED**

This is especially great for prospects who are looking to buy a gift for someone but aren't sure exactly what to buy.

## 23. Customer Showcase

People love to be featured, so why not feature your happy customers as social proof? With a customer showcase, you can show off your customer's creations, styles, or whatever they have been able to create or do as the result of your product.

For example, Modcloth has a style gallery where they allow customers to post photos of themselves wearing the products.



This is even more powerful than hiring professional models. After all, their clothes make real customers look this great, so surely they'll look great on any visitor who happens by!

## More Social Proof Tricks to Boost Your Conversions

So far, we've shared with you 21 different ways that you can use social proof on your website to increase your conversions. But we're not done yet...

By combining social proof with other proven psychological principles, you can boost your conversions even more. Here are 8 more social proof tricks to keep up your sleeve when implementing any of the ideas above.

### 24. Use Social Proof with Photos

Just because your social proof is real doesn't mean that people will believe it. So how do you convince them?

According to research, a good way to make people believe that your claims are true is by including photographs. We also know that people really like looking at human faces on the internet, and testimonials are more likely to be believed when they include a photograph of the person you are quoting.

Here's an example from our [testimonials page](#).

optinmonster Join 700,000+ using OptinMonster to get more subscribers and customers. [Get Started](#) [See All Features](#)

OptinMonster's Exit Intent™ technology. We strongly recommend it! [View Case Study →](#)

**Neil Patel**  
Founder QuickSprout

“Exit-intent popups have doubled my email opt-in rate. When done right, you can see an **instant 10% lift on driving sales**. I highly recommend that you use OptinMonster for growing your email list and sales.

**Srđjan Popovic**  
Chief Marketing Officer, CrossKope

“OptinMonster's Improved campaign builder allowed us to create high performing campaigns without needing any design or development help. Before OptinMonster, we collected 200 new leads from our site per month. After, we collected 500 new leads a week, more than doubling our new lead conversion rate. **Definitely worth the investment.**

[View Case Study →](#)

**Michael Hyatt**  
New York Times Bestselling Author Platform: Get Noticed in a Noisy World

“I hate popups, so I was hesitant to try one on my site. But the results from OptinMonster exit-intent popup speak for themselves. I **doubled my subscription rate immediately without annoying my users**. I haven't had a single complaint. My only regret is that I didn't start using OptinMonster sooner. I can only imagine how many subscribers I could have added to my email list! *If you have a blog, then I highly recommend you start using OptinMonster. I've researched them all, and it's the best in market.*

**Joost de Valk**  
Founder Yoast

“I was once a disbeliever myself. I didn't like popups at all. But we **doubled our email signups**, so the results speak for themselves, it just works. OptinMonster makes it super easy and is well worth the money.

**John Dumas**  
Founder of EntrepreneurOnFire

“OptinMonster has become my go to tool for getting more email subscribers. I love its ease of use and tracking features...**nothing else in the market comes close!**

## 25. Use Social Proof with Similarity

According to the psychological principle of similarity, people tend to like other people who they perceive to be similar to themselves. Aristotle understood how similarity leads to liking and said in his *Rhetoric*:

“But since everything like and akin to oneself is pleasant, and since every man is himself more like and akin to himself than any one else is, it follows that all of us must be more or less fond of ourselves...That is why we are usually fond of our flatterers, [our lovers,] and honour; also of our children, for our children are our own work.”

So to increase the power of your social proof, use a source that is similar to your prospect. You can do this with your testimonials, case studies, and even your raw numbers. For example, “Join 10,000+ other marketers!”

## 26. Use Social Proof with Stories

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According to psychologists Christopher Chabris and Daniel Simons, stories and examples are more trustworthy than statistics because they stick in people's minds, whereas raw numbers do not.

Stories are also very persuasive because we tend to imagine ourselves in the stories we hear.

In your case studies and testimonials, ask customers to describe their situation before as well as after your product. Really paint the picture of their problem, why they chose you, and how you helped them.

## 27. Use Social Proof with the Halo Effect

---

A cognitive bias known as the halo effect says that an observer's overall impression of a person, company, brand or product actually influences their feelings about that entity's character or properties.

In other words, if a person has positive feelings about another person, those positive feelings can cause ambiguous or neutral traits to also be viewed positively. You might describe them as seeing the person through "rose-colored glasses."

This phenomenon explains why influencers are so, well, influential! Since they have such a big reputation, people tend to assume that everything they say and associate themselves with must be trustworthy.

You can take advantage of this by getting influential people to say nice things about your brand or your product. Adding notable media mentions or big-name customers that you serve also uses the halo effect.

**Pro Tip:** Increase conversions with a pre-sell page!

## 28. Don't Use Negative Social Proof

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Negative social proof is when you warn prospects about the dangers of missing out on your product and supporting those claims with evidence of others who have also missed out.

Here are some examples of negative social proof:

- "This year Americans will produce more litter and pollution than ever before."
- "Your heritage is being vandalized every day by theft losses of petrified wood of 14 tons a year."
- "4 Years ago, over 22 million single women did not vote."

According to a study by psychologists Noah Goldstein and Steve Martin, this type of social proof does not work. In fact, it actually has the opposite effect.

The psychologists tested 3 different signs posted in the Arizona Petrified Forest to prevent theft of the petrified wood in the park. One sign used negative social proof. It read, "Many past visitors have removed the petrified wood from the park, destroying the natural state of the Petrified Forest."

What they found was that this sign not only failed to reduce theft but actually tripled the amount of theft! Apparently, providing evidence that many other people were already stealing just made them more confident that stealing was "okay".

So, don't use negative social proof. It may be true, but it doesn't work.

## 29. No Proof is Better than Low Proof?

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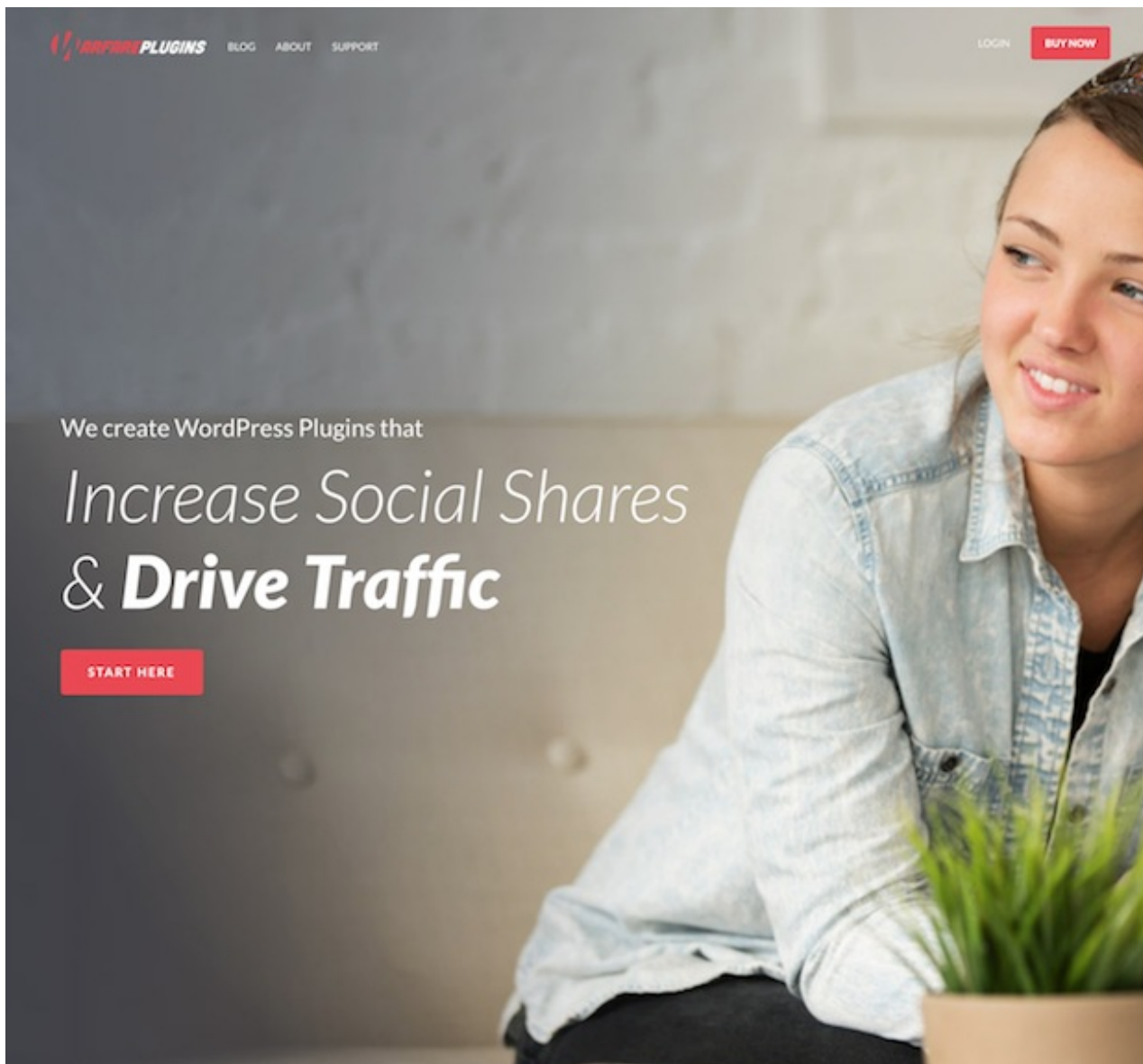
If you only have a very low amount of social proof, it may be a good idea to eliminate it entirely.

The [Visual Website Optimizer](#) blog examined the use of social media buttons with low social share counts. After performing an [A/B split test](#), they found that removing the buttons significantly increased conversions. Their theory is that low social proof actually hurts conversions because it makes your stuff (your blog posts, in this case) look unpopular.

[Rand Fishkin](#) also talks about the varying effectiveness of social proof. However, he points out that even small numbers can work if you get really specific about the source of those numbers, using the principle of similarity that we discussed back in trick #2.

The example he gives is "141 restaurants in Portland, Oregon use GetListed to manage their online listings and SEO." Even though 141 restaurants isn't a huge number, "restaurants in Portland, Oregon" is very specific. So if you are a restaurant in Portland, Oregon, then this specificity could be even more effective than a generic, "40,000 small businesses use GetListed.org" (despite the much larger number).

Still, you may be worried about sharing generic forms of social proof (like social shares on your blog posts), especially in the beginning when you don't have large numbers to boast about yet. Well, one way that I've found to get the best of both worlds is with the [Social Warfare WordPress plugin](#).



This plugin will allow you to use social sharing buttons on your site, but only show the actual social share counts after they reach a minimum number that you specify. Problem solved!

### 30. Use Social Proof with Urgency

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No mo' FOMO!



You're familiar with FOMO marketing, right? The "fear of missing out" concept basically says people are more likely to convert when they feel like they're on the verge of missing out on a good deal or opportunity.

In terms of web design, this may look like incorporating a countdown ticker in your shopping cart feature or listing the number of remaining units you have left in stock.

Hamilton Beach 58148A Power Elite Multi-Function Blender  
by Hamilton Beach  
★★★★☆ 2,362 customer reviews | 188 answered questions

List Price: ~~\$34.99~~  
Price: **\$26.85** & **FREE Shipping** on orders over \$35. [Details](#)  
You Save: **\$8.14** (23%)

**In Stock.**  
Ships from and sold by Amazon.com in [easy-to-open packaging](#). [Gift-wrap](#) available.

**Want it tomorrow, Oct. 1? Order within 4 hrs 30 mins and choose One-Day Shipping at checkout. [Details](#)**

Style Name: **Blender**

Blender \$26.85	Blender with Chopper \$28.49
--------------------	---------------------------------

- 700-watt of peak blending power
- 12 blending functions
- Unique, no-mess pouring spout
- Wave Action system. 40 oz. dishwasher safe glass jar
- Please review the user manual and Use & care tips under product details for hassle free usage of the product

Groupon uses FOMO marketing really well in their listing. Here's an example of one:

# \$25 for \$40 Worth of Upscale American Cuisine at Tavern on La Grange

Tavern on La Grange

👍 77% of 598 customers recommend



## \$25

**BUY!**

VALUE	DISCOUNT	YOU SAVE
\$40	38%	\$15

GIVE AS A GIFT

LIMITED TIME ONLY!  
🕒 3 days 12:23:27

LIMITED QUANTITY AVAILABLE  
👤 Over 40 bought

SHARE THIS DEAL



♥ Date Night

♥ Craft Beer

♥ Girls Night Out

We've also used urgency by adding a dynamic countdown timer to our pricing pages on several of our web properties. This has increased our conversions a ton.

SALE ENDS IN 00 03 23 57 Special Offer: Get 20% Off on WPForms - Use Coupon Code: SAVE20



Login

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Over 150,000 Downloads of the WPForms plugin

**MOST POPULAR**

Ultimate	Pro	Plus	Basic
\$449	\$199 /year	\$99 /year	\$39 /year
Lifetime VIP plan for professional users	Everything you need to build a perfect form	Great for power users who want to do more	An entry tool for those just starting out
GET STARTED	GET STARTED	GET STARTED	GET STARTED

**Want a similar countdown timer for your website?** [Start using OptinMonster](#) to convert website visitors into subscribers and customers.

You could combine a countdown timer like this with social proof, and see your conversions go through the roof!

Combining urgency with social proof is a win-win. See our article on [how to use urgency to hack your conversion rate](#).

## 31. Use Social Proof with OptinMonster

At OptinMonster, we're all about increasing your conversions.

When you use our [lead generation software](#), you gain instant access to features like [exit-intent technology](#), [A/B split testing](#), [page-level targeting](#), and [built-in analytics](#), all of which can help you turn meandering visitors into engaged customers.

Since we know the value of social proof, you can even add social proof inside your OptinMonster popups. Here's an excellent example from our co-founder, [Syed Balkhi](#): "From Zero to 330 Million – How I built one of the most popular YouTube channels in the world!"

**From Zero to 330 Million**

*How I built one of the most popular YouTube channels in the world!*

- Exclusive YouTube Tips
- My Video Strategy Blueprint
- Insider secrets from the top 1% of YouTube
- and so much more....

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So what are you waiting for? [Get started with OptinMonster](#) and increase your conversions today.

Now it's your turn. After reading this article, you're ready to add social proof on your site and [boost your conversions](#).

Choose one of the social proof examples above and add it to your site right now. Check out this list of [social proof tools](#) you can use to make it ridiculously easy. And, remember to track your conversion rates before and after, so you can do a case study of your own. Good luck!



Published by Jacinda Santora

Jacinda Santora is a writer specializing in eCommerce and growth marketing. She prides herself on her ability to make complicated things easier. When she isn't writing you can find her daydreaming about campervans, drinking coffee, and listening to podcasts.