

## Checklist: How to Generate Social Proof

1. **Organize Competitions for User-Generated Content**
  - Create a social media competition.
  - Ask customers to share photos of themselves using your product.
  - Have them tag your company for a chance to win a freebie.
  - Post the user-generated content on your website and social media.
2. **Promote Customer Feedback**
  - Request reviews from your existing customers.
  - Set up automated follow-up emails after each purchase.
  - Offer incentives like discounts for leaving reviews.
3. **Display Success Metrics**
  - Highlight key statistics such as number of satisfied customers or high ratings.
  - Include these figures in your website and promotional materials.
4. **Team with Influencers**
  - Reach out to influencers in your niche.
  - Provide free products in exchange for reviews or shout-outs.
  - Use their audience to build trust and brand credibility.