



SOCIAL PROOF

How to build a personalized,
social proof-packed customer journey



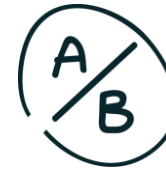
Real-time data & content collection



Machine
Learning



Content
Tools



Testing/
Optimization



Execution across different channels

Select the features you need & keep full control on costs



Web personalization



Email personalization



Triggered emails



Social proof



Behavioural targeting



Firehose



Data integration



Multiple sites



Geotargeting

The background is a solid orange color. There are three large, thin white circles scattered across the frame. One circle is on the left side, another is in the upper right, and the third is in the lower right. The text "What is social proof?" is centered in the middle of the image.

What is social proof?

The psychological and social phenomenon where we mimic the actions of others in order to behave correctly.

When making a decision, people are guided by **six principles of influence**:



Consistency



Reciprocity



Authority



Consensus



Scarcity



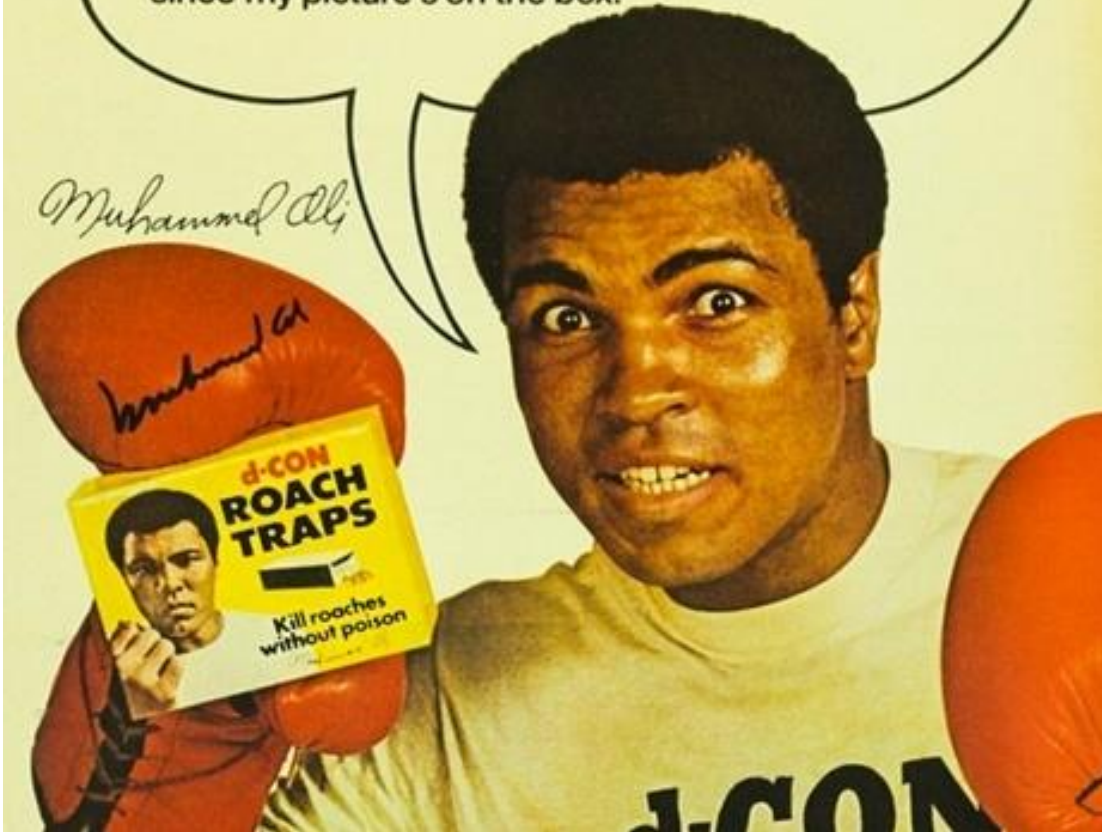
Similarity

d-CON ROACH TRAPS

KILL ROACHES WITHOUT POISON.

Use them where you don't want to spray...like around food and dishes. I think they're beautiful. 'Specially since my picture's on the box.

Muhammad Ali



I CAN'T
BELIEVE
IT'S **NOT**
BUTTER







Sold 9 Jul 2020

[NEAR MINT in Box] Contax T2 Limited Black 35mm Point & Shoot Camera From JAPAN

US \$1,549.99

£43.44 postage

[View similar active items](#)

[Sell one like this](#)

9 Jul 2020

From Japan

Brand: Contax

Model: Contax T2

Type: Point & Shoot



Sold 26 Jun 2020

Contax T2 film camera Titan Black (Gery)

£1,200.00

£7.00 postage

[View similar active items](#)

[Sell one like this](#)

26 Jun 2020

Brand: Contax

Model: Contax T2

Colour: Black



Sold 9 May 2020

【Near MINT Limited 2000 in Box】 Contax T2 Limited Black Film Camera from Japan

US \$1,499.99

£39.49 postage

[View similar active items](#)

[Sell one like this](#)

9 May 2020

From Japan

Brand: Contax

Model: Contax T2

Type: Box



Jimmy Fallon Models for a Kendall Jenner Photo Shoot



Watch later



Share



Kendall Jenner







\$2.80

Corned Beef and Potato Casserole No. 127 900g

\$5

Corned Beef and Potato Casserole No. 127 900g

\$3.80

Barilla Gluten Free Pasta Spaghetti 360g

\$2

\$2.10



\$2.50

Corned Beef and Potato Casserole No. 127 900g



\$2.50

Barilla Spaghetti 360g



\$2

\$6





A modern hotel door with a silver handle and a black sign. The sign is mounted on the door and contains the following text:

75%
OF GUESTS
IN THIS HOTEL
USE THEIR
TOWELS MORE
THAN ONCE

75%
OF GUESTS
IN THIS HOTEL
USE THEIR
TOWELS MORE
THAN ONCE

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**What does that mean
for marketers?**

Social proof tactics can include:



Celebrity or influencer
endorsements



Ratings and
reviews



User generated
content



Product
recommendations



Popularity
messaging



Examples of social proof in action



cottages.com

cottages.com

Destinations

Inspiration

Offers

Lodges NEW

Let Your Property

An Awaze Company

Extra cleaning consideration

98% would book again

Over 19,000 quality assured cottages

Our staycation promise

Money back if we need to cancel your holiday

Book 2021 for just £25*

Search over 19,000 holiday cottages across the UK, Ireland, France and Italy

Enter destination or property name

Dates

2 guests
0 pets

Find my break

Springfield Stables (ref: m544610)

Cookie notice

Click "Accept and Continue" or continue using our website to agree to the use of cookies and data processing technologies. Cookies are used by us and our trusted partners to provide necessary website functionality, analyse, personalise and enhance your experience on this website as well as to deliver tailored holiday-related ads on other websites.

Accept and Continue

Book with Confidence

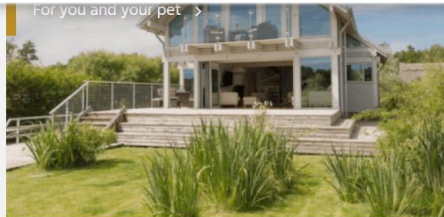
More information on secluded locations, refunds and payment options for your peace of mind

Read more

Safer Stays

Extra cleaning considerations for your reassurance

More about Safer Stays



Over 19,000 Properties

From luxury houses and castles in Britain to historic chateaux in Europe - we have you covered!



Quality Checked

We check every single property to make sure we meet your standards.



Over 1.3 Million Customers

We took over 1.3 million customers on holiday last year.



98% reevoo

Would Book With Us Again
Always honest, trusted and verified reviews.



Book With Confidence

Britain's #1 - over 40 years of experience in self-catering holidays.

Step 1 of 3

Your Party

2 Adults 0 Children 0 Infants

- ☐ Pet (£35.00)
- ☐ Highchair (Free)
- ☐ Guide or registered assistance dog (Free)
- ☐ Travel Cot (Free)
- ☐ Are you using a wheelchair within the property?
- ☐ Do you live outside the UK?

UK Travel Insurance

We recommend that you have adequate insurance for your needs. Whatever you're taking on holiday, don't forget peace of mind. Our holiday insurance for just £23.00 protects the whole party against accidental damage to the property (even by a travelling pet), theft of possessions, vehicle breakdown and more.

Peace of mind for just £11.50 per person.

- Accidental damage to accommodation up to £2 million
- Personal accident cover up to £15000
- Motor breakdown cover with Car hire, hotel and recovery costs up to £1600
- Damaged, lost or stolen personal possessions up to £1500
- Loss or theft of money up to £500



Turnip Cottage

ref: UK2667

9 October 2020 → 12 October 2020 (3 nights)

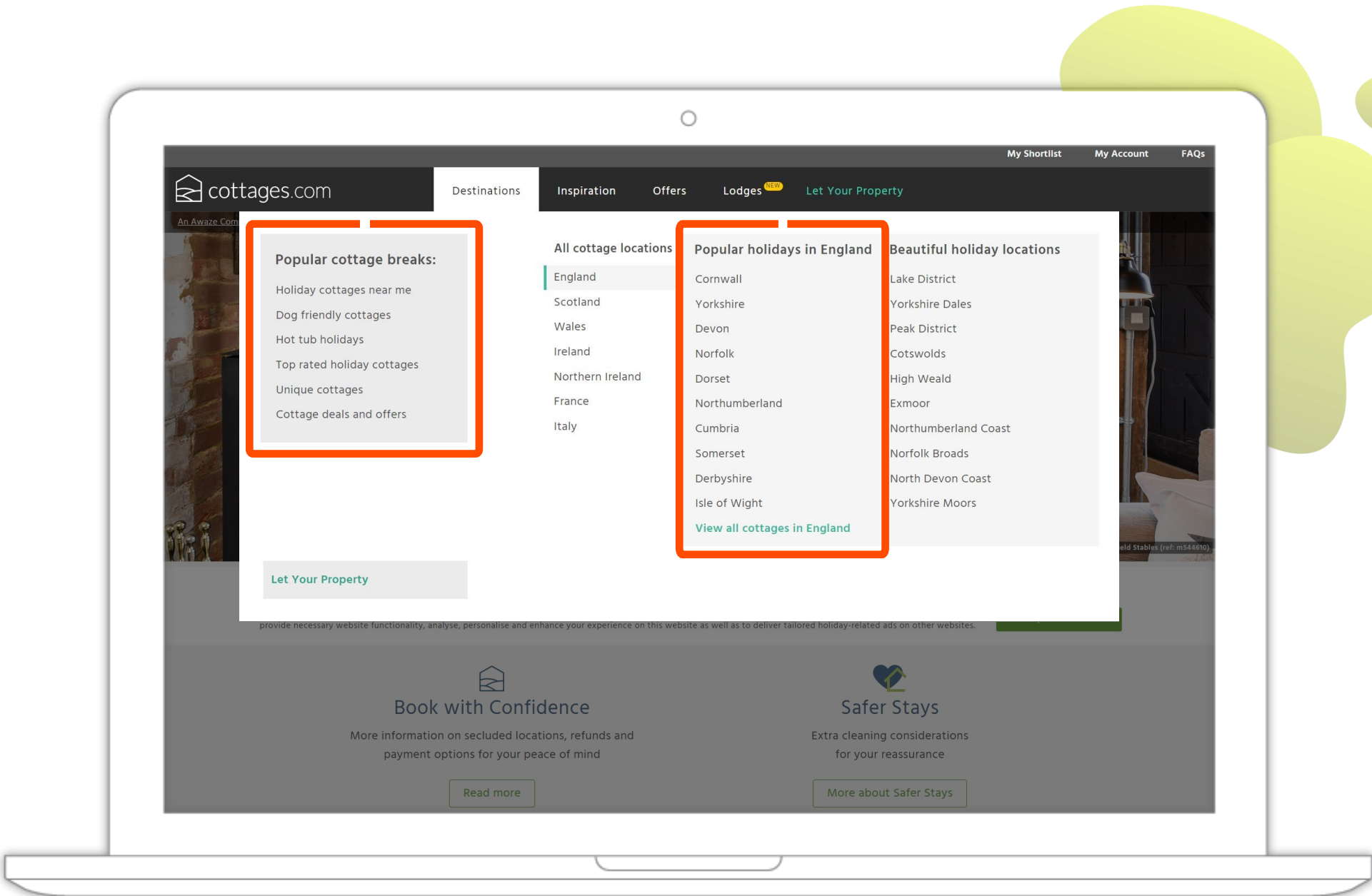
Accommodation price	£765.00
Booking fee	£40.00

Total Price

£805.00

Continue securely

[Booking terms and conditions](#)



Terms and Conditions*

Popular holiday experiences



Holidays near you
Get away for a short break



Stay by the coast
Within a mile from the beach



New properties
Be the first to discover our new cottages



Pet friendly breaks
Includes over 6,000 pet go free stays

 New to cottages.com



Oakwood
Port Isaac, North Cornwall

 Sleeps 8  2 pets



Seashells
Westward Ho!, North Devon

 Sleeps 8  2 pets



Red Barn
Ashford, Kent

 Sleeps 6  1 pet



Rathven Parish Church Hall
Buckie, Moray

 Sleeps 6  No pets

Home > England > Cornwall

1609 cottages in Cornwall, England

No Sort

You have selected

Region - Cornwall

Guests 2

Adults 2

Children 0

Infants 0

Pets 0

Update guests

Add a date for prices

Date 7 nights

Start date Select a date

Nights 7 nights

Flexibility +/- 3

Update dates

See properties where owners have agreed to follow the Safer Stays principles.

Show

The Stables
Bodmin, Cornwall

Customers' choice award

10 out of 10 reviews

Luxury Wifi Car parking on site

Sleeps 6 3 Bedrooms 1 Bathroom No Pets Please

Prices from £385

View

Shortlist

Kilbol Country Cottages - Camell...
Polmassick, near St Austell, Cornwall

Customers' choice award

10 out of 10 reviews

Coastal Luxury Wifi

Sleeps 4 2 Bedrooms 2 Bathrooms x1

Prices from £425

View

Shortlist

My Shortlist My Account

cottages.com

Destinations Inspiration Offers Lodges Let Your Property

An Awaze Company

Extra cleaning considerations 98% would book again Over 10,000 quality assured cottages

Back to Search Home > England > Cornwall > Bodmin > The Stables

The Stables
Bodmin, Cornwall | THP

Grade: ★★★★★

Customers' choice award 2018 & 2019

10.0 reeboo Read Reviews

Sat 7th November 2020 for 7 nights

£449

Discounted by £10

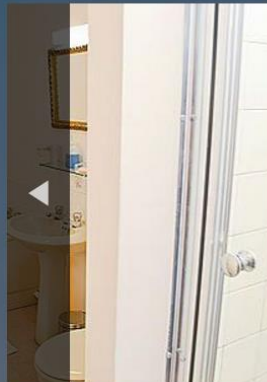
Book Now

Shortlist View Map

Bathrooms 1 Pets 0

[Back to Search](#)

[Home](#) > [England](#) > [Norfolk](#) > [North Walsham](#) > [Walsham Wood Cottage](#)



Select your dates

24/02/20

was £311.00

£268.

Book Now
with no card

Property Reference:

Walsham Wood Cottage

Near North Walsham, Norfolk

Grade COMING SOON

8.5
reevo
Read Reviews »

68 people have recently
viewed this property

Why Us

Sleeps 2

Bedrooms 1

Bathrooms 1

Pets 0



Thank you for visiting [cottages.com](#)

We noticed you looked at the following cottage(s)



The Stables

10.0
reevoo

07/11/2020, for 7 nights
£449.00

[Complete my booking](#)

If you have already completed your booking, you'll receive a confirmation soon. If you wish to complete your booking over the phone, please call 0345 268 9750 to speak to a friendly advisor.



Be the first to hear about our best offers

Get 20% off last minute breaks

[Sign up](#)



957%

**ROI from working
with Fresh Relevance**



Exclusive deals



sunwing favourites



Find popular resorts that have a high percentage of repeat business >



SIGNATURE sunwing



Receive exclusive perks and privileges at these select hotel chains >

Featured offers



Sunwing Experiences Excursions



Book now pay over time



Check out what's new and exciting



Upgrade Your Study Space

Top trending

Grand Memories Varadero

Riu Jalisco

Grand Memories Punta Cana

Jewel Runaway Bay

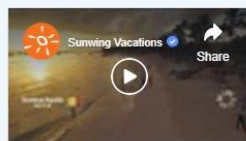
Sensatori Azul Beach Resort Jamaica

Royalton Riviera Cancun

Memories Caribe

Grand Sunset Princess

Facebook



5 3 1

YouTube



Instagram



Latest news

Wed, Sep 16, 2020
Sunwing introduces complimentary Manulife COVID-19 travel insurance
[Read more >](#)

Mon, Aug 17, 2020
Sunwing awards 100 frontline heroes with free, all inclusive vacations
[Read more >](#)

Wed, Aug 12, 2020
Sunwing is offering Canadians the ultimate beachfront Office Upgrade
[Read more >](#)



5 3 1



Sunwing introduces complimentary Manulife COVID-19 travel insurance
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Mon, Aug 17, 2020
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[Read more >](#)

Wed, Aug 12, 2020
Sunwing is offering Canadians the ultimate beachfront Office Upgrade
[Read more >](#)

Fri, Jun 26, 2020
Sunwing celebrates reopening of select Royalton Luxury Resorts with massive savings of up to 50% off summer vacations
[Read more >](#)

Vacation deals

All inclusive vacation packages
Cruise vacations
Departures from your doorstep
Signature Collections
Top-rated Adult resorts
Top-rated Family resorts
Top-rated Luxury resorts
Short Stay Vacations
Winter vacation deals
Last minute vacations

Flight deals

Flights to Costa Rica
Flight deals to Jamaica
Flights to Cuba
Flight deals to Mexico
Flights to the D.R.
Flights to Florida
Flights within Canada


Popular destinations

Antigua
The Bahamas
Caribbean vacations
Cuba
Dominican Republic
Grand Cayman
Jamaica
Mexico
Saint Lucia
United States

Holiday types

Cruise vacations
Boutique vacations
Destination Weddings
Dive vacations
Golf vacations
Honeymoons
Single parent vacations
Spa vacations
Vacations for singles

Corporate

About us
Accessibility services
Accessibility policy (PDF)
Careers
Press releases
Privacy policy
Terms and conditions
 
Our sites

Useful links

Sunwing Airlines
Protect your vacation
Brochures
Contact us
FAQs
Flight status and alerts
Group Travel
Optional services
Web check-in
Vacation Better
Social media



1. Select Hotel



2. Choose your room



3. Choose your upgrades




4. Complete payment



[Back to search results](#)

Memories Flamenco Beach Resort ★★★★★

Recommended 

 [Cayo Coco, Cuba](#) | Very Good 3.8 / 5 (1000+ reviews)

Pool

4.1/5 Superior

Beach

4.8/5 Amazing

Dining

3.5/5 Good

Entertainment

3.8/5 Very Good

Value

3.5/5 Good

 **Save up to 49%!**

sunwing favourite

Booking Summary

Hotel

Memories Flamenco Beach Resort

Junior Suite All Inclusive

Sun Nov 01 2020 - Sun Nov 08 2020

1 room, 7 days

Flight

Flight number: WG342

Toronto (YYZ)  **Cayo Coco (CCC)**

Departing: Sun Nov 01 2020 6:15 AM

Arriving: Sun Nov 01 2020 9:50 AM

2 tickets: 2 adults

or

from **\$132 CAD/mo** 

Continue



Choose your room category

Junior Suite (Double)

Flight: WG342 [Flight details](#) ▼



All Inclusive | Sunwing Vacations

Duration: 7 days

[Room details](#)

✓ Updated

Junior Suite Oceanview (Double)

Flight: WG342 [Flight details](#) ▼



All Inclusive | Sunwing Vacations

Duration: 7 days

Current offers: **Group Deals**

[Room details](#)

+\$10.00
per night /person
or add from **\$7/mo** ⓘ

Update

Trending ✕Close
35 people are looking at this hotel

Diamond Club Junior Suite (Double)

Flight: WG342 [Flight details](#) ▼



Still looking for the perfect vacation?

Hey there, we noticed you were just looking at Royalton Bavaro Resort and Spa in sunny Punta Cana! To make things easier for you, if you decide to book later on, we've put together all your potential booking information and more details on the resort for you to refer back to*. We know there's nothing better than daydreaming about your tropical getaway – we hope to see you back on the site – and on vacation – soon!



Vacation Better by upgrading to a Luxury Junior Suite Oceanview to admire spectacular views of world-famous Bavaro Beach.

Royalton Bavaro Resort and Spa ★★★★★

Punta Cana, Dominican Republic

Excellent 4.3/5 (1000+ reviews)



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Personalization strategy framework background



Introducing the framework



Customer
journey



Personification
or **profiling**

Personas	Awareness	Consideration	Decision & Transaction	Loyalty & Advocacy	
 <p>New (potential) customer</p>	<p>Social proof related to referring source (e.g. an influencer)</p>	<p>Service ratings and reviews</p> <p>Best-sellers & trending products</p> <p>Re-targeting content on social sites</p>	<p>Leverage UGC / reviews</p> <p>Use popularity messaging</p>	<p>Welcome email with UGC</p> <p>Integrate social media feed into welcome email</p>	<p>Encourage social sharing</p> <p>Drive product reviews</p>
 <p>Loyal customer</p>	<p>Best-sellers / trending / top rated products in their favourite category</p> <p>Exclusive limited preview events</p>	<p>Product-level ratings and reviews based on behaviour</p>	<p>Scarcity and urgency messaging</p>	<p>Post-purchase email with UGC</p> <p>Integrate social media feed into welcome email</p>	<p>Encourage social sharing</p> <p>Drive service reviews</p>

The background is a solid orange color. There are three large, thin white circles scattered across the frame. One circle is on the left side, partially cut off by the edge. Another is in the upper right quadrant. The third is in the lower right quadrant, also partially cut off. The text is centered horizontally and overlaps the middle circle.

The impact of social proof

**Adding rating stars to cart
and browse abandonment
emails increases conversion
rates by up to**

39%

(Fresh Relevance)

UGC drives

73%

increase in email click-through-rates

(Salesforce)



On-site consumer reviews can
increase conversions by

74%

(3dcart)

**Influencer marketing has been
considered the fastest-growing
consumer-acquisition channel**

(Hubspot)

Personas	Awareness	Consideration	Decision & Transaction	Loyalty & Advocacy	
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THANK YOU





CONTACT ME

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+44 (0)203 1676 770