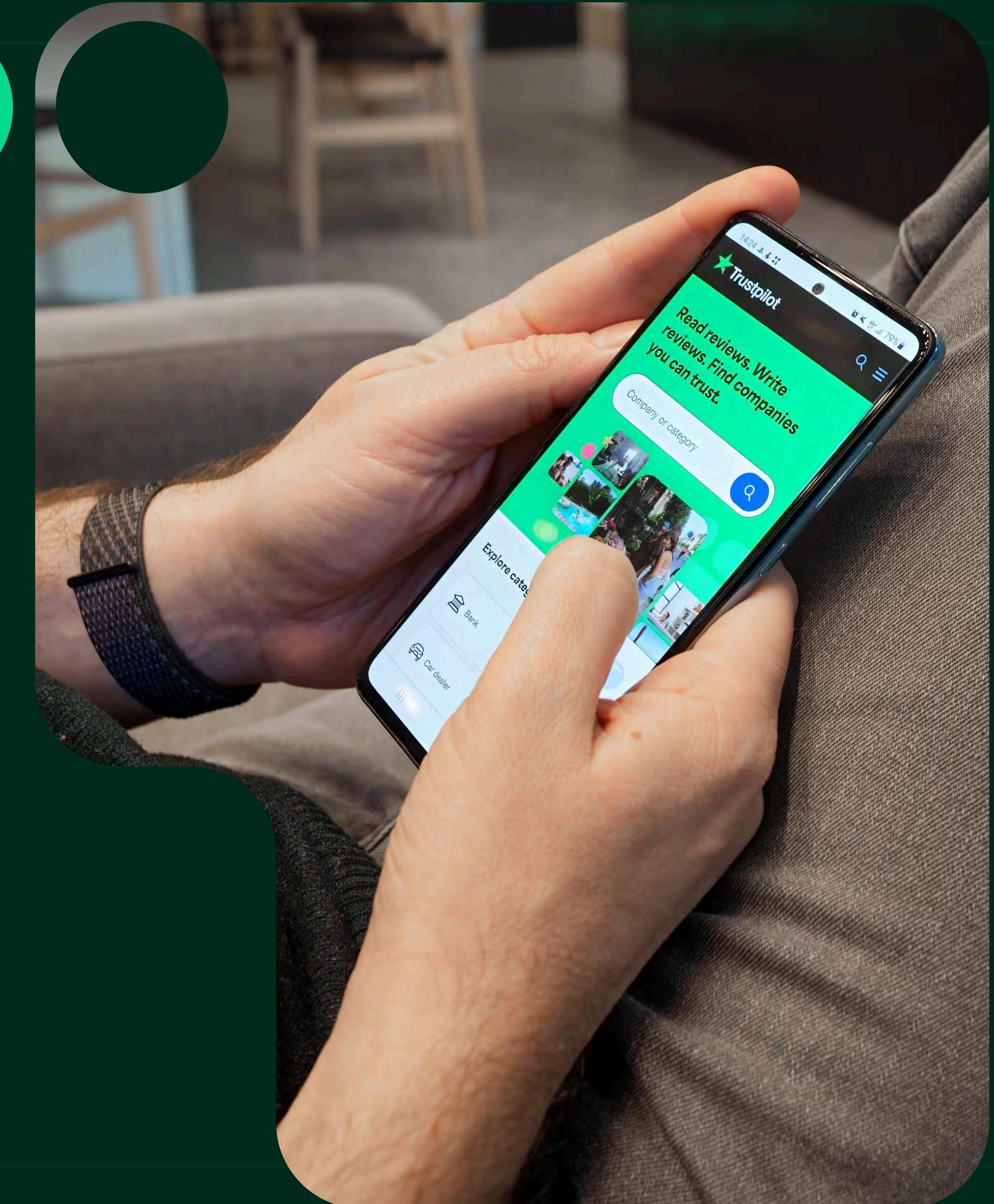


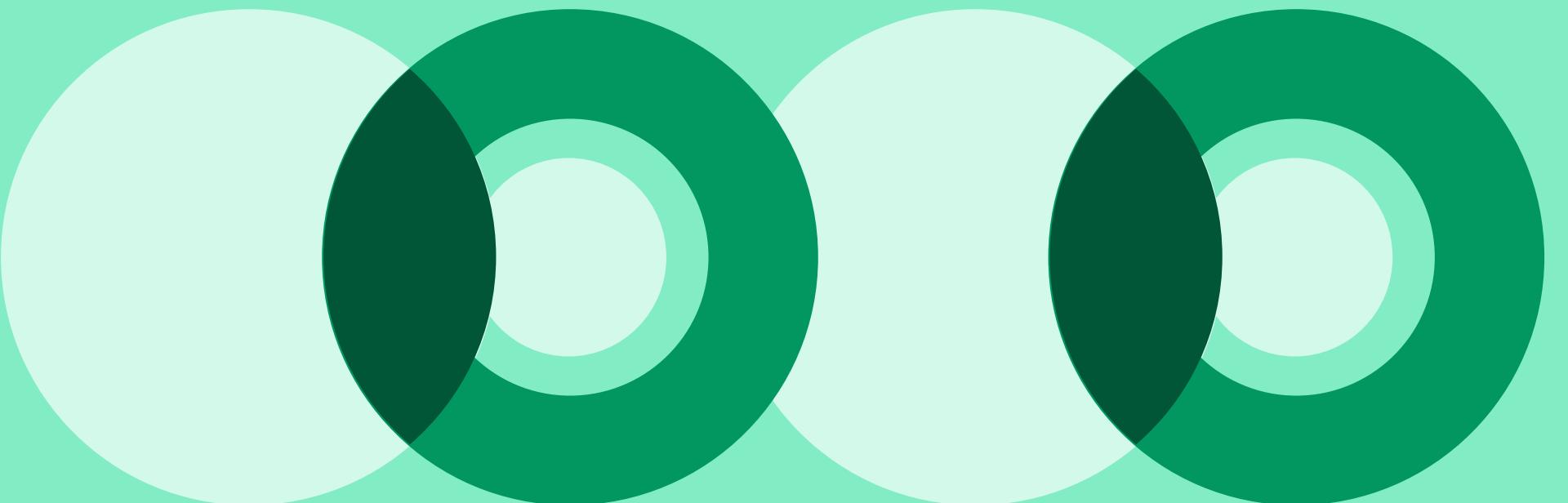
Complete guide to marketing with reviews for **entertainment** **businesses**



01

For every box office opening and sold-out show, there's a fan taking a leap of faith. In a world full of entertainment options, what truly convinces them to choose you? Whether you're a streaming service, an artist, or a production company, the answer is the same: in a crowded market, audiences are all looking for businesses they can trust to deliver. It starts with the right first impression – a clear signal that they can trust you.

Today's entertainment industry runs on that crucial first impression, and a massive **94% of consumers** say a positive review makes them more likely to choose a business. This is why leveraging customer testimonials isn't just a good idea; it's a powerful marketing engine that turns fan excitement into tangible ROI.



This isn't about hoping for a good review; it's about a strategic approach to earning trust, attracting new fans, and scaling your success. This guide is your backstage pass to understanding how a robust review strategy can help your entertainment business command the spotlight. In this guide, we'll explore how to harness the power of reviews for three simple reasons:

- ★ **To build trust:** By actively collecting and responding to reviews, you create a dynamic, two-way conversation that builds deep, authentic brand loyalty.
- ★ **To attract new fans for life:** Use the goldmine of customer reviews, ratings, and testimonials to amplify your marketing and convince a skeptical audience to buy in.
- ★ **To drive strategic decisions:** Tap into priceless consumer insights hidden within your reviews to better understand your audience and inform your most critical business decisions.



02

Why every entertainment business needs customer reviews and testimonials

The global entertainment and media industry was worth US\$3 trillion in 2024, and is forecast to hit US\$3.5 trillion by 2029 according to [PwC's Annual Global Entertainment & Media Outlook 2025-29](#). With growing customer spend comes more advertising pressure for your business. How will you stand out from the crowd?

Customer reviews offer timely insights into your business that can help drive better quality decisions, and better differentiation from your competition. Use reviews to create a positive feedback loop that benefits your business both immediately and over time.

A great script or an innovative idea is a solid start, but lasting success is built on fan loyalty. By integrating customer reviews and trust signals across your marketing, you can build the credibility that convinces people to choose you over the competition.

03

How the review cycle works: Using reviews to accelerate business growth

Building a strong, trusted entertainment brand isn't a one-time thing – it's a cycle. Here's how you can use customer reviews to fuel a continuous loop of trust and growth.

Build trust by listening to your customers



Think of reviews as a direct line to your fans. When they share what they love about your show, game, or film, it's a chance for them to publicly celebrate your business. But the real magic happens when you respond. Actively gathering and replying to reviews signals to everyone that you're an attentive, reliable, and trustworthy brand. It shows you genuinely care about your customer's experience.

Attract new fans with social proof



Once you've earned that trust, it's time to show it off. Sharing great customer reviews is one of the most powerful ways to attract new people to your business. This isn't fluffy marketing – it's about turning that trust into real, measurable results. Whether you want to boost subscriptions for a new release, drive clicks in an ad campaign, or increase traffic to your site, a simple star rating or a glowing testimonial can optimize your performance at every single step of the customer journey.

Tap into the goldmine of audience insights



You've built trust and attracted new fans. Now what? The final, and most crucial, step is to understand how they truly felt about their experience. This is how you build deeper loyalty and get the whole cycle started again.

Customer feedback offers a treasure trove of insights. For entertainment businesses, reviews can reveal what moments resonated with audiences and what missed the mark. This feedback helps you fine-tune everything from your content to your marketing and user experience. It's a strategic way to make better decisions, ensuring every future experience is even more memorable and impactful.

As Dan Brousseau, a solutions expert at Medallia, says, "Review data is a rich and plentiful source of customer feedback and should be combined with other sources across channels to gain valuable insights into customer sentiment." By actively tapping into this feedback, you can uncover meaningful insights and design experiences that truly resonate with your audience, leading to stronger loyalty and continued growth.

04

Building the review cycle: A checklist for business decision-makers

Improve website conversion rates with customer reviews front and center

- Use reviews to make a stellar first impression on your homepage.
- Add star ratings to the site header and footer to make every single page more trustworthy.
- Reduce your exit rate by adding reviews and ratings to key conversion points and exit pages.

Create more impactful email marketing that leaves a good impression

- Boost email click-through rates by adding customer reviews and testimonials to back up your claims and offerings.
- Let reviews do the talking in your welcome campaigns so your customers speak for you – acting as your best sales asset.
- Establish trustworthiness in the email header, footer, and subject line for the most effective first impressions.

Boost your organic SEO strategy

- Build off-page SEO by collecting reviews on third-party platforms to generate valuable backlinks.
- Drive referral traffic from your business profile on Trustpilot to your website.
- Get more organic traffic by displaying customer reviews on your website to add fresh, keyword-rich content that regularly accumulates.

Enhance your paid digital campaign performance

- Improve your Google Ads performance by collecting reviews to qualify for Google Seller Ratings, which increase click-through rates and build consumer confidence.
- Boost retargeting campaigns with customer reviews, using positive feedback to re-engage potential customers and add a fresh, third-party endorsement.
- Ensure your paid campaigns are based on authentic customer voices, which are more impactful and appealing than sales-led copy.

05

A channel-by-channel guide to marketing with your audience's voice

How do you turn your audience's loyalty into real, measurable growth? It's about letting their voice lead the way. Here is your channel-by-channel approach.



How customer reviews power up your organic SEO

Finding a new show or game to get into can feel overwhelming for many customers. Most of us start our search the same way: with a simple search.

SEO attracts visitors actively seeking information or products, which signifies purchase intent. It's been shown that SEO leads have a significantly higher conversion rate, with figures around 14.6%, compared to traditional outbound leads at 1.7%, according to Monster Insights.

That's why investing in organic SEO is so crucial, and one of the most effective, often overlooked tools to help build your organic search performance is customer reviews. Let's dig into how this is done.

06



Building strong off-page SEO with an authoritative third-party platform

Think of off-page SEO as your digital footprint outside of your own website. It's all the ways you build credibility and presence across the web. This includes things like sharing on social media, earning backlinks, and creating a profile on a third-party review platform like Trustpilot.

Driving more referral traffic from your Trustpilot profile

When an audience member is looking for content to consume, their research often leads them to your Trustpilot business profile page. Why? Because platforms like Trustpilot have strong domain authority, which means they tend to show up at the top of search results.

The more reviews you collect on your profile, the easier it is for search engines to connect your brand to Trustpilot, putting your trusted reputation right at the top of search results. According to experts at Moz, factors like relevance, trustworthiness, and authority account for over half of a page's ranking weight. This gives you a serious competitive advantage by driving free, qualified traffic to your site.

Getting more organic traffic by displaying User-Generated Content (UGC)

Featuring customer reviews on your key landing pages is an easy way to improve how often your pages appear in organic search. Reviews are a form of UGC, which is SEO gold for a few reasons:

- ★ Reviews give Google more context about your content and what your page is really about
- ★ Ratings help Google understand the value of your products and services, as it prioritizes quality content for users
- ★ Reviews add fresh content to your pages, which tells Google your site is active and up-to-date

These elements work together to help Google understand and trust your website, leading to more high-quality traffic from organic search.

07

How customer reviews enhance paid digital campaigns



Customer reviews and star ratings are one of the most powerful tools you can use to boost the performance of your paid digital campaigns. Around 40% of consumers say UGC makes them more likely to buy a product from an ad, according to Bazaar Voice. Here are two key ways to put this into action:

Qualify for Google Seller Ratings to improve Google Ads performance

Google Seller Ratings build trust and improve visibility for your business right in your paid ads. Those gold stars you see below a business's name are a one-stop shop for:

- ★ Adding social proof to your paid search listings
- ★ Helping your business stand out in a crowded market
- ★ Increasing click-through rates (CTR) on your Google Ads campaigns

A higher CTR often means more customers and a better Quality Score, which ultimately lowers your cost per click and cost per acquisition.

By collecting a high volume of verified reviews with Trustpilot, you can meet Google's requirements to get these powerful stars to appear below your ads. Once you have them, they can make a huge difference in converting new customers.

Improve re-targeting campaigns with customer reviews

Retargeting is all about re-engaging people who have already visited your site or social media pages. For example, if someone is looking for a new streaming service, they'll probably check out your website and a few others.

When you're creating your retargeting ads, it's smart to include your Trustpilot reviews.

This reminds potential customers why others chose your content and gives them a reason to come back and make a purchase.

You can easily add this credibility by:

- ★ Quoting a great review in the ad copy
- ★ Featuring your overall Trustpilot star rating in the ad creative

08

How customer reviews improve website performance

When your marketing campaigns drive more qualified traffic to your website, your site needs to be just as trustworthy as the ads that brought them there. Here's how you can use customer reviews to build confidence and turn visitors into customers.

Use reviews to make a stellar first impression on your homepage

Your homepage is still often the first page and first impression a user gets of your business. This is your chance to use customer reviews to highlight your strengths right away.

For example, you can:

- ★ Showcase great customer service with reviews that praise your support team
- ★ Highlight the variety of your content by featuring reviews that mention your wide selection of films, shows, or music
- ★ If you have an app, demonstrate its user-friendliness with testimonials that praise its simple design and ease of use

Your homepage is where visitors look for trust signals, so make it count by featuring a highlight reel of your best reviews or key statistics about your ratings.



Add star ratings to the site header and footer to make every page more trustworthy

Audiences can land on almost any page of your site from search results, so every page is a chance to build trust. The easiest way to make sure your credibility is visible everywhere is to add your star rating to your site's header or footer.

This simple addition ensures that no matter where visitors start their journey, they immediately see a powerful signal of your reputation.



Reduce your exit rate by adding reviews and ratings to key conversion points and exit pages

The final step of the customer journey is the most critical. To increase conversions, you need to build trust at the exact moments people are most likely to leave your site.



Start by identifying pages with high exit rates in Google Analytics. Then, look for opportunities to add reviews or ratings that directly address customer concerns. This small change can create a meaningful drop in your exit rate and help turn more visitors into loyal customers.

09

Grow your business by amplifying the voice of the customer

If you've made it this far, it should be clear that there are endless creative ways to integrate reviews into your marketing strategy to attract more customers and ensure they convert. The common thread throughout this guide? In the world of entertainment, it's vital to be customer-first and use their feedback as a tool for growth.

To maximize the impact of your customer reviews in your marketing strategy, prioritize growing your review collection until your social proof reaches a critical mass. This makes it easier to highlight your reviews across your marketing channels and eventually tailor your review curation to campaigns and promotions.

So, if you're wondering whether customer reviews can truly boost your marketing and convert more fans, the answer is simple: It's time to put your audience's voice to work.



**Let's start building trust.
Request a demo today.**

Request a demo