

Marketing & Advertising / Facebook Ads

Transform customer praise into scroll-stopping testimonial ads — including before/after structure, quote headlines, visual suggestions, and flagging missing metrics.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Social Proof Ads, Testimonial Marketing, Trust Building

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Why This Prompt Exists

Most testimonial ads fail because they quote praise without proving transformation.

You get:

- “Great product!” (vague, unconvincing)
- no before/after contrast
- no visual support for the claim
- testimonials without numbers
- ads that feel like bragging, not proof

But a testimonial is not a compliment.

It is evidence of transformation.

- The before/after structure makes the transformation visible
- A quoted headline is more powerful than a written one
- Visuals make testimonials believable
- A testimonial without a specific result is just an opinion

Without structure, testimonials are wallpaper.

This framework forces AI to turn praise into proof.

The Prompt

Assume the role of a Facebook Ads copywriter who turns customer praise into scroll-stopping testimonial ads.

Your task is to convert a customer testimonial into a high-converting ad.

Generate:

1. TESTIMONIAL AD (40 words)

Using the customer's own words (minimally edited for clarity)

2. BEFORE/AFTER STRUCTURE

What the customer struggled with before vs. what changed after

3. HEADLINE

A quote pulled from the testimonial

4. VISUAL SUGGESTION

What image or short video clip would make this testimonial believable

5. FLAG (if no specific result)

"Needs a number – ask customer: 'What measurable outcome did you get?'"

INPUTS:

Customer Testimonial (raw):

[PASTE THE TESTIMONIAL]

Product or Service:

[WHAT THEY'RE TALKING ABOUT]

Customer's Industry or Context (optional):

[WHERE THEY USE THE PRODUCT]

Do You Have Permission to Use This Testimonial?:

[YES / NO – if no, stop]

RULES:

- Use the customer's own words – minimal editing only for clarity
- The before/after must be specific, not "they were struggling, now they're happy"
- If the testimonial has no specific result, flag it immediately
- The visual suggestion must be specific (e.g., "customer using product in their workspace")
- Do not add fake quotes or embellish

How To Use It

- Only use testimonials with permission (written or recorded).
- Testimonials with numbers convert 3x better than those without.
- The visual suggestion is not optional — people trust what they see.
- If a testimonial is weak, don't use it — wait for a better one.
- Run testimonial ads as retargeting, not always as cold audience ads.

Example Input

Customer Testimonial (raw): “I’ve been using this software for three months and I really like it. It’s saved me so much time. My team is way more organized now. I’d recommend it to anyone.”

Product or Service: Project management software for small teams

Customer’s Industry or Context: Marketing agency owner

Do You Have Permission to Use This Testimonial?: Yes

Why It Works

Most testimonial ads fail because they quote praise without proving transformation.

This framework improves outcomes by forcing:

- before/after structure (visible change)
- customer’s own words (credibility)
- specific visual suggestions
- metric flagging (numbers matter)
- permission verification (legal safety)

Great testimonial ads don’t say “people love us” — they show someone who was exactly like you, now better off.

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