

# BBB Accredited Business Marketing Toolkit



[bbb.org](https://bbb.org)



# You're Accredited...Pass It On

Becoming Accredited is a big deal, which makes YOUR business a big deal! This achievement should be shared with the world. Positioning your brand as a BBB advocate shows your customers and competitors that you are an ethical crusader who cares about preserving the fabric of what makes our business community thrive: integrity.

BBB's Marketing team, with a combined experience of 75+ years in marketing, has carefully created this all-inclusive guide for how to promote your Accreditation. Use this to capitalize on the unique opportunities available to you as you raise the bar for marketplace trust in your community.







## Leverage the Logo

82% of American consumers are familiar with BBB. And of those consumers, 81% are more likely to trust that a business is honest and ethical when they display the Accredited Business seal (IABBB Research, 2021). Featuring the seal on your materials is the best way to leverage your Accreditation as a reputational marketing tool.



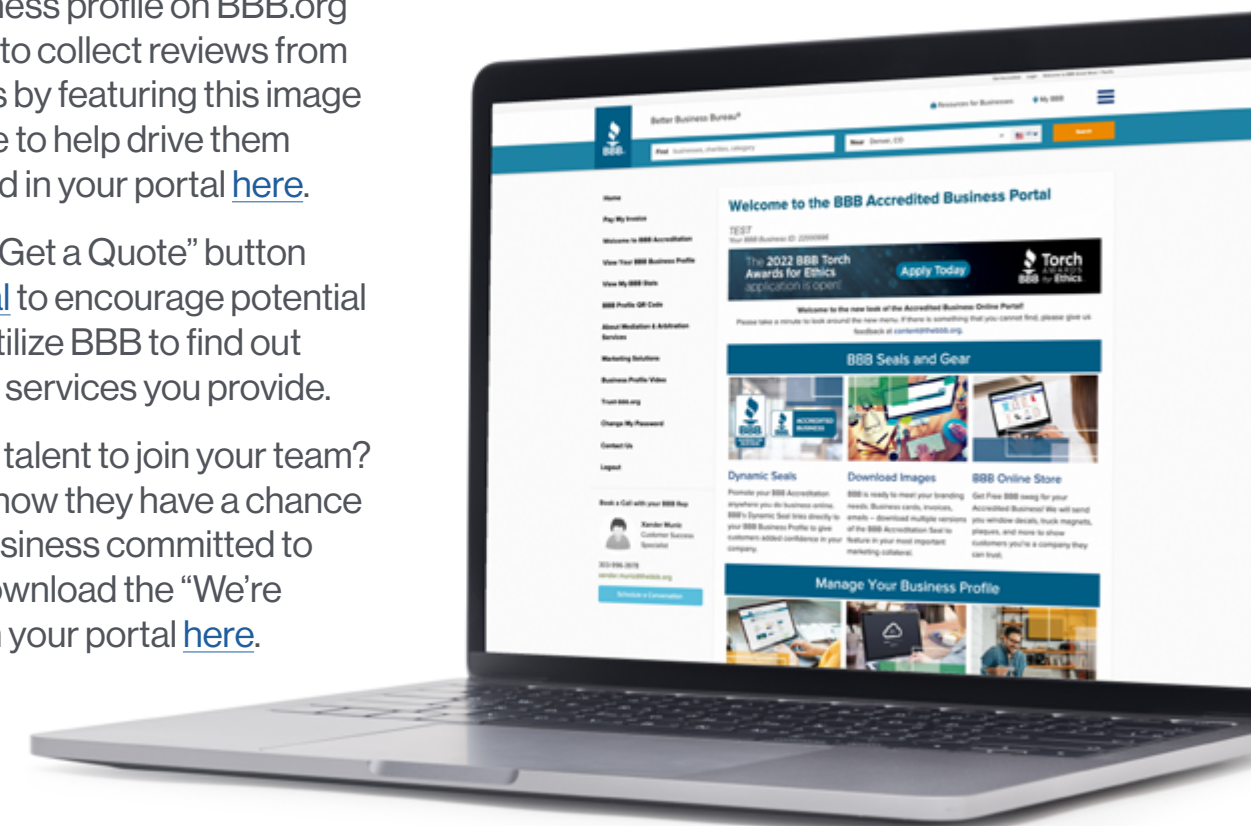
Here are some ideas on where you can spotlight that shiny seal and other digital marketing assets:

### Digital Opportunities

1. Download the Dynamic seal from your [business portal](#) and showcase it on your website. This version features your rating and date of Accreditation, as well as links to your business profile on [BBB.org](#).
2. Include the seal on your staff email signatures. This way, everyone your team interacts with knows they're communicating with a reputable company. Download the seal in your [business portal](#) by clicking on "Download Images."
3. Do you deliver newsletters, blogs, and other forms of content to your network? Adding the seal to your digital materials increases your credibility appeal.
4. Don't forget about the "Submit a Review" seal! Your business profile on BBB.org is a great place to collect reviews from your raving fans by featuring this image on your website to help drive them there. Download in your portal [here](#).
5. Download the "Get a Quote" button from [your portal](#) to encourage potential customers to utilize BBB to find out more about the services you provide.
6. Looking for top talent to join your team? Let everyone know they have a chance to work for a business committed to integrity and download the "We're Hiring" image in your portal [here](#).

### Print Materials

1. Print isn't dead yet. Do you have the seal on these important customer-facing items?
  - Invoices and contracts
  - Business cards
  - Brochures, flyers, and leave behinds
2. Have you visited the online [BBB store](#) yet? Swing in today to order window decals, vehicle magnets, and other accessories to show off your Accreditation.
3. You can also download a QR code from the portal [here](#) for print items so customers can easily view your business profile on BBB.org with a simple click of a button.





# Solve with Marketing Solutions

With an average of 390,000 daily visitors to BBB.org, BBB is a source of trust and steers thousands of consumers to businesses like yours. Did you know you can advertise on BBB's online directory? Products like this, and many more, have already helped thousands of Accredited Businesses boost their marketing and gain new customers.

Take advantage of BBB's exclusive marketing products:

- **BBB.org Advertising**  
Stand out among competitors and have your business listing prominently displayed on BBB.org.
- **Targeted Display Advertising**  
Target consumers searching online for the products or services your business offers with an optimized digital marketing campaign.
- **Billboard Advertising**  
Get your business in front of thousands of potential customers with a memorable billboard.
- **Google Ads Program**  
3.4 billion searches a day are processed through Google. Earn a larger share of their attention by listing your business on an industry specific landing page that targets potential customers.
- **Custom Logo Design Services**  
Collaborate with our expert BBB Creative Team to develop a symbol that communicates the values, quality, and personality that drive your business.

[Get started with Marketing Solutions here.](#)





# Capitalize with Social Media

Staying active on social media is an effective strategy to keep followers engaged with your brand and optimize your reputational marketing. Your social media presence lets the community know who you are as a business. According to Sprout Social, [68% of consumers agree that social media enables them to interact with brands and companies.](#)

Share your Accreditation milestones with your followers when you achieve them:



## Promote Your Accreditation

Have you shared the news yet? Make sure everyone knows about your accomplishment!

*Sample Post*

*We are excited to share the news! <Organization Name> has been evaluated and invited to join Better Business Bureau as an Accredited Business. Becoming Accredited demonstrates our commitment to [BBB's 8 Standards for Trust](#). We are dedicated to serving our customers with the highest level of integrity. Check out our business profile on bbb.org here: <profile link>*



## Celebrate Anniversaries

Every year that you are Accredited is another year to celebrate.

*Sample Post*

*<Organization Name> is celebrating <number of years Accredited> years as an Accredited Business! We couldn't be prouder of our <rating letter grade> rating and commitment to serve customers with honesty and transparency. Visit our business profile on BBB.org here: <profile link>*



## Encourage Rave Reviews

Your business profile on BBB.org is one of the best places to collect reviews from your fans, which helps other potential customers make better purchasing decisions.

*Sample Post*

*One of the best ways you can let us know about your experience with <organization name> is by leaving us a review. Giving us feedback on BBB.org is a great way for us to improve and to help others make better buying decisions. Head over to our business profile on BBB.org to leave us a review today! <business profile link>*



## Share Stories

Everybody loves a good story. Sharing examples of how you work directly with customers is a key tactic to better connect with your followers.

*Sample Post*

*Our valued customer, <customer first name>, hired us for <service/product>. Here's what happened: <experience>. We always strive to do the very best for our customers and listen to what they need. This is one of the reasons we are proud of our BBB Accreditation. Check out our business profile on BBB.org to find out more: <profile link>*



## Apply for the Torch Awards

Has your business ever applied to win a [BBB Torch Award](#)? Well, you should! Be sure to let your followers know about your commitment to excellence. (See more about the Torch Awards on [page 13](#))

*Sample Post*

*<Organization Name> has applied for the <year> BBB Torch Awards! A Torch Award is the most prestigious honor BBB distributes to businesses and showcases our dedication to integrity and excellence. Stay tuned to see how we do and learn more about the Torch Awards here: [trust-bbb.org/torchawards](#)*

**Download social media images to support posts like the above [here](#).**

# 5 Tips to Make the Most Out of Social Media Ads

Social media is also an affordable, easy way to advertise your business to prospective customers. Here's a few tips from our resident BBB Digital Marketing experts when it comes to setting up ads on your Facebook, Instagram, and LinkedIn Platforms.



## Know Your Audience

Social media ads give you many ways to segment and target your audience. Create different audience groups and test your ads to uncover opportunities you might have overlooked.



## Attention-Grabbing Headlines are Key

Experiment with catchy headlines and intriguing questions in your ads. Don't underestimate what a little humor or change in tone can do to get someone to click on your ad.



## Make Different Variations of your Ads

Test the impact of your campaign with different headlines, images, or ad copy. Over time, you can see which ads get the most clicks and deactivate the underperforming ones.



## Give Video a Try

With newer smartphones putting high-level video capabilities in the palm of your hand, it's time to embrace this medium. Aim for short content (under a minute) and ensure captions are turned on.



## Turn Your Most Popular Posts into Ads

Have any of your past social media posts resonated especially well with your audience? If so, use them as boosted posts or inspiration for new ads.

### Be sure to tag BBB when you post!

[Instagram](#)

[Twitter](#)

[LinkedIn](#)

[Alaska Facebook](#)

[Denver Facebook](#)

[Hawaii Facebook](#)

[Idaho Facebook](#)

[Oregon Facebook](#)

[Montana Facebook](#)

[Washington Facebook](#)

[Eastern Washington Facebook](#)

## Gotta Start Somewhere...

If you're new to online ads, don't be afraid to start small. Your BBB also hosts several webinars on different marketing and digital advertising options, so check our [online events page](#) and newsletters to stay on top of what's available!



# Give Your Business Profile Some Swagger

Did you know that on average, BBB Accredited Businesses receive seven times more inquiries as non-Accredited Businesses on BBB.org? This means that the BBB directory is a talent show, and you're the star. Build out your business profile in your portal [here](#), where you can add the following:

- Photos & videos of your staff and products/services
- Service area
- Licensing information
- Contact information
- And lots more!



# Apply for the BBB Torch Awards for Ethics

A Torch Award is the most prestigious honor BBB can present to an organization for their dedication to integrity and excellence. Being named a finalist or winner provides businesses with optimized marketing opportunities, allowing them to show off their commitment to ethics in a multitude of ways.

Get involved with the Torch Awards [here](#).

# Stay Tuned to Our Business HQ

BBB's exemplary businesses are always learning. The best way to stay informed on how to get the most out of your Accreditation is to read up on the trending business topics at [Your business HQ \(bbb.org\)](#). This resource is always growing, and we invite you to check in regularly to view our latest articles. Lastly, be sure to check out our [Digital Marketing Best Practices white paper here](#). This overview of the digital marketing landscape has been crafted to jumpstart your online marketing presence.



# The Best Tool of Them All

If you're excited about any or all of these tools and tips, we're excited to hear from you. Whether you have questions, concerns, or just want to talk shop about your marketing needs, there's a BBB Marketing Solutions team member ready to start the conversation.

Reach out anytime at:

[marketingsolutions@thebbb.org](mailto:marketingsolutions@thebbb.org)



[bbb.org](http://bbb.org)