Media Solutions

Trust | Integrity | Respect | Teamwork | Excellence





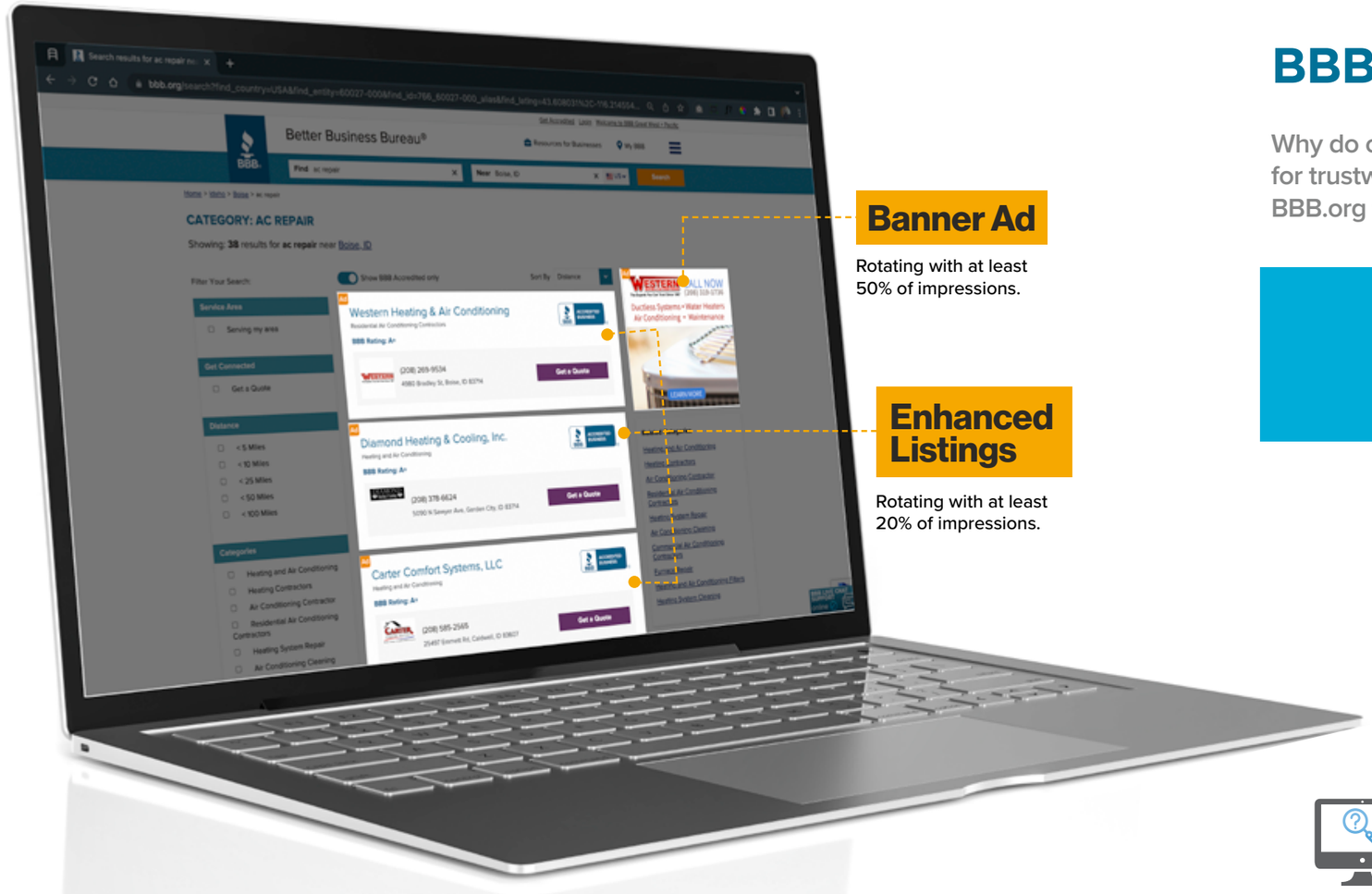
Let BBB manage all of your advertising needs!

Rise above the competition, gain more visibility and build your brand with BBB's marketing solutions.

You've put in the work, your customers trust you, you're respected in your community - now it's time to showcase that on BBB.org, Google, YouTube, and our brand new, state-of-the-art, studio needs.

The trust you've built is why you're a part of BBB's community of Accredited Businesses. It's also why your customers keep coming back. Your BBB serving Minnesota and North Dakota team of experts harnesses that trust to build new customer relationships through compelling marketing strategies. Most importantly, these exclusive advertising opportunities are tailored to your unique needs.

Want to find out what we can do for you?
Email our team at chadpedersen@thefirstbbb.org



Let our Marketing Solutions experts healp increase your online presence
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BBB.org Online Advertising

Why do customers visit BBB.org? Because they're looking for trustworthy businesses like yours. Be seen first on BBB.org when consumers are searching for your services.

> *BBB has been a wonderful support to our business! Ongoing care and advertising we did not expect and are thrilled!*
>
> **Elizabeth Kirchner**
> Sun Bookkeeping Services

Choose from these options

- BBB.org Homepage ad (banner ad prominently displayed on BBB.org's homepage and key internal web pages)
- Enhanced listing (listing at the top of the page)
- Side Banner (banner on the side of the page)
- Bottom banner (banner at the bottom of the page)

1,500,000+
Search for BBB Accredited businesses each year in Minnesota & North Dakota

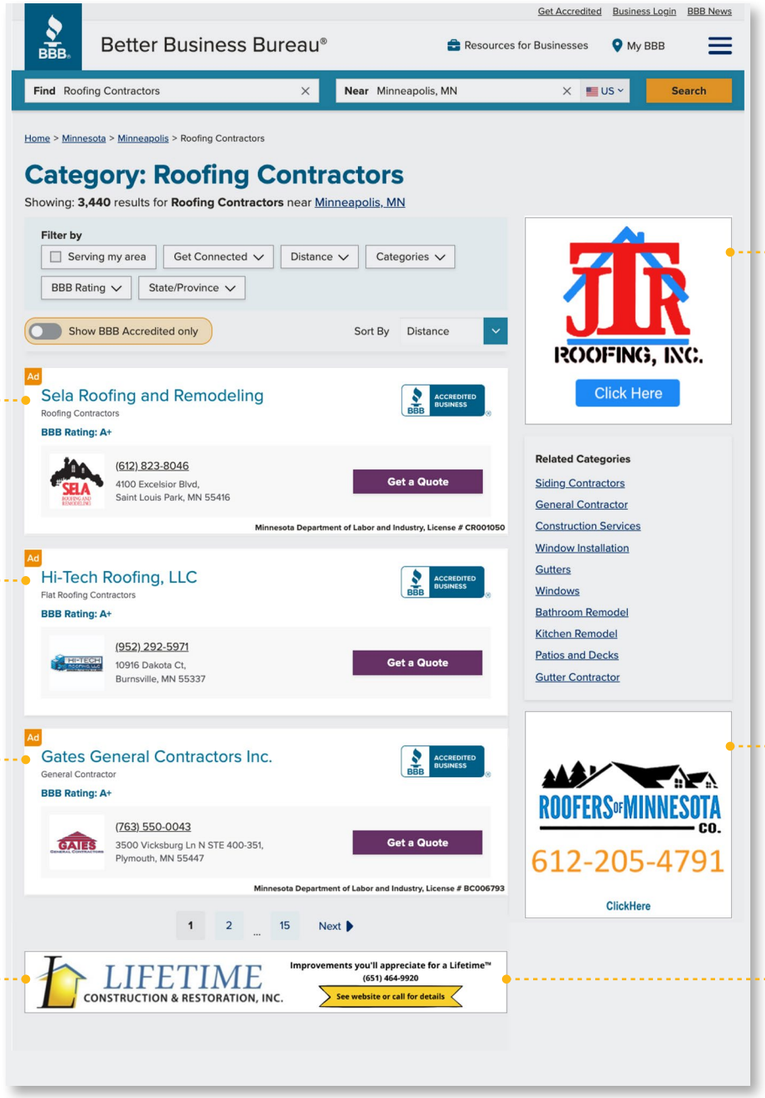
15,000,000+
Minnesota & North Dakota inquiries

350,000,000+
BBB.org pageviews

Online Directory Detailed Overview

Online marketing opportunities each prominently display:

- Business logo
- Business contact info
- Accredited Business Seal
- Get a Quote button
- BBB rating



Enhanced 1
Rotating with at least 33% of impressions.

Enhanced 2
Rotating with at least 20% of impressions.

Enhanced 3
Rotating with at least 20% of impressions.

Enhanced 4&5
Rotating with at least 20% of impressions.

Banner 1
Rotating with at least 50% of impressions.

Banner 2
Rotating with at least 50% of impressions.

Bottom Banner
Rotating with at least 50% of impressions.

BBB Minnesota and North Dakota search page

> *I have advertised in several venues with varying degrees of success. The results are quite apparent, therefore, I have come to believe the Better Business Bureau offers the best option for my advertising dollars. I consistently get the results I need.*
>
> **Christy Phillips**
> East Hill Heating & Cooling Inc.

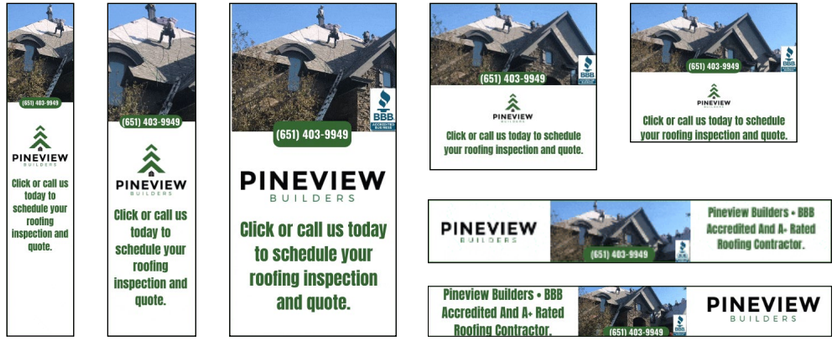


Amplify Your Online Presence with YouTube Ads

Each potential customers while they are watching in the current digital age, advertising your business effectively is essential for reaching your target audience. That's where BBB steps in to help elevate your company's visibility with the powerful tool of YouTube advertising.

YouTube, the second largest search engine globally, offers an excellent platform to showcase your business. With its vast user base, your ads have the potential to reach a diverse and extensive audience, enhancing your business visibility and customer engagement.

- **63%** of people say they bought from a brand after viewing an ad on YouTube *(Think With Google, 2022)*
- No long-term contracts
- On average, YouTube video ads through BBB are viewed approximately **4,500 times** per month
- Consumers find YouTube ads to be more relevant than linear TV advertising *(SproutSocial, 2023)*



Banner Example

Display ads would be presented in website such as Startribune



Let our Marketing Solutions experts help increase your online presence
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Google's Targeted Display Campaigns

If you've ever asked: How do my online ads know me so well? It's because of targeted display ads.

BBB's Targeted Display ads allow you to steer online traffic to your business when potential customers search for your products or services. Targeted ads reach consumers based on their previous online actions. Retargeting, also known as remarketing, keeps your ads appearing for 95% of users who leave your website without choosing your service or products right away.

Targeted Display Benefits:

- Retargeted consumers are 70% more likely to convert
- No long-term contract
- On average 10,000 - 15,000 impressions are delivered per campaign per month

> *Thanks to the BBB retargeting program, our business sees a solid return and solid website traffic! This is a terrific marketing spend!*
>
> **Scott Williams**
> Vice President of Marketing and Brand Management,
> Lex Brodie's Tire, Brake & Service Company



Bring Your Business Story to Life in Our Studio

Our state-of-the-art studio offers a professional and sleek environment, equipped with innovative technology for high-quality production. Ideal for both startups introducing their brand and established companies launching new products or services, we aim to create engaging content that embodies your brand's vision. We curate an atmosphere for creativity to thrive, believing every business has a unique story to tell.

In today's digital age, video content is pivotal. It's a dynamic medium that can capture attention, engage audiences, and leave a lasting impression. Our studio is designed to leverage the power of video, and audio helping your business stand out in the crowded digital landscape. Allow us to assist you in creating a powerful narrative that resonates with your audience and positions your brand in the spotlight it deserves.