



Re: BBB “Get Noticed” Advertising Campaign

Dear Accredited Business,

We all know how important an internet presence has become for today’s businesses. I would like to introduce a new program from the Better Business Bureau that will significantly increase your exposure on the Internet while promoting your excellent BBB rating – at an incredibly low cost.

The BBB “Get Noticed” marketing program combines the power of the BBB brand with the power of Google to promote BBB accredited businesses at the precise “touch points” consumers need.

Google to **find** you, and BBB to **back** you.

How It Works:

The BBB vendor purchases advertising key words for your industry, so our “Business Types” show up at the top of searches. When clicked on, the consumer is taken directly to the BBB roster of Accredited Businesses in the industry they searched for. The top 12 spots on those rosters are reserved for this program.

For example, if a customer searches for Buffalo roofers, the “Business Type” link appears on the right side or the top of the results page. Customers then click the link to be taken directly to the BBB listing of roofers, where your banner ad will be featured in one of the top rotating spots. The ad not only clicks through to your BBB reliability report and rating, but also lists your phone, address, and website.

Again – This program is limited to the first 12 advertisers per industry in your area, so call 800-847-9760 or e-mail lschultz@yellowpagecity.com for more information today.

Sincerely,

A handwritten signature in black ink that reads 'Warren Clark'.

Warren Clark
BBB CEO