BETTER BUSINESS BUREAU

resource library

MYLA EDWARDS
DAISAHNI HEATH
SALIL SUBEDI
COLTON BARNARD

NOVEMBER 2025

market analysis

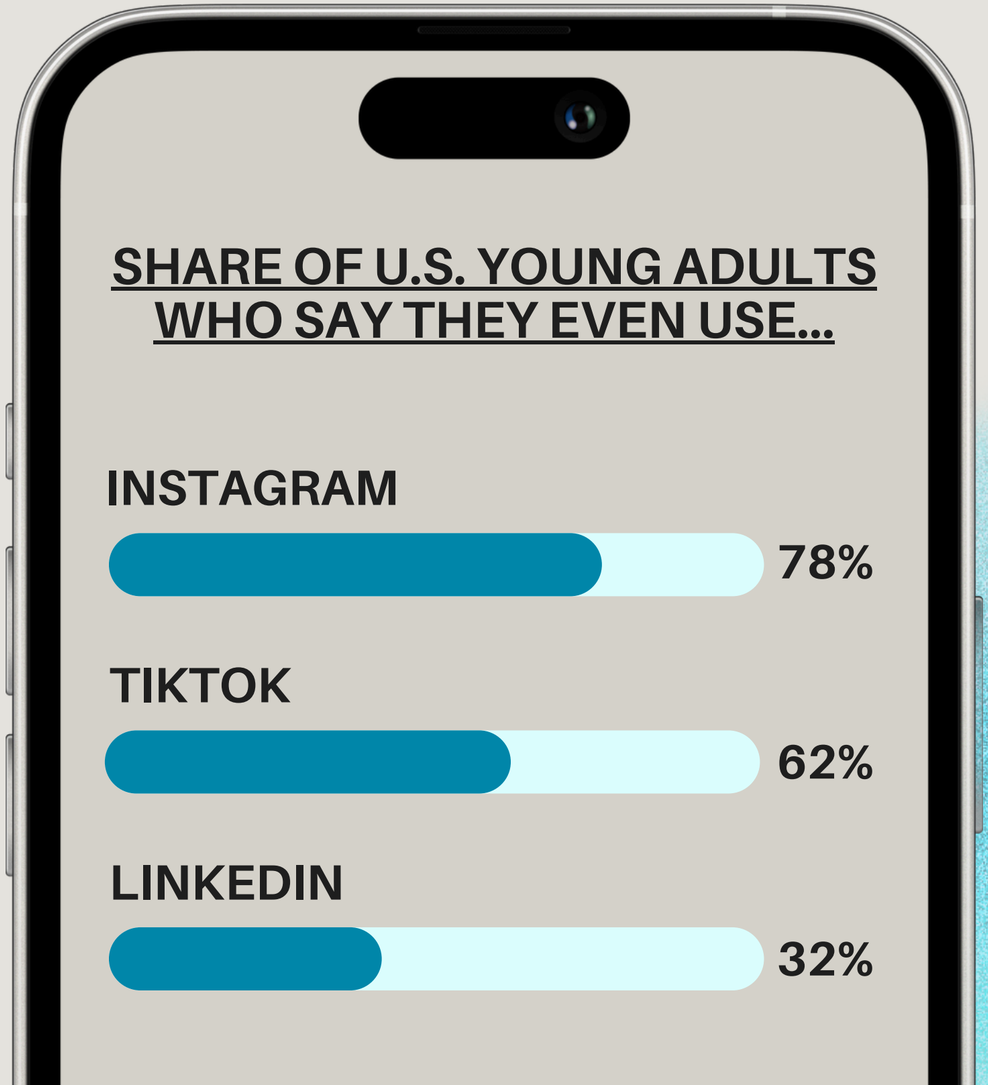
TARGET AUDIENCE

- YOUNG ENTREPRENEURS AND CONTENT CREATORS (AGES 18-25)

DEMOGRAPHICS

- COLLEGE STUDENTS
- EARLY-CAREER PROFESSIONALS
- SMALL ONLINE BUSINESS OWNERS

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BEHAVIOR

- ACTIVE ON SOCIAL MEDIA
- SHORT ATTENTION SPANS

NEEDS

- RELIABLE BUSINESS RESOURCES
- STRATEGIES TO GROW ONLINE BRANDS
- COMMUNITY CONNECTIONS

diversity and global implications

MAKE ENTREPRENEURSHIP ACCESSIBLE, BEGINNER-FRIENDLY, AND EMPOWERING FOR ALL, STARTING IN TEXAS BUT WITH A GLOBAL PERSPECTIVE.

NOT ALL YOUNG ENTREPRENEURS START EQUALLY, SOME LACK SUPPORT, CONNECTIONS, OR FUNDS, WHILE OTHERS FACE CHALLENGES DUE TO RACE, GENDER, INCOME, OR LOCATION



EXPAND THE BBB RESOURCE LIBRARY



USE SOCIAL MEDIA TO REACH YOUTH



SHARE STORIES FROM DIVERSE BUSINESS OWNERS



PROVIDE RESOURCES FOR DIFFERENT COMMUNITIES AND LANGUAGES

competition

WHY BBB STANDS OUT

WHILE OTHER PLATFORMS PROVIDE TOOLS OR ADVICE, NONE COMBINE CREDIBILITY, VERIFIED TRUST, AND YOUTH-FOCUSED ACCESSIBILITY LIKE BBB CAN. THIS CREATES A STRONG ADVANTAGE FOR BBB, POSITIONING IT AS A TRUSTED DIGITAL HUB FOR YOUNG ENTREPRENEURS SEEKING ETHICAL BUSINESS KNOWLEDGE.



SCORE

OFFERS FREE MENTORING AND TOOLS FOR ENTREPRENEURS.



SBA

PROVIDES TRUSTED INFORMATION BUT FEELS OLD-SCHOOL FOR YOUTH.



TRUSTPILOT/GOOGLE

OFFERS VISIBLE REVIEWS BUT MAY INCLUDE FAKE ENTRIES.

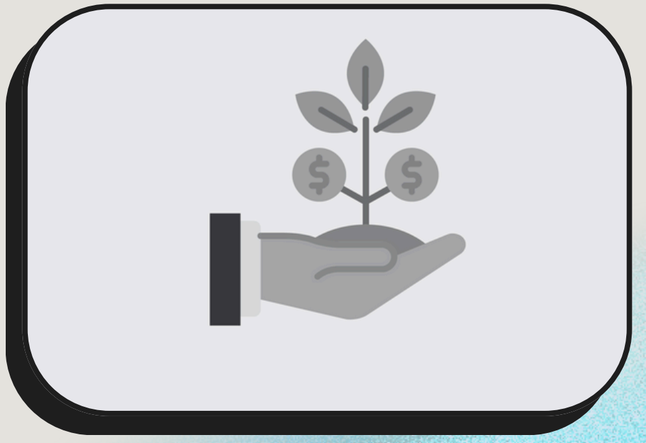
fiscal policy & ROI projections

LEADS



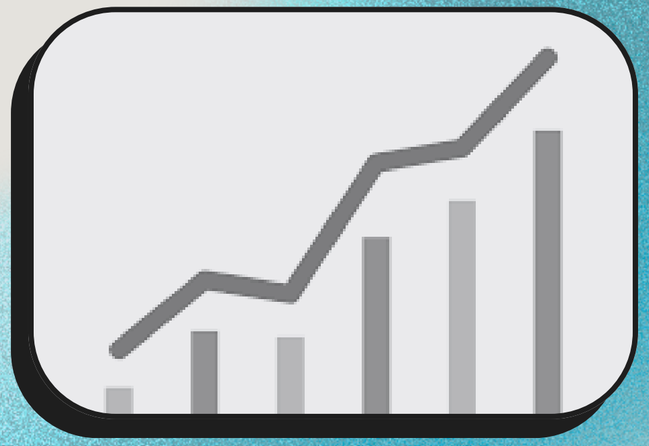
WE WILL PURSUE 200 LEADS PER MONTH AT AN AVERAGE PRICE OF $25 PER LEAD

START-UP COSTS



WE'LL INVEST $5,000 A MONTH TOWARDS OUR 12-MONTH CAMPAIGN TOWARDS START UP COSTS.

SALES



WE AIM TO CONVERT 25 OF OUR 200 LEADS INTO SALES WITH ASSISTANCE FROM OUR INVESTMENT SALES

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05/10

How might the BBB rebuild its relevance as a modern symbol of trust by catering to young audiences?

GEN-Z RESOURCES

WHAT?

A CENTRAL HUB OF CREDIBLE BUSINESS RESOURCES TAILORED TO GEN-Z

WHERE?

ACCESSIBLE ON THE BBB WEBSITE UNDER "FOR BUSINESSES."

SOCIAL MEDIA CAMPAIGN

WHAT?

MAKE MORE USE OF SOCIAL MEDIA PLATFORMS THROUGH ENGAGING CONTENT LIKE TIPS, MINI-GUIDES, VIDEOS, AND HIGHLIGHTS

strengthening BBB's social media presence

PROBLEMS

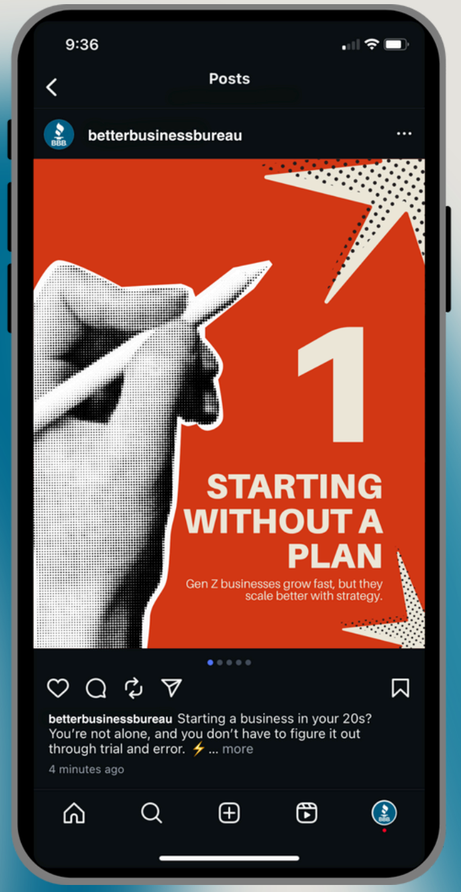
- INSTAGRAM NOT VERIFIED AND USES AN UNOFFICIAL HANDLE
- NO TIKTOK ACCOUNT/PRESENCE
- POSTS LACK GEN Z-FOCUSED DESIGN AND APPEAL

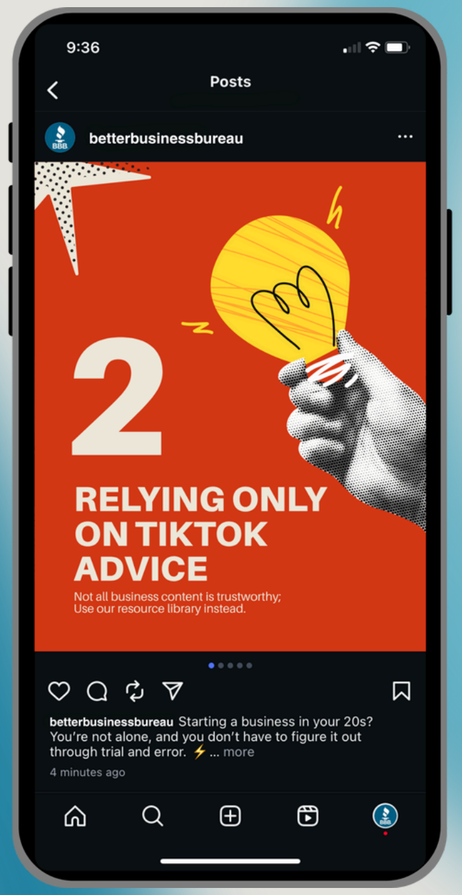
IMPROVEMENTS

- VERIFY AND UPDATE INSTAGRAM HANDLE
- PROMOTE POSTS TO INCREASE VISIBILITY
- LAUNCH TIKTOK WITH SHORT, ENGAGING VIDEO CONTENT
- MODERNIZE INSTAGRAM VISUALS

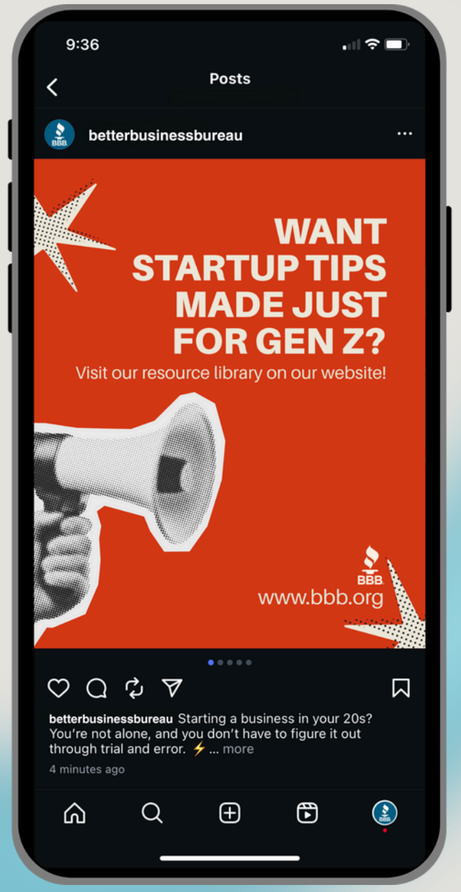
infographic carousel example











BBB

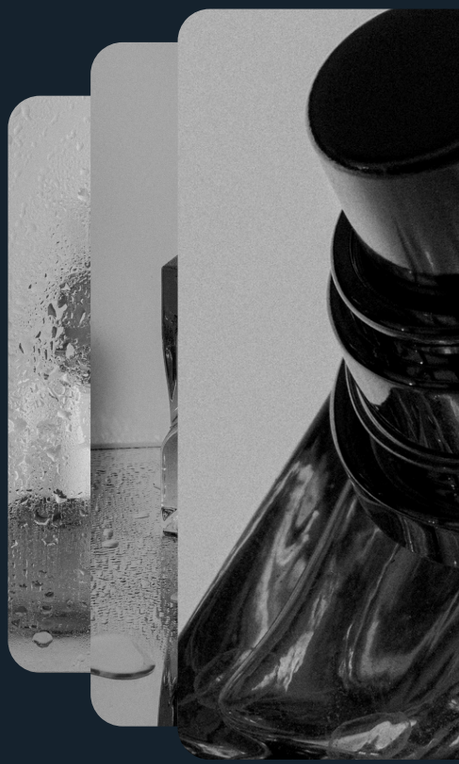
HOME | RESOURCE LIBRARY | EVENTS | SUCESS STORIES

LOGIN



BUSINESS RESOURCES YOU CAN ACTUALLY TRUST

MADE FOR GEN-Z ENTERPRUNERS



START LEARNING

CONTACT

BBB

HOME | RESOURCE LIBRARY | EVENTS | SUCESS STORIES

HI, JOHN DOE

Learn What You Need Without the Noise

Access verified tools and education designed for Gen Z entrepreneurs.

WHAT DO YOU WANT TO LEARN TODAY?



BROWSE ALL RESOURCES

MODULE 1 OF 6

WHAT YOU'LL LEARN

- CHOOSING THE RIGHT PLATFORMS FOR YOUR BUSINESS
- CREATING CONTENT THAT BUILDS TRUST, NOT JUST FOLLOWERS
- TURNING VIEWS INTO WEBSITE TRAFFIC AND SALES
- POSTING SCHEDULES FOR MAXIMUM IMPACT
- REAL EXAMPLES FROM BBB-ACCREDITED CREATORS

START LESSON

TOOL KIT

- CONTENT CALENDAR TRACKER
- CAPTION STARTER PACK
- ANALYTICS TRACKER
- VIDEO HOOK IDEA SHEET

YOU MIGHT ALSO LIKE >

thank you !

NOVEMBER 2025