

Better Business Bureau Report**Group 4****MC 4328****9 November 2025****Online Entrepreneur Campaign Analysis**

The Better Business Bureau (BBB) has long been regarded as a reliable organization dedicated to promoting honesty, openness, and ethical business practices. However, in a quickly changing digital economy, its reputation is no longer as important to younger generations, particularly Gen Z entrepreneurs who are creating their careers online. Many of these young business owners are unaware of the BBB's value or role in supporting their growth. With so much material available online, it can be difficult for individuals to distinguish between credible guidance and misleading information.

Problem Statement

How might the BBB reconnect with young entrepreneurs and rebuild its reputation as a modern symbol of trust and credibility?

To solve this issue, our group proposes a social media campaign combined with an online resource library that would relaunch the BBB as a vital resource for young business owners. The campaign will target entrepreneurs and content creators aged 18 to 25 who are launching their own personal brands, starting e-commerce operations, or running freelance businesses. By meeting them on some of their most used platforms, such as Instagram, TikTok, and LinkedIn,

the BBB can establish itself again as a relevant, useful, and trustworthy presence in their professional growth journey.

The Social Media Campaign

The social media campaign will act as the entry point for engagement. Through short-form content featuring business tips, success stories, and spotlights on local BBB-accredited businesses, the campaign will showcase the BBB's role in both supporting and promoting ethical company growth. Each post will lead viewers to the BBB Resource Library, a curated collection of useful tools, educational resources, and trustworthy information for young entrepreneurs.

The Resource Library

The resource library will serve as the project's base. It will enable easy access to things like business strategy guides, growth templates, monetization tips and tools, and educational tools on ethical practices and brand reputation found in either video or article format. Unlike generic online advice, the library's content will be assessed and curated by the Better Business Bureau to ensure its reliability and accuracy. Alongside this, the resource library will feature local connections to BBB-accredited businesses, allowing young entrepreneurs to collaborate, learn, and network in their areas.

The social media campaign and resource library work together to achieve a common goal: to reestablish the Better Business Bureau as a relevant, modern resource on corporate trust

in the digital era. By positioning itself as an educator and a resource for connection, the BBB can reach a new generation of entrepreneurs who value authenticity, transparency, and community. By including the resource library in the "For Businesses" section of the BBB website in the top right corner, also located in the drop-down menu, we're demonstrating what one of the company's core missions is: To create a community of trustworthy businesses. The project gives the BBB an opportunity to modernize its image, broaden its reach, and reassert its importance in a digitally driven economy soon to be taken over by today's and tomorrow's business leaders.

Market Analysis

Participants

This project's target demographic is young entrepreneurs and content creators between the ages of 18 and 25, also recognized as Gen Z. This group consists of college students, recent graduates, and early-career professionals who are starting things like web enterprises, freelance brands, or creative projects. They are ambitious, technologically adept, and value independence and authenticity in their work. Many entrepreneurs are in the early phases of establishing their business concepts and are looking for dependable, easily accessible resources to help them expand.

Behaviors

Gen Z entrepreneurs rely significantly on social media sites like Instagram, TikTok, and LinkedIn in search of information, inspiration, and community. They prefer to learn through short-form, visual information and trust brands that communicate transparently and relatably. Traditional institutions frequently fail to engage with this generation due to antiquated

communication strategies. By shifting its outreach to digital channels, the BBB can meet Gen Z where they are and position itself as a modern, trustworthy partner in business development.

Diversity and Global Implications

Entrepreneurial opportunities are not equally accessible to all young people, particularly for content creators and social media entrepreneurs. Many face significant barriers, such as limited family support, a lack of business connections, or insufficient financial resources. Additional challenges can arise due to race, gender, income level, or geographic location. This project is designed to address these disparities by ensuring that access to business knowledge and mentorship is available to all young entrepreneurs, not just those who already have advantages.

To accomplish this, our team is proposing a free resource library through the Better Business Bureau and connecting it with social media platforms to reach young entrepreneurs where they are most active. The resources are intentionally inclusive, representing diverse cultural perspectives, financial situations, and real success stories from entrepreneurs of various backgrounds. By showcasing these experiences, the project seeks to foster a sense of belonging, understanding, and empowerment among its users.

Although the initial launch is focused in Texas, the obstacles faced by young entrepreneurs are not limited to one region. Therefore, the project is designed to be flexible and expandable, with plans to provide multilingual resources, collaborate with international organizations, and maintain beginner-friendly, accessible content worldwide. Ultimately, the initiative aims to empower young entrepreneurs from all backgrounds, regardless of identity, origin, or financial means, to take meaningful steps toward establishing and growing.

Competition

The Better Business Bureau (BBB) is not the only organization that offers credibility and educational support to entrepreneurs and small business owners. There are multiple platforms that can help business owners learn, grow, and establish trust with customers, but a lot of these competitors are for older audiences and rely on outdated communication methods, which could be boring to younger generations who prioritize accessibility, design, and social engagement. Gen Z and Gen Alpha entrepreneurs want fast and aesthetic content, which is something most current competitors don't provide. This is where the BBB can stand out through a modern, digital-first approach.

One major competitor is SCORE (Service Corps of Retired Executives), a nonprofit supported by the U.S. Small Business Administration. SCORE connects aspiring entrepreneurs with experienced mentors and provides free educational workshops, templates, and webinars. It offers mentorship through personalized guidance from business experts who can help entrepreneurs navigate challenges (SCORE, 2025), which is its main strength. However, its website and resources feel old and wordy, and it doesn't have the modern and concise content that appeals to younger learners. For Gen Z users that use TikTok tutorials and YouTube explainers, SCORE's format is more traditional and less interesting. This will not appeal to the new generation of entrepreneurs seeking faster and more relatable learning experiences.

The Small Business Administration (SBA) is also a strong competitor with its extensive library of verified guides, funding programs and official resources for small business owners. Since it's a government-backed organization, the SBA is clearly credible (U.S. Small Business Administration, 2025), but like SCORE, its digital presence is overly formal and less accessible

to people who are just starting in less traditional career paths such as content creation or freelance work. The SBA's website design and tone are not tailored to Gen Z's media preferences. Younger entrepreneurs prefer visually-appealing formats over lengthy documents or boring pages.

Platforms like Trustpilot and Google Business Profiles represent another type of competition that focuses on reputation and public perception instead of education. These platforms allow customers to leave reviews that build social credibility for businesses. Since they are quick to set up and can immediately influence consumer trust (Trustpilot, 2024; Google Business, 2024), they offer more visibility and are easier to use. However, their primary weakness is the lack of verification. Reviews can be bought or manipulated, and there is no guarantee that highly rated businesses use ethical or transparent practices. Even though these platforms contribute to reputation building, they do not ensure accountability or credibility, which is different from what the BBB offers through its accreditation system.

Overall, while platforms like SCORE, the SBA, Trustpilot, and Google Business provide some level of support or visibility to small business owners, none of them combine trust, mentorship and digital relevance the way the BBB can. Competitors tend to focus either on information overload or unverified public feedback. On the other hand, the BBB is unique because it combines its established trust with a modern, youth-oriented campaign. By delivering concise, social media-based education and launching a curated digital resource library, the BBB can redefine what credibility looks like for Gen Z and Gen Alpha entrepreneurs. With its existing foundation of trust, the organization can modernize its image and become the go-to resource for young business owners looking for ethical, accessible and community-driven growth.

Financial Projections

Our Better Business Bureau (BBB) campaign is projected to reap tremendous rewards if we can capitalize on our sales goals. Over the course of 12 months, our campaign aims to achieve this goal through three financial policy steps. First, we will invest in the backend initial investment to build up our content library, plan events, and seek potential new members. Next, we will purchase and investigate leads for potentially new BBB members. These leads will be targeting 18-28 year old small business owners, specifically those who are social media content creators and online business owners. Of the 200 leads we will pursue, if we can convert only 10% our campaign would be on track to rake in a 21% return on investment and over \$15,000 per month. At the conclusion of my team's year-long campaign, our campaign could reap over \$200,000 in profits according to the provided BBB ROI calculator.

The main expenditures we will incur during this campaign are concentrated to the initial start up as well as monthly leads costs. To start this campaign, we will have to build the online content library to offer to our new members, create online marketing content to advertise across the internet, and the purchase targeted leads to chase potential new members. Other expenditures will also include live event costs, social media advertising, and web design updates.

This campaign will focus on bringing in multiple revenue streams to fulfill these lofty financial projections. Our primary focus will be on signing up new members by converting our monthly membership leads into a community of online entrepreneurs. Creating a primarily online campaign, we will avoid many of the brick and mortar start up and running costs, allowing us to constantly update and change the available content for our members. Another

revenue stream we will pursue is ticket sales for live and in-person events. By organizing captivating events with relevant online personalities and proven online entrepreneurs, we will attract our members and other prospective entrepreneurs. These events will be a hotbed for new membership sign-ups, merchandise sales, and social networking opportunities. The sales made at these events will supplement any shortcomings of our sales goals throughout the campaign.

Hitting these sales goals will ensure that the BBB can generate significant new membership and revenue. More importantly, if this campaign is successful and we can attract substantial new membership, the BBB will have made themselves a new foundation of young entrepreneurs and a valuable community of online entrepreneurs. The rewards for a successful campaign are beyond monetary, and at the conclusion of this 12 month period, the BBB will find that not only have they made substantial monetary gains but more importantly they have cultivated a young entrepreneur base that will grow with the BBB. This new generation of members will rise alongside with our campaign, building lifelong business connections, and spreading its value across the entire hill country region.

Citations

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