



BBB Serving Connecticut

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BBB.org/ct

Dear BBB Accredited Business:

Better Business Bureau Serving Connecticut is excited to announce our continued partnership with Platypus which is now in joint venture with ReviewTube, Inc! This expanded relationship is designed to help our Accredited Businesses by protecting their online reputation while growing their digital footprint, with new and exciting technology. BBB has asked ReviewTube to contact our Accredited Businesses to see if they can assist you in building your online reputation.

Today, 90% of customers look at online reviews before making buying decisions and unfortunately, not all reviews are real. ReviewTube's goal is to create accurate and verified reputation assets such as video reviews from customers and employees. Once created, ReviewTube will syndicate these reviews to business's websites, social media, and listing profiles (BBB, Google, etc.), which can help maximize new customer opportunities and existing customer relationships.

As a BBB Accredited Business, we are excited to offer you this opportunity which can help you take better control of your online reputation. We encourage you to consider working with Reviewtube when they reach out. If you are interested in learning more today, please email Chris Sokal at csokal@cgicompany.com.

Sincerely,

Paulette Scarpetti
President & CEO

BBB Serving Connecticut

About Better Business Bureau Serving Connecticut

For more than 100 years, the Better Business Bureau has been helping people find businesses, brands and charities they can trust. In 2018, people turned to BBB more than 173 million times for BBB Business Profiles on nearly 5.4 million businesses and Charity Reports on 11,000 charities, all available for free at BBB.org/ct. There are local, independent BBBs across the United States, Canada and Mexico, including BBB Serving Connecticut, which was founded in 1928 and serves businesses and organizations throughout the state. [860.740.4500](tel:8607404500) | BBB.org/ct