



BBB Serving the Atlantic Provinces

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Dear Valued BBB Accredited Business,

The Better Business Bureau Serving the Atlantic Provinces (proudly serving all of Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland & Labrador) is excited to announce our new partnership with ReviewTube, Inc. and Platypus. ReviewTube and BBB are partnering to further the accuracy and verification of business' online reputations with new exciting technology.

Not all reviews are real, and with 90% of customers looking at reviews before making buying decisions, it is important to partner with organizations that have built their reputations on trust. The BBB has asked ReviewTube to consult with all businesses within their community to assist in building their online reputation.

ReviewTube, with the help of BBB, will focus on creating accurate and verified reputation assets such as video reviews from customers and employees. Once created, ReviewTube will syndicate these reviews to businesses websites, social media, and listing profiles (BBB, Google, etc.) in order to maximize existing and new customer opportunities.

We both believe it is time for businesses to take back their online reputations, and show consumers that verified platforms like BBB's ratings and text reviews, coupled with interactive video reviews from ReviewTube can help bring truth, transparency, and trust to the review industry.

We encourage you to consider working with Reviewtube as it provides an exciting opportunity to showcase your business. To learn more please email Chris Sokal at csokal@cgjcommunications.com.

Sincerely,
Regards,

A handwritten signature in black ink, appearing to read 'Peter Moorhouse'.

Peter Moorhouse
President & CEO
BBB Serving the Atlantic Provinces

Source: [90% of Consumers Say Online Reviews Impact Buying Decisions ... And Other Hot Topics](#)