



# Preparing for the Holiday Season as a BBB® Accredited Business

As the holiday season approaches, BBB Accredited Businesses have a unique opportunity to leverage exclusive benefits to maximize their impact and sales. This guide highlights key resources provided by Better Business Bureau®, designed to give your business an edge during this bustling time of year.



## Utilize the Accredited Business Seal

Enhance your website's trustworthiness by downloading the dynamic Accredited Business seal. This badge of credibility can attract more customers by showcasing your commitment to integrity and ethical business practices. [Learn more >](#)



## Enroll in BBB's Google Advertising Program

Take advantage of BBB's exclusive advertising programs to increase your online visibility. Tailored advertising solutions can help you reach a wider audience more effectively during the holiday rush. [Discover how >](#)



## Access Free Sales and Marketing Advice

Tap into the Accredited Business Solutions Hub for expert sales and marketing advice at no cost. These resources are invaluable for fine-tuning your strategies and maximizing holiday sales. [Get access >](#)



## Download the Digital Marketing Checklist

Prepare your digital presence for the holiday season with our exclusive Digital Marketing Checklist. This step-by-step guide ensures you cover all bases in your online marketing efforts. [Grab a copy >](#)



## Promote Positive Customer Reviews

Encourage your customers to leave reviews during "Thank a Business Month". Positive reviews can boost your reputation and attract more holiday shoppers. [Get reviews >](#)

The holiday season is a crucial time for businesses, and BBB Accredited Businesses have exclusive access to tools and resources that can make a significant difference. By leveraging these benefits, you can enhance your visibility, build trust with customers, and drive sales, setting the stage for a successful holiday season and a prosperous new year.