

Marketing Plans

- mplans.com Sample marketing plans online.
- [Building Your Marketing Plan](#) See the in depth series on “How Marketing Plans Work”
- INC.com Provides insights from industry experts on how to stretch your small business marketing dollars.
- [Marketing Plan](#) SBA’s course on how to develop a marketing plan.
- [How to Write a Marketing Plan](#)

Product Management and Branding

- [Building Branding for Small Business](#)

Marketing Tips

- [Effective Marketing Guide](#) from the SBA.
- [Sales Marketing Network](#) how-to and reference information about sales and marketing.
- [Entrepreneur.com](#) Sales and Marketing Tips

Statistics

- [Advertising to Sales Ratios](#) yearly statistics by SIC from AdAge Magazine.
- [Advertising Research Tips](#) Offers techniques for all points of advertising

Advertising Law

- [Advertising Fact Sheets for Small Businesses](#) – FTC fact sheets that explain how to comply with laws covering truth-in-advertising, marketing, and product labeling laws and regulations. Includes information on specific types of products and services.
- [Advertising Guidance Documents](#) – Detailed guidance, policy statements, workshops and notifications issued by the FTC on a variety of advertising laws and regulations.
- [Frequently Asked Questions : A Guide for Small Business](#) – Answers to common questions about truth in advertising laws, unfair practices, and rules that apply to specific products and types of advertising.
- [Green Lights & Red Flags : FTC Rules of the Road for Advertisers](#) – Information about

workshops offered nationwide about complying with federal truth-in-advertising laws.

Pricing Rules

- [Guide Against Deceptive Pricing](#) – Guidance on how to comply with laws regarding comparison and bargain pricing.
- [Guide Against Bait Advertising](#) – Learn how to avoid illegal bait and switch tactics when pricing products.
- [Guide Concerning the Use of the Word “Free” and Similar Representations](#) – Learn the proper ways to advertise “free” items, such as “buy one, get one free.”
- [Good Pricing Practices](#) – It is against the law to charge more than the advertised shelf price for a product. Stores that do may be subject to civil and criminal fines. This guide provides suggestions for pricing your products and services.

Endorsements and Testimonials

- [Guide Concerning Use of Endorsements and Testimonials in Advertising](#) – Explains how to advertise using endorsements from customers, experts and critical reviews.

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