



The following web sites offer a wide range of marketing information and professional marketing strategies for small businesses.

## Websites:

- **AllBusiness**  
<http://www.allbusiness.com/marketing/market-research/1310-1.html> – A Dun & Bradstreet site that offers marketing information and research strategies, including the difference between secondary and primary marketing research.
- **American Marketing Association**  
<http://www.marketingpower.com/ResourceLibrary/Pages/default.aspx> The American Marketing Association offers this free Resource Library of best practice papers and free webcasts of marketing seminars. \*Registration is free, but required in many cases.
- **Business Owner’s Toolkit: Marketing Your Product**  
[http://www.toolkit.com/small\\_business\\_guide/sbg.aspx?nid=P03\\_0101](http://www.toolkit.com/small_business_guide/sbg.aspx?nid=P03_0101) Introduces the small business owner to some of the marketing profession’s concepts and strategies.
- **BizToolKit** [www.biztoolkit.com](http://www.biztoolkit.com)  
Go to the “free access” site, drop down to Marketing Tools and Tips. Make this site a “favorite” for your business.
- **Inc.com – Market Research**  
<http://www.inc.com/resources/marketing/> How to’s on marketing, articles about marketing research and advertising techniques.
- **KnowThis Virtual Marketing Library**  
<http://www.knowthis.com>  
Online source for all aspects of marketing, including pricing, product and promotion, distribution, advertising, and market research strategies.

- **Marketing Sherpa** [www.marketingsherpa.com](http://www.marketingsherpa.com)  
Specializes in practical know-how and case studies, pulls together free resources for the small business owner and the marketing professional, includes materials by company or brand name.
- **Mplans** <http://www.mplans.com> Free sample marketing plans. Also sells marketing software on site. Check out their business finance calculators.
- **New York Public Library – Small Business Resource Center – Marketing**  
[http://www.nypl.org/research/sibl/smallbiz/business/marketing/marketing\\_intro.html](http://www.nypl.org/research/sibl/smallbiz/business/marketing/marketing_intro.html) Offers a general overview of marketing research and the importance of a marketing plan. Includes How To videos, podcasts, articles.
- **Small Business Development Center**  
[www.sbdc-larimer.com](http://www.sbdc-larimer.com) Your first stop for business start-ups. The Small Business Development Center (SBDC) offers monthly marketing and advertising workshops.
- **SBA Marketing for Small Business**  
<http://www.sba.gov/smallbusinessplanner/manage/marketandprice/index.html> This Small Business Administration (SBA) site covers the basics of marketing, including links to other marketing articles, such as “100+ Marketing Ideas.” Good place for understanding marketing concepts. See also, the advertising links.

## Also check these websites:

American Marketing Association:  
<http://www.marketingpower.com/>

Direct Marketing Association:  
<http://www.the-dma.org/index.php>

Marketing Research Association:  
<http://www.mra-net.org/>

**Electronic Databases (Online Libraries):  
Business Source Premier**

<http://www.poudrelibraries.org/research/databases-business.html> Full text for more than 2,300 journals, including 1,100 peer-review business publications; full-text coverage including marketing, management, advertising. Access from home or office. To learn how to use this source: [amacdonald@poudrelibraries.org](mailto:amacdonald@poudrelibraries.org)

**Small Business Resource Center**

<http://www.poudrelibraries.org/research/databases-business.html> Covers major areas of starting and operating a small business. Search and browse marketing research and advertising campaigns, how-to articles, overviews, and directories. Includes over 200 business and trade journals. To learn how to use this source: [amacdonald@poudrelibraries.org](mailto:amacdonald@poudrelibraries.org)

**Reference USA (at home/office use)**

<http://www.poudrelibraries.org/research/databases-business.html> A database of 14 million U.S. businesses and 135 million households. Use this database to search for companies and residences, create prospect or marketing lists; includes lifestyle and spending patterns for residences. Search by location, type of business, and more; name; by zip code, yellow pages heading, household income, home value. To learn how to use this source: [amacdonald@poudrelibraries.org](mailto:amacdonald@poudrelibraries.org)

**Print Resources:**

Community Sourcebook of ZIP Code Demographics 304.60973 Community 2007 Main BusRef.

Guerrilla Marketing Success Secrets: 52 Weeks of Marketing & Management Wisdom by Jay Conrad Levinson and Anthony Hernandez. Garden City, NJ: Guerrilla Marketing Press, 2007. 658.8 Levinson, J. 2007 Main and Harmony Nonfiction.

Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business by Jan Conrad Levinson. Boston: Houghton Mifflin, 2007 658.8 Levinson, J. 2007. Main and Harmony Nonfiction.

Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money by Robert J. Kaden. London, Philadelphia: Kogan Page, 2006 658.83 Kaden, R. 2006. Main and Harmony Nonfiction.

Guerrilla Marketing During Tough Times: Is Your Business Slowing Down? Find Out Why Here! By Jan Conrad Levinson. Garden City, NY: Morgan James Publishing, 2006. 658.8 Levinson, J. 2006. Main Nonfiction.

Lifestyle Market Analyst. Wilmette, IL: Standard Rate & Data Service. 2008. Check CSU Libraries for this publication.

**How do I get more help?**

Contact: [amacdonald@poudrelibraries.org](mailto:amacdonald@poudrelibraries.org)

For information and online guides: <http://library.fcgov.com/adult/business/>

Business Plans  
Company Information  
Economic Gardening  
General Business Questions – “How Do I?”  
General Investment Questions – “How Do I?”  
Industry Information in Ten Steps  
Industry Quick Guide  
Information Sources for Business Startup  
Information Sources for Nonprofits  
Investment Quick Guide  
Library and Online Resources to Help with Your Business Plan  
Legal Structure of a Business  
Marketing Quick Guide  
Marketing Research Resources – “How Do I?”  
Starting a Nonprofit (brochure)