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How Solid is Your Marketing Plan?

Marketing takes time, money, and lots of preparation. One of the best ways to prepare yourself is to develop a solid marketing plan. A strong marketing plan will ensure you're not only sticking to your schedule, but that you're spending your marketing funds wisely and appropriately. [Here are some tips for creating a marketing plan](#) that gets results.

Whether you're a small business or just doing marketing on a small budget, check out [SBA's Marketing library](#) where you can find practical advice on advertising, email marketing,

telemarketing, and even product labeling, online advertising law and media relations.

Choose Your Business Structure

What's the difference between a corporation and a limited liability company? The business structure you choose will have significant legal and tax implications. [Check out this rundown](#) of the different ways you can structure your company and find the one best suited for your business.

Helping American Businesses in Emerging Markets

The U.S. Government's development finance institution, the Overseas Private Investment Corporation or OPIC, hosts a popular workshop series, [Expanding Horizons](#), to help educate small and medium-sized U.S. businesses about the benefits of expanding overseas and the finance and insurance tools it offers to support them.

[Learn more about OPIC](#) and what it has to offer U.S. companies seeking to do business in emerging markets, and find more information about the [2015 OPIC Expanding Horizons workshop schedule](#), including upcoming events in Detroit, Michigan, and Long Beach, California.

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