



**Andrea Anderson**

Partner  
303.473.2861  
Boulder  
aanderson@hollandhart.com

# What New FTC Rules for Word of Mouth Marketing Mean for Your Business

## What New FTC Rules for Word of Mouth Marketing Mean for Your Business

**Insight — 11/23/2009**

Concerned that consumers may not understand the connections between advertisers and compensated bloggers and posters, the Federal Trade Commission has released revised guidelines for companies using word-of-mouth marketing. Learn what it takes to stay out of trouble...

**To read the full article:**

*SNEWS requires that you request a FREE subscription to their website to view this article. Please click here to complete the FREE subscription information. Once you log-in with your username and password, you can access the article at [http://www.snewsnet.com/cgi-bin/snews/FTC\\_rules\\_for\\_word\\_of\\_mouth\\_marketing\\_112309.html](http://www.snewsnet.com/cgi-bin/snews/FTC_rules_for_word_of_mouth_marketing_112309.html).*

---

*Subscribe to get our Insights delivered to your inbox.*

*This publication is designed to provide general information on pertinent legal topics. The statements made are provided for educational purposes only. They do not constitute legal or financial advice nor do they necessarily reflect the views of Holland & Hart LLP or any of its attorneys other than the author(s). This publication is not intended to create an attorney-client relationship between you and Holland & Hart LLP. Substantive changes in the law subsequent to the date of this publication might affect the analysis or commentary. Similarly, the analysis may differ depending on the jurisdiction or circumstances. If you have specific questions as to the application of the law to your activities, you should seek the advice of your legal counsel.*