

CHANDLER, Ariz., Jan. 13, 2014 /PRNewswire/ -- In the first of a three-part [Infusionsoft](#) Blog series,

[Seth Godin](#)

,  
[Anita Campbell](#)

and

[Ann Handley](#)

share their take on what's next in sales and marketing. Infusionsoft's

Ramon Ray

delved into the minds of 12 sales and marketing experts to get their predictions for 2014 and what business owners should do to stay on top in the new year.

#### 2014 Prediction Highlights From The Experts:□

- **The Year of Less and More.** According to Seth Godin, [author](#) and [speaker](#), "Don't wait for the next big thing in marketing, it's not coming and if you wait for tomorrow you'll be too late. Expect more mobile, less privacy, and more distrust."

- **Smart Email Marketing Will Continue.** Anita Campbell, CEO of [Small Business Trends](#), sums it up simply by saying "Email marketing still rocks."

- **Better Communication.** Ann Handley, CCO of [MarketingProfs](#) who also writes at [AnnHandley.com](#), said "Words matter... For businesses, good writing is a mirror of good clear, customer-centric thinking."

Learn more about the sales and marketing trends your small business needs to follow in 2014 and check out the Infusionsoft blog for the second part of the series: <http://bit.ly/1c1dwpA>

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Written by Australian Business

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predictions: <http://bit.ly/1c1dwpA> #SmallBusiness

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