

CHANDLER, Ariz., Jan. 17, 2014 /PRNewswire/ -- In the final post of a three-part [Infusionsoft](#) Blog series, sales and marketing experts share their take on what's next in sales and marketing in 2014. Infusionsoft's

Ramon Ray

spoke with 12 sales and marketing experts to get their 2014 predictions and thoughts on what business owners should do to stay on top in the new year.

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

- **Marketing Intelligence Replaces Gut Instinct.** We put together a virtual four-person round table to speak to analytics and reporting. See what

Laurie McCabe

, technology analyst with

[SMB Group](#)

;

**David Raab**

, principal,

[Raab Associates](#)

;

**Aaron Stead**

, senior vice president of sales at

[Infusionsoft](#)

; and

**Ginger Conlon**

, editor-in-chief,

[DM News](#)

Written by Australian Business

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, have to share.

- **Online Marketing and Sales Will Dominate.** How important will a company's online presence be in 2014? Hear from

Greg

Head

CMO,

[Infusionsoft](#)

;

Rieva Lesonsky

, CEO of

[GrowBiz Media](#)

; and

Rebecca Sprynczynatyk

, senior director of communications at

[Infusionsoft](#)

.

- **Easier Digital Marketing Tools.** Many professionals find that sales and marketing tools are still too complicated and not easy enough to use. Find out why

**Jeff Mask**

,

vice president of partner development,

[Infusionsoft](#)

said 2014 will be the year of

*easy*

for sales and marketing tools.

What are you doing to ensure your business grows this year? Do you have anything to add to our predictions? Share your thoughts with us. <http://bit.ly/Kj98eV>

See the first installment of predictions from Seth Godin, Anita Campbell and Ann Handley: <http://bit.ly/1c1dwpA>

Check out the second of the three-part series of predictions from Melinda Emerson, Rieva Lesonsky

and

Gene Marks

:

<http://bit.ly/1eRsTV1>

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**Tweet about this blog: We're kicking off 2014 by providing Sales & Marketing Predictions from #SmallBusiness experts. Read them here: <http://bit.ly/Kj98eV>**

**About Infusionsoft** Infusionsoft is the leading sales and marketing software for small businesses, designed to help them get organized, grow sales and save time. Unlike other software providers, Infusionsoft is solely focused on small business success and provides one easy-to-use system for sales and marketing. The privately held, seven-time Inc. 500/5000 company is based in Chandler, Ariz. and is funded by Goldman Sachs, Mohr Davidow Ventures and Signal Peak Ventures. For more information, visit [www.infusionsoft.com](http://www.infusionsoft.com)

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