

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

dived 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

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

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.

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