

CHANDLER, Ariz., Jan. 15, 2014 /PRNewswire/ -- In the second of a three-part [Infusionsoft](#) Blog series, sales and marketing experts shared their insight into what they see coming in 2014 and beyond. Infusionsoft's

Ramon Ray

reached out in total to 12 industry leaders to get their predictions and thoughts on what business owners should do to stay on top in the new year.

#### 2014 Prediction Highlights From The Experts:

- **Local Marketing and Customer Targeting Will Grow.** Melinda Emerson, [author and speaker](#), said that the marketing battleground in 2014 is going to be the fight for getting more local customers to buy from local businesses.

- **Rise of Tiny Screens – Mobile Marketing Is a Must.** Rieva Lesonsky, CEO of [GrowBiz Media](#), highlights that more and more consumers will open their emails on their mobile devices. Business owners need to make sure these emails can be easily read—and acted upon, even if the message shows up on a three-inch screen.

- **Video Content for Business Will Increase.** Gene Marks, IT consultant and [business pundit](#) says Video will be more integrated with marketing activities. More companies will use Google Hangouts on Air, [curious.com](#) and others to develop more video content.

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/1eRsTV1>

Written by Australian Business

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

**Tweet about this blog: Check out Part 2 of @Infusionsoft's 2014 Sales & Marketing Predictions from #SmallBusiness experts. Read them here: <http://bit.ly/1eRsTV1>**

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