BIG CHANGES COMNG:

SMBs' 2014 Wish Lists

SMBs Planning to Change How They Work, Lead and Live

Company

HIGH CHANCE OF CLOUDS

Nearly 60% of SMBs Expect to Save
 Money by Using Cloud Services in 2014



 88% either plan or want to retire at least one legacy office technology

IN WITH THE NEW

- 27% plan or want to replace their fax machines with online fax services
- 23% plan or want to replace their office landline with virtual phone systems

TIME TO SOCIALIZE

SMBs will use social media to connect with customers and prospects

- 70% have used or plan to use the Facebook mobile app as a marketing tool
- The Twitter and YouTube mobile apps rate second and third, respectively, on SMBs'
 2014 agenda for adoption
- Only 16% have used or plan to use Instagram for business next year

EMAIL MARKETING STILL KEY

- 44% will focus on proven email marketing practices, using automation tools and running email campaigns to inspire sharing on social networks
- Mobile marketing is gaining traction: 14%
 say adopting mobile marketing best
 practices is their top priority in 2014
- Only 11% cite spam filters or Gmail's new tabs as their top email marketing concern

SMB NEW YEAR'S RESOLUTIONS: SOME SURPRISES

- #1. Exercise more/improve health
- #2. Be more open to new ideas
- **#3.** Take a deep breath and count to 10 more often

IMPROVEMENT IN THE WORKPLACE

- 36% will offer a **flexible work policy** to attract and retain talent in **2014**
- 27% will allow employees to dress casually at work
- For those who have or plan to hire interns (26% of SMBs), 59% plan to pay both full-time and part-time interns

IT'S NOT ALL POSITIVE: BIGGEST OBSTACLES FACING SMBS

Which government policies will have the greatest impact on your business in **2014**:

- #1. The Affordable Care Act (31%)
- **#2.** Tax policy **(25%)**
- #3. State and local business regulations (15%)



(b)