

WHAT SMALL BUSINESS OWNERS ARE FOCUSING ON IN 2018

What are the biggest goals for small business owners in 2018?

According to Infusionsoft's "2018 Small Business Marketing Trends Report," **31 percent** say that driving sales tops the list, with **25 percent** citing they will prioritize retaining or re-engaging the customers they already have. The report, based on queries from **1,000** small business owners across the United States, examined why small business owners admit it's hard to find the time or resources for marketing. **Here's a look at what they say is their biggest challenges heading into 2018:**

