

4 TRAITS OF SMALL BUSINESS OWNERS

AWeber surveyed nearly 1,500 small business owners to see how they will continue to be successful in 2015.

MASTER MULTITASKING

94%

Have 5 employees or less

9/10

Serve as the chief-of-all things marketing



STAYS CONNECTED

Taps into small business and marketing news from these sources

8%

Other

15%

Blogs

16%

Social Media

16%

Online Publications

45%

Email Newsletters

Most popular areas of focus for 2015

Email

Social

Blogging

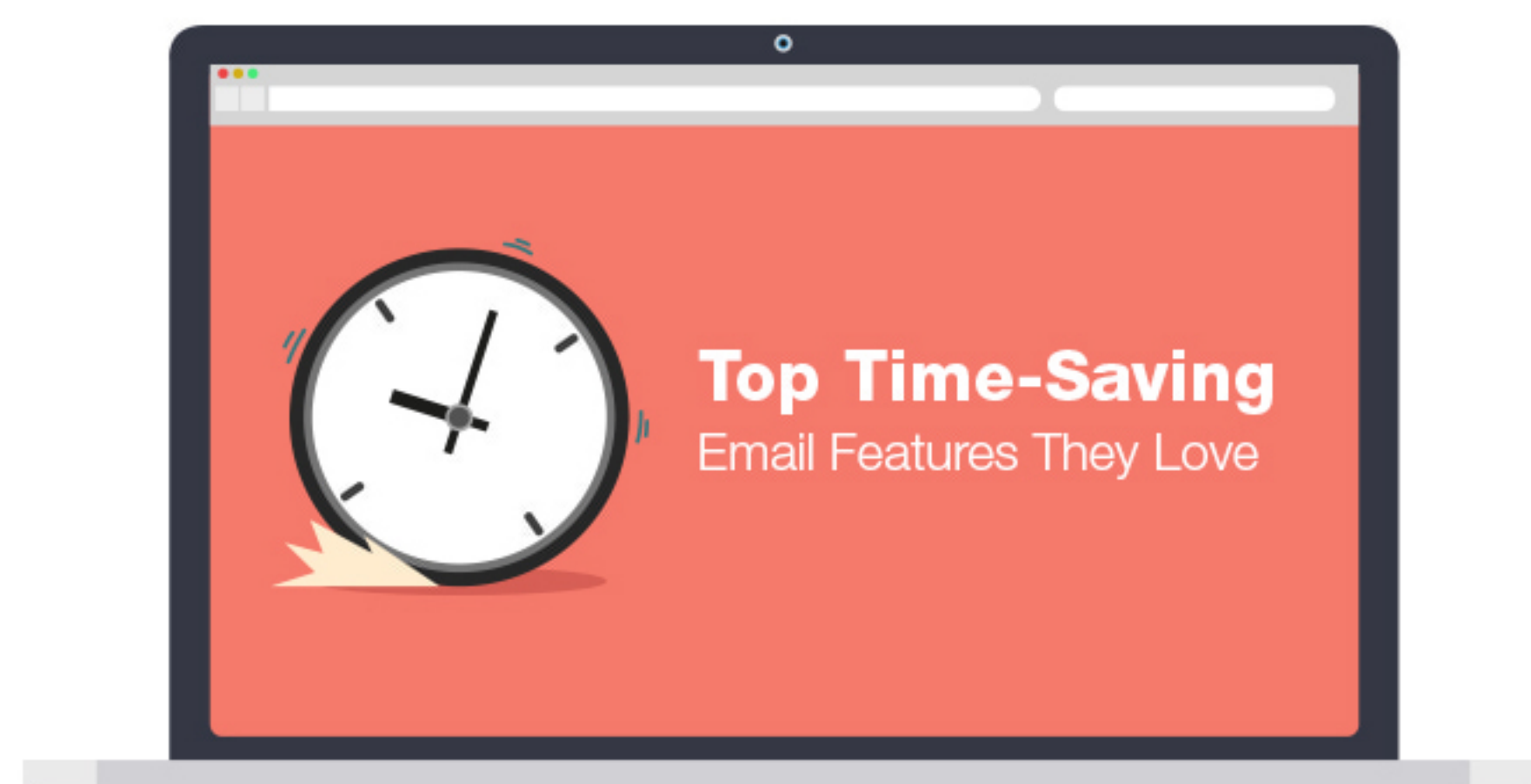
Least popular areas of focus for 2015

Tradeshows

Traditional Advertising

FOCUSES ON DIGITAL CONTENT

LOVES EMAILS



1. Autoresponders

2. Dependable Deliverability

3. Newsletter Scheduling



56%

Send marketing emails a few times per month to talk to customers & prospects



70%

Say that email generates additional revenue for their business