

# NEWSWORTHY TRENDS

## Small Businesses Get A Big Boost From Technology

(NAPSA)—Easy and often inexpensive ways to do better business may be at your fingertips. If, that is, your fingertips are on the buttons of some of today's increasingly important—though sometimes surprising—business technology. Here's a look at six you may care to consider:

**1. Twitter** ([twitter.com](http://twitter.com))—this microblogging site, in which updates consist of no more than 140 characters, has proved to be a useful tool to reach current and potential customers in a new way.

**2. Bing Local Listing Center** (<https://ssl.bing.com/listings/ListingCenter.aspx>)—the new search engine from Microsoft lets you manage your business listing on the Bing Local Listing Center. It's similar to the Yellow Pages but adds details about a business that its customers most want to know.

**3. HubSpot** ([hubspot.com](http://hubspot.com))—as small businesses consider utilizing online social media tools, software from companies such as HubSpot can help them make this decision. HubSpot helps businesses get found on the Internet by the right prospects and convert more of them into leads.

**4. Social networks**—small businesses can benefit from sites such as LinkedIn ([linkedin.com](http://linkedin.com)) and Facebook ([facebook.com](http://facebook.com)), where



**Technology you may not have thought about may help your bottom line.**

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sharing information about your business or specials on products and services is easier than ever.

**5. Touch screen, Web-connected printers** ([lexmark.com](http://lexmark.com))—these all-in-one devices (AIO's) are much more than just printers. They now offer customized solutions such as Lexmark's new line of inkjet, touch screen AIO's that connect to the Web to save preprogrammed tasks as one button.

**6. Free Web Toolbar**—there are several online tools that can quickly and easily increase your efficiency. The Lexmark Web Toolbar, for example, eliminates unwanted ads and graphics. It works with any printer and is easy to install from [lexmark.com](http://lexmark.com).

With modern business technology to help, many small businesses may see large profits.