

# SBTV poll shows increased tech investment

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The majority of small-business owners will be focused on marketing, sales and investment in new technology in 2006, a new poll reports.

According to a poll by SBTV.com, the online television network for small business, 89.34 percent of small-business owners responding ranked marketing and sales as their top priority in 2006, followed by investment in new technology (25.52 percent).

"Small businesses are spending more of their marketing budgets for online advertising, and travel budgets will also be up in 2006," said Susan Wilson Solovic, CEO and chairman of SBTV.

Solovic added, "Small business owners have found technology can help them improve customer relation management and that is where many plan to make a major investment in 2006."

The SBTV poll was released Thursday.

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