

Consider These 2025 Small Business Trends

By SBA Press Office

As we wrap up and reflect on 2024, we look forward to what 2025 holds for small businesses. The outlook is encouraging: According to research, the majority of small business owners are optimistic about America's economy. That optimism, paired with a well-informed small business strategy, could mean plenty of success in the year ahead. When you're formulating your plans for 2025, consider the following trends.

E-commerce. Online sales aren't exclusive to the big boxes of the world anymore. In fact, E-commerce currently accounts for a fifth of all retail sales worldwide—a figure that is only expected to grow to 22.6 percent by 2027. If you're not offering your products or services online, you could be missing out on opportunities to grow sales.

Online marketing. Likewise, if you're not promoting your brand online, you may not be reaching as many consumers. About 73 percent of small businesses have a website. Also, most

small business owners use social media platforms to build brand awareness and promote products and services. There have never been more ways to connect with prospective customers than there are right now.

Artificial intelligence. We've all heard the acronym AI. Aside from being a buzzword of the past few years, AI has real-world implications for small business owners. For example, 53 percent of small businesses now use AI-powered chatbots and virtual assistants for customer service. AI can help businesses streamline processes, limit human error, and enable employees to complete everyday tasks faster and focus on other important aspects of the business. It's no surprise that studies are showing an increase in productivity from companies that implement AI into the workplace.

Cybersecurity. In the digital age, data security and privacy remain a top concern for consumers. Small business owners can help prevent cybercrime by keeping staff up to speed on best practices, securing networks, updating software, and using multi-factor authentication.



Customer experience. In today's digital world, set yourself apart by prioritizing an interpersonal touch to create a positive experience at every level, from research to point of sale. That could mean greeting everyone who walks through the

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- BETH ANN BRANCH, PRESIDENT & CEO OF THE PORT OF NEW ORLEANS
- ALITA CAPAROTTA, INTERIM PRESIDENT AND CEO OF THE CONVENTION CENTER
- WALT LEGER III, CEO OF NEW ORLEANS & COMPANY

Rivergate Room at the New Orleans Ernest N. Morial Convention Center (Julia Street entrance)

Hosted by LaToya Martin, Manager, Small and Emerging Business Program

In Partnership With:

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Years

2024



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For more info contact Valerie Voorhies at vvv@sbeinc.com

SOUTHEAST EVENTS FOR YOUR BUSINESS

2024

8(a) Orientation and SAM Registration Webinar
Wednesday, December 18, 2024, 9:30 am–10:30 am CDT Online
Main Sponsor(s): US Small Business Administration
Contact: SBA Illinois District Office, 312-353-4528, illinois.do@sba.gov
Fee: Free; registration required
Join the Small Business Administration (SBA) Illinois District Office for a virtual workshop providing an overview of the 8(a) Business Development program, eligibility requirements, and program benefits. Also learn how to increase your potential for federal contract opportunities through System for Award Management (SAM) registration, including information that you need for the registration process. SBA presenters will offer additional tips, address FAQs, give directions on where to get further assistance, and answer your other questions. To register for this free webinar, <https://www.eventbrite.com/e/basics-of-sbas-8a-business-development-orientation-and-sam-registration-tickets-1030097909577>

Federal Contracting: Woman-Owned Small Business (WOSB) Certification Program Webinar
Tuesday, January 7, 2025, 12:00 pm–2:00 pm CDT Online
Main Sponsor(s): Urban League and Innovation
Contact: Klassi Duncan, 504-620-9647, kduncan@urbanleaguella.org

Fee: Free; registration required
The Woman-Owned Small Business Federal Contract Program (WOSB Program) is designed to offer a level playing field for women business owners. In this session, learn the benefits of WOSB certification, eligibility requirements, and the certification process. Gain insights on how to best leverage your WOSB certification to access government contracting opportunities. This session will be facilitated by Courtney Elzey, Owner, MCDS, LLC. There is no cost to attend. However, registration is required at <https://www.eventbrite.com/e/get-certified-as-a-woman-owned-small-business-wosb-tickets-1102486580039>

Selling to the Federal Government Webinar
Thursday, January 23, 2025, 12:00 pm–3:00 pm CDT Online
Main Sponsor(s): US Small Business Administration
Contact: George Tapia, 610-382-3086, george.tapia@sba.gov
Fee: Free; registration required
Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register online at <https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611> SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting.

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Years

2024

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weekly or whenever wherever to whomever you need to reach among agencies contractors diversity firms

CERTIFICATION

Small Business Exchange, Inc.

is DBE certified by the Louisiana UCP.