



FOR IMMEDIATE RELEASE

Edge Legal Marketing Adds Lead Generation Strategy Expert Josie Johnson to Account Leadership Team

Legal Marketing Veteran Named Senior Account Manager and Marketing Programs Consultant

MINNEAPOLIS, MN – February 27, 2013 – Edge Legal Marketing (<http://www.edgelegalmarketing.com>), a marketing and public relations firm serving the needs of companies targeting the legal market, today announced that Josie Johnson has joined the company as senior account manager and marketing programs consultant. A marketing communications professional with over a decade of experience in the legal and technology sectors, Johnson will deliver valuable marketing leadership to Edge Legal Marketing's legal vendor clients through inventive strategies and programs focused on lead generation and nurturing, thought leadership positioning, and brand awareness.

"At Edge, we have established a proven legal marketing and public relations services model that gives clients the targeted and customized reach they need to attract their main audience," said Amy Juers, founder and CEO of Edge Legal Marketing. "As a highly accomplished marketing communications professional, Josie brings a wealth of expertise in the legal industry that will further enhance our suite of services. With her quantitative and strategic approach to building high-performing lead generation and thought leadership programs, she will be a valuable addition to our growing team."

Johnson gained much of her experience in the legal technology industry at [Datacert](#), where she managed the marketing communications function and planned and executed strategies to build the company's brand, establish thought leadership, and generate and nurture quality leads for sales. Johnson is an expert in inbound and outbound lead generation strategy, and she specializes in conceptualizing and executing creative campaigns that set companies apart. She has extensive experience in establishing and managing media and association sponsorships, producing executive conferences and managing tradeshow participation, and she is adept at budget allocation and evaluating ROI for marketing communications programs. Johnson brings broad experience to Edge, and in addition to these specialties, she has established and executed strategies for public relations, social media marketing, corporate rebranding, product launches, Search Engine Optimization (SEO), Search Engine Marketing (SEM), and client loyalty programs.

"Edge is a company that I have long known to produce great results while being very well respected within the legal technology industry," said Johnson. "I am pleased to be joining a team of such talented and experienced marketing professionals and look forward to contributing to the ongoing success of Edge's growing list of clients."

Johnson, who is based in Houston, earned a bachelor's degree in political science from the University of Houston.

About Edge Legal Marketing

Edge Legal Marketing (<http://www.edgelegalmarketing.com>) delivers marketing and public relations expertise to service, software, and hardware providers targeting the legal market. The company helps B2B businesses market and sell their products and services to corporate legal departments, law firms,

federal and state courts, and legal associations. Edge Legal Marketing services include strategic planning, marketing, and e-marketing action plans, as well as alliance building, website development, market research, public relations, and advertising (concept and media plans).

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