



**FOR IMMEDIATE RELEASE**

## **Dr. Leslie Garrett, Accounting Edge Marketing, Wins K2 Enterprises Quality Award for Social Media**

**MINNEAPOLIS – September 15, 2016** – Accounting Edge Marketing, Inc., a Minneapolis-based marketing and public relations firm serving the needs of entities in the accounting channel, is proud to announce Dr. Leslie Garrett has been selected by K2 Enterprises as the Quality Awards winner for Social Media. Garrett can be followed on Twitter at @LeslieGarrett and LinkedIn at /lesliegarrettaem.

“Leslie has made significant contributions to the accounting channel, including using social media to aggregate breaking news and stories. Scroll through her Twitter or LinkedIn page and you will quickly learn what is happening in the channel on a daily basis,” says Val Steed, CPA, MA, CITP, CEO K2 Enterprises.

The 3<sup>rd</sup> Annual Accounting Firm Operations and Technology (AFOT) Survey data revealed accounting, tax and bookkeeping professionals are increasingly turning their attention to social media. “I believe there are several reasons social media is slowly but increasingly being adopted in the channel. First, practitioners are habitually pressed for time; catching up on channel news using social media allows them to look at news from 30,000 feet, only diving in deeper if interested or if time allows,” says Garrett. “Practitioners enjoy interacting in a community where like-minded professionals congregate.”

“Leslie understands the importance of communicating information practitioners working in firms of all sizes value. The succinct nature of social media is an excellent example; the AFOT Survey results book is another,” says Randy Johnston, shareholder, K2 Enterprises.

“Winning one of our awards is no easy feat. We have always prided ourselves in taking the consumer advocate role,” continues Steed. Award winners are selected by a voting poll of the K2 Enterprises team including Randy Johnston, Val Steed, Brian Tankersley, Tommy Stephens, Lawrence (Mac) McClelland, John Keegan, Steven Phelan and Steven Yoss.

### **About Accounting Edge Marketing**

Accounting Edge Marketing, a business unit of Edge Marketing, Inc., provides unparalleled marketing and public relations services for vendors serving the accounting, tax and bookkeeping market. To learn more about Accounting Edge Marketing, visit [www.AccountingEdgeMarketing.com](http://www.AccountingEdgeMarketing.com).

**Edge Marketing, Inc.**

Since 1997, Edge Marketing, Inc., has provided marketing and public relations services to the legal market via [Edge Legal Marketing](#) and to the accounting channel via Accounting Edge Marketing. Edge is the largest, most tenured and successful full-service marketing and public relations agency in these industries.

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