



## August 2018

Welcome to News with Edge!

'Releasing the Marketing Ball and Chain with Blockchain'

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## Welcome to News with Edge!



Our article this month shines a spotlight on a few of the ways in which blockchain has and will continue to affect the marketing industry.

With July just a memory, the novelty of summer has faded, and we've settled into the seasonal routine of cook-outs, cranked A/C and just about any kind of outdoor activity. For some of our west coast friends, the "first day of school" photos have already been taken!

Here at Edge, our busy team has been ramping up for two big events on the East Coast. The 41st ILTACON in National Harbor, MD, and Accountex in Boston. Let me know if you would like to meet up at either of these events.

[Email me](#) to set up a time to meet!

*Amy Juere*

Amy L. Juers, MBA  
Founder and CEO  
Edge Marketing, Inc.

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## Releasing the Marketing Ball and Chain with Blockchain



*Image: Davidstankiewicz - CC BY-SA 4.0*

Marketers understand the power of buzzwords, but they should not ignore the buzz around blockchain. The rise of blockchain and dramatic change it drives in digital marketing can unlock opportunity and drive results like never before.

A decentralized database - or ledger, if you will - blockchain creates new 'blocks' of information in a running collection. By design, the technology assures security, transparency, and authenticity of the content of a distributed database.

Blockchain technology is poised to drastically change marketing, by providing users with greater control over personal data and allowing them to receive monetary compensation for their online behavior and content.

[Read the article](#)

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### About the Author

A global technology fiend, Megan Miller has built brands, trained teams and introduced successful products for global companies and startups. A certified eDiscovery expert, Megan has written on trends in legal technology, electronic discovery, marketing technology and the Internet of Things – before it was even called the Internet of Things. Her work has appeared in Attorney at Law, US Tech, Legal Technology Today, TechnoLawyer, ACEDS and other industry publications.



### Did You Know...?

According to [Statista](#) and [Blockchain](#), the number of Blockchain wallet users has been growing since the creation of Bitcoin in 2009, reaching over 27 million this month.

Sources:

- [Number of Blockchain wallet users worldwide from 1st quarter 2015 to 2nd quarter 2018](#); and
  - [Blockchain wallet users](#)
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## Industry Stories and News

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## Upcoming Events

**Check out these upcoming industry events!**

[ILTACON - August 19-23, National Harbor MD](#)  
[Accountex - August 21-23, Boston MA](#)  
[RelativityFest - September 30-October 3, Chicago IL](#)  
[ARMA Annual Conference & Expo - October 22-24, Anaheim CA](#)  
[Winning is Everything - January 23-25, 2019, Las Vegas NV](#)  
[ALM's Legalweek: The Experience - January 28-31, 2019, New York](#)

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