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## June 2020

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## Welcome to News with Edge!



Summer is here and we hope that you all are keeping safe and cool!

In her article this month, Megan Miller mentions that the average person has an attention span of just eight seconds, so our offerings must be even more impactful, compelling and engaging. Check out her article below for four tips on how to create the kind of content that not only attracts, but keeps, your audience's attention, and drives them to act.

We proudly announced this week that Edge Legal Marketing was named **Best PR Agency in The Recorder's Best of 2020 Survey**. As I stated at that time, our team is passionate about elevating our clients to the next level, and we thank those who further validated our efforts by voting for us!

This week, you can cast your vote for the **New York Law Journal's Best of 2020**. If you feel that Edge continues to lead the way in strategically conveying our clients' stories to the legal market, please vote for us in question #74.

Reach out to me today if you want to put the Edge award-winning team to work for you!

*Amy Juers*

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



## Looking for Action

### Engage Prospects with Interactive Content



Image from [Pixabay](#)

How many applications are open on your device right now? And your second device – likely a mobile phone – how many alerts have you received this morning? Which message or alert has captured your attention?

According to a study by Microsoft, the average human being now has an attention span of eight seconds. This is a sharp decrease from the average of 12 seconds in the year 2000. This means it's more important than ever to quickly capture and keep the attention of prospects and leads.

To increase reader engagement, meet the reader with content that is compelling, engaging, easy to access and easy to experience. Here are four ways to render content in a more engaging, interactive way:

[Click for the full article.](#)

#### About the Author

Megan Miller is a senior consultant with Edge Marketing, assisting clients in development and execution of strategic marketing plans and implementation of marketing technologies. A global technology hound, Miller has built brands, trained teams and introduced successful products for

global companies and startups. A certified e-discovery expert, Miller has written on trends and topics in electronic discovery, consumer electronics and the internet of things – before the IoT was even a thing. Her work has appeared in Attorney at Law, US Tech, TechnoLawyer, ACEDS and other industry publications.



## Did You Know...?

The quality of marketing content matters now, more than ever. Google continues to develop a deeper, more sophisticated understanding of online content. The BERT update, released by Google in late 2019, helps the search engine giant get a better grasp of the natural language in user search queries. **Advice from Google** is that “rather than chase the latest SEO trends, it’s more important to ensure a site has fast speeds, useful links, and well-written content.”



## Industry Stories and News

**Check out the latest top stories and industry news!**

**Legaltech News** - The Increasing Threats to Data Privacy and Security During the Pandemic

**Law Practice Today** - The Right Data at the Right Time Can Transform Profitability

**Insightful Accountant** - Will Coronavirus be just another name for Cyber Attack?

**Legal IT Professionals** - FileTrail Announces Expansion, Relocation of Headquarters to Austin, Texas

**CPA Practice Advisor** - How to Modernize Your Accounting Firm - Part 1: Reshaping Client Relationships

**Legal Management, The Magazine of ALA** - Bringing Workers Back to the Office

**Legaltech News** - The New Normal: Return-to-Work Considerations for All Organizations



## Upcoming Events & COVID-19 Updates

The following information is accurate as of June 17, 2020.  
In light of the COVID-19 pandemic, dates and locations are subject to change.

**AICPA Engage** - July 20-24, 2020

Now virtual only, with new dates.

**ILTA>ON** - August 24-28, 2020

Now virtual only, with new dates.

**Scaling New Heights: Rise of the Advisor** - September 20-23, 2020; Orlando, FL

New dates and location plus virtual attendance option.

**Relativity Fest** - September 21-23, 2020

Virtual only.

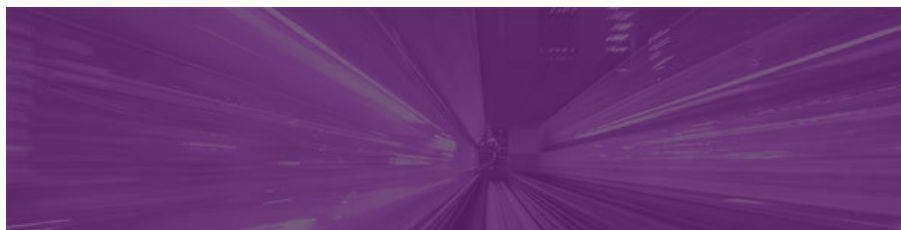
**WIPL (Women, Influence & Power in Law)** - October 13-15, 2020; Washington, DC

**Accounting & Finance Show 2020** - October 20-21, 2020

NY and LA events will both be virtual only, on this date.

**QuickBooks Connect** - November 4-6, 2020; San Jose, CA

Cancelled. Watch for details on planned virtual experiences.



## Connect With Us

Feel free to forward this enewsletter to a colleague,  
and [contact us](#) with any questions or comments.



Cast your vote in [New York Law Journal's Best of 2020 survey](#), which runs from June 1st to July 3rd. If you agree that Edge is the industry leader in legal marketing and PR, **please vote for Edge Legal Marketing in question #74 (Best Public Relations/Marketing firm)**. We truly appreciate your support!

[Click to cast your vote!](#)



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