



October 2020

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Welcome to News with Edge!

As holiday season creeps closer and closer, I know many of us are already looking back on 2020. It boggles the mind to think about the changes we've seen this year, in the world, on the news, and in our own communities.

One thing that remains steady and strong is the Edge team's commitment to our clients and their success. In late September, we proudly announced that Edge was named in the top three PR agencies in **New York Law Journal's Best of 2020 survey**. It was the fourth time



we've been recognized in this survey, and it's been an honor, each and every time!

Voting is now open for **The National Law Journal's Best of 2021 Survey**, until Nov 7. If you agree that Edge is the industry leader in legal marketing and PR, please consider voting for Edge Legal Marketing in questions 4 through 7. We appreciate your support!

As our clients know, one of your agency's most important jobs is getting your story in front of the right people, whether that's your potential customer, the media, or industry analysts. In our article this month, Tanya Amyote shares the key differences between media relations and analyst relations.

If you'd like to chat about the importance of analyst relations, media relations, or anything else, please let me know!

A handwritten signature in black ink that reads "Amy Juers". The signature is fluid and cursive, with a large, stylized 'A' and 'J'.

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



The Key Differences Between Analyst Relations and Media Relations

Raising awareness around your company and its offerings should mean more than throwing spaghetti at the wall and seeing if it sticks. A

strategic PR and marketing plan will get you closer to your goal, whether that's recognition in thought leadership, an appealing product for potential investors, more clients, or all of the above.



Getting information about your company in front of the right people is integral to your success. A winning PR and marketing strategy will include both media relations and analyst relations, but what's the difference between the two?

[READ FULL ARTICLE](#)

About the Author:

Tanya Amyote joined the Edge team in December 2016, as marketing assistant, Excel guru, and token Canadian.

When not solving the world's pivot table problems, Tanya is an avid reader, fountain pen user, and dog lover: She and her husband, Brian, have one young son, James, and three rescue dogs: Luna, Gary, and Gus.



Did You Know...?

According to a Hill + Knowlton survey of IT decision makers, more than 50% said that information received from industry analysts was the most important piece of the puzzle,

when short-listing vendors.



Industry Stories & News

Check out the latest top stories & industry news!

Legaltech News - Despite Budget Cuts, Courts Can't Imagine Life Without Zoom

The Progressive Accountant - Helping Ecommerce Clients Achieve Global Aspirations

Corporate Counsel - In-House Counsel, Firm Lawyers Expect the COVID-19 Recession Will Trigger a Litigation Funding Boom

CPA Practice Advisor - 12 Workflow Tips to Create a Stronger Virtual Firm

Insightful Accountant - Follow these Five Steps to Expedite Your Firm's Niche Market Success

Law Technology Today - Three Ways to Evaluate the Success of Your Legal Digital Transformation



Upcoming Events & COVID-19 Updates

The following information is accurate as of October 20, 2020.

In light of the COVID-19 pandemic, dates and locations are subject to change.

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

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

ARMA InfoCon - October 26-30, 2020

Virtual only

Women, Influence & Power in Law Virtual Summit - October 26-30, 2020

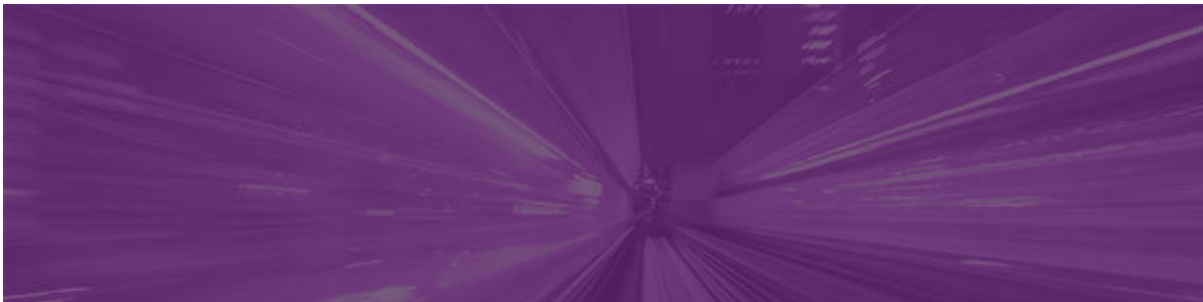
Now virtual only, with new dates.

CLOC Global Institute - November 10, 2020

Virtual only

Scaling New Heights: Rise of the Advisor - November 8-11, 2020

Orlando, FL, plus virtual attendance option.



Connect With Us

Feel free to forward this newsletter to a colleague,
and contact us with any questions or comments.



Cast your vote in **The National Law Journal's
Best of 2021 Survey**, before Nov 7.

If you agree that Edge is the industry leader in legal marketing and PR, please vote for Edge Legal Marketing in questions 4 through 7 (Integrated Law Firm Marketing Provider, Legal Marketing & Branding Services, Social Media Consultancy, and Best within Marketing/PR).

We truly appreciate your support!

CAST YOUR VOTE

