



## November 2020

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## Welcome to News with Edge!

During this special time of year – and particularly in light of how 2020 has gone, I am thankful for you and the privilege we have to share holiday spirit with each of you. I wish you and yours a wonderful Thanksgiving Celebration as we officially walk into the 2020 holiday season!

Edge has proudly risen to new heights this year, supporting our clients through new product launches, relocations, acquisitions, and thought leadership. Each new undertaking cements in us the need to keep our focus



where it belongs: On building and sharing our clients' stories.

That's what makes it so special, when our efforts are recognized by our clients and colleagues with awards like the ones announced this week: In 2020's **Best of The Recorder**, we were named top Public Relations Agency and, in Connecticut Law Tribune's **Best of New England 2020**, we tied for second place Law Firm Public Relations Agency.

We're proud to serve our clients all year long, and we're especially grateful for their continued support looking ahead to the future! If you'd like to talk about how our expertise in PR and marketing can set you up for success, I'd love to chat with you.

Best wishes for the season,

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

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



## The Importance of Brand Identity

Oftentimes when people think of branding, they think of a company logo. But branding is so much more than that. Yes, a company logo is part of the overall branding, and in fact, it's a very important part, but it's not all that you need to think about.



The brand of your company becomes the identity of the company. Your brand identity needs to be unique, show who you are, speak to your audience while making you stand out from your competitors.

[READ FULL ARTICLE](#)

### About the Author:

Nicolle Martin is a senior account manager for Edge Marketing. She has more than 20 years of experience doing public relations and marketing in the legal and accounting industries.



## Did You Know...?

According to **The New York Times Magazine**, Twitter's first logo was an iStock photo they purchased for \$15!



## Industry Stories & News

Check out the latest top stories & industry news!

**Legaltech News** - Could the Pandemic Finally Deliver a Paperless Law Firm?

**Corporate Counsel** - Legal Departments Face New Cybersecurity Challenge: Pandemic-Caused Fatigue

**CPA Practice Advisor** - Increase in Flex Work Leads Employers to Consider New Pay Models

**Insightful Accountant** - People-Centered Initiatives, Business Agility Take Center Stage in 2021 Workforce Trends

**Law Technology Today** - Protecting Your Business From Internal Threats



## Upcoming Events & COVID-19 Updates



The following information is accurate as of November 24, 2020.  
In light of the COVID-19 pandemic, dates and locations are subject to change.

**Digital CPA** - December 8, 2020

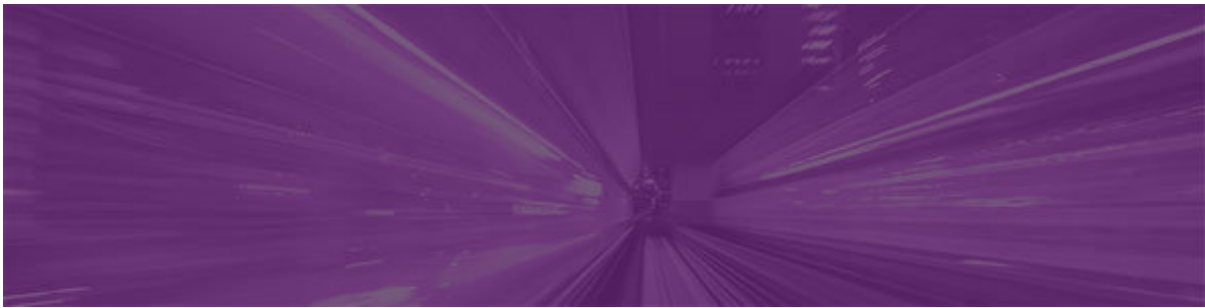
Virtual only.

**Legalweek(year) 2021** - Virtual Series 1, February 2-4, 2021

Virtual only.

**AICPA Engage 2021** - June 7-10, 2021

Las Vegas, NV, plus virtual attendance option.



## Connect With Us

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

