



## February 2021

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## Welcome to News with Edge!

We hope this update finds you safe, healthy, and ready for the new year. We thought it was important to share two recent major announcements from Edge:

- [Award-winning Agency Rebrands as Edge Marketing, Inc.](#)
- [Edge Partners with Khoo Consulting for Diversity, Equity and Inclusion](#)



Through these changes, we are eager for new challenges, and remain entirely and profoundly dedicated to our clients, their stories, and their success.

This month's article features our resident expert, Cindy Moen's take on the fractional chief marketing officer's role in the world. She talks about how SMBs can leverage a fractional CMO as a bridge to get them successfully from goal-setting to goal-achieving. A link to the entire article is below.

If you would like to chat about any of our news or, more importantly, yours!, please contact me via email at [ajuers@edgemarketinginc.com](mailto:ajuers@edgemarketinginc.com), or [click here to schedule a phone call](#). I look forward to catching up.

All the best in 2021!

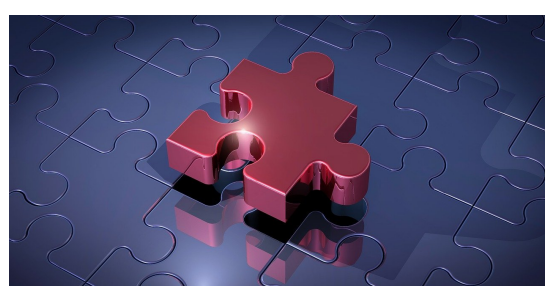
A handwritten signature in black ink that reads 'Amy Juers'.

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



## Get a Piece of the Marketing Pie with Fractional Marketing Services

For many small- and mid-sized businesses (SMBs), hiring a full-time head of marketing or Chief Marketing Officer (CMO) is unappealing and simply out of reach.



Many SMBs experiment with hiring a junior level marketing staffer, only to be disappointed by their limited expertise, industry contacts, and pool of resources. These staffers rarely have the experience or vision to provide strategy and results.

Enter the fractional CMO.

[READ FULL ARTICLE](#)

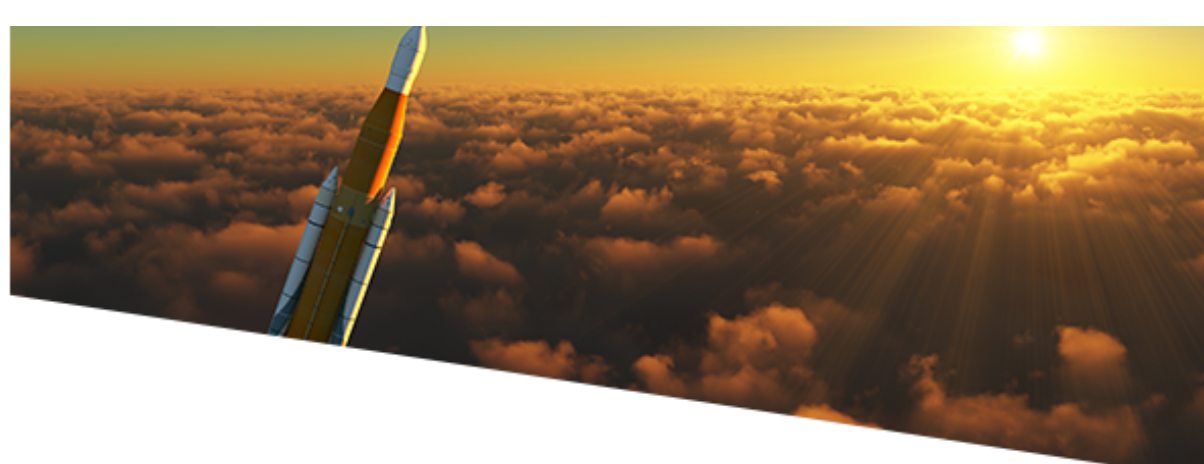
### About the Author:

Cindy Kremer Moen has helped Edge Marketing clients with strategies and tactics consistent with fractional CMO services since 2006. She and her husband have two college-aged children, and are anticipating the return of DII football and travel without quarantines.



## Did You Know...?

Salary.com reports that CMO salaries, on average, ranged from \$159,590 to \$366,492 in the U.S. in 2020. New York City's average range was \$191,992 to \$440,885. The range in Los Angeles is \$180,475 to \$414,486. In Minneapolis, where Edge Marketing is based, the average range is \$170,022 to \$390,466.



## Industry Stories & News

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

**CPA Practice Advisor** - Be Ready for Big Changes: 2021 Tax Planning

**Corporate Counsel** - Will Future Legal Departments Spend More on Tech, Less on Lawyers?

**Insightful Accountant** - Making the Jump from Brick & Mortar to Remote in 2021

**Global FinTech Series** - 2021 Financial Plans to be Driven by New Administration, Remote Workforce & Supporting Tech

**Legaltech News** - What We Learned in E-Discovery in 2020





## Upcoming Events & COVID-19 Updates

The following information is accurate as of February 18, 2021.  
In light of the COVID-19 pandemic, dates and locations are subject to change.

**ABA TECHSHOW** - March 8-12, 2021, Virtual

**Legalweek(year) 2021** - Virtual Series 2: March 16, 2021

**Legalweek(year) 2021** - Virtual Series 3: April 13, 2021

**ARMA Houston** - April 20-21, 2021, Virtual

**AIIM Conference 2021** - April 27-29, 2021, Virtual

**Legalweek(year) 2021** - Virtual Series 4: May 11, 2021

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

Las Vegas, NV, plus virtual option.

**Scaling New Heights** - June 20-23, 2021

Fort Worth, TX

**Legalweek(year) 2021** - Virtual Series 5: July 13-14, 2021



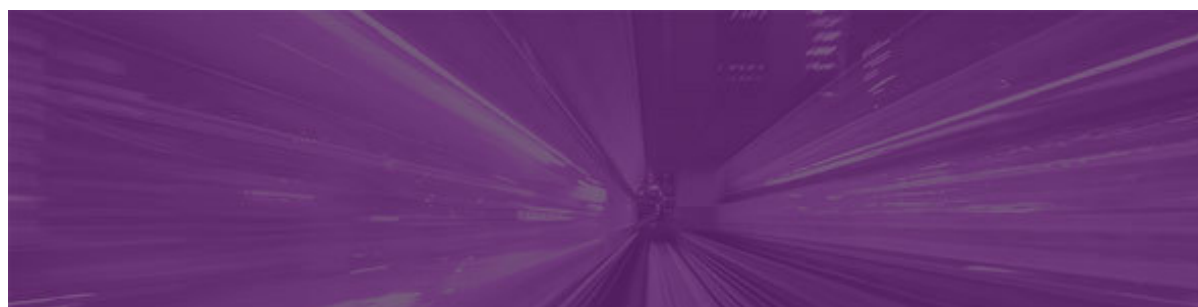
Cast your vote in The National Law Journal's Midwest Best of 2021 survey, which is open until February 26th.

If you agree that Edge is the leader in marketing and PR, please vote for Edge Marketing in the following questions:

4. Integrated Law Firm Marketing
5. Legal Marketing & Branding Services
6. Social Media Consultancy
7. Crisis Management Firm
9. Best PR Agency

We truly appreciate your support!

[CAST YOUR VOTE](#)



## Connect With Us

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

