



March 2021

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Welcome to News with Edge!

We hope this eNewsletter finds you happy, healthy, and enjoying the first hints of springtime.



Do you want to leverage marketing to grow your company, but don't have the resources or expertise in-house? Are your executives so busy with other responsibilities that no one is leading marketing? Are people in your company creating their own marketing materials and running independent marketing programs that lack cohesion? You might need an interim leader or advisor who has experience in making sound decisions that ensure ROI: You might need a fractional CMO.

To shed a bit more light on what a fractional CMO is, and how one can elevate your company to the next level, senior consultant, Megan Miller, provides insight into the role of the fractional CMO, and how we work closely with company founders, CEOs and executive staff, to elevate the marketing efforts. See below for the link to Megan's full article.

If you would like to chat about Edge's fractional CMO offering, or other marketing and PR strategies for your firm, please contact me via email at ajuers@edgemarketinginc.com, or [click here to schedule a phone call](#).

I look forward to catching up!

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



Go to the Next Level with a Fractional CMO

Chief marketing officer – for many, the term conjures up an image of a P&G-trained marketing executive found only in a Fortune 100 boardroom; but, today's technology-driven, fast-innovating startups and small- to medium-sized businesses have the same – or even greater – needs for strategic marketing talent.



Startups, SMBs and more mature midsize businesses seeking growth can all benefit from the insights of a fractional – part-time or temporary – strategic CMO. When budgets or resources are limited, a fractional CMO can help set your organization on a path to success by actively working with the executive team to clarify strategy, market targets and messaging and building a marketing organization that can execute on the strategic plan.

[READ 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...?

In spite of post-COVID budget cuts, CMOs remain bullish about marketing technology, with 68% expecting their investments to increase. SEO and digital channels are high priorities.

[Top Findings in Gartner CMO Spend Survey 2020-2021](#)



Industry Stories & News

[Check out the latest top stories & industry news!](#)

CPA Practice Advisor - Opening Doors for Others: Celebrating the First Black Female CPA

The American Lawyer - 'Work as a Thing, Not a Place': Connecting During the Post-COVID-19 Transition

Insightful Accountant - 6 Proactive Technology Tips for Advisors in 2021

Above the Law - 15 Best General-Interest Nonfiction Books Read During the Worst Year of Everyone's Life

Legaltech News - How to Make the Most of Remote Meetings On - and Off - Zoom



Upcoming Events & COVID-19 Updates

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

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 - July 26-29, 2021
Las Vegas, NV, plus virtual option.

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

ILTACON 2021 - August 22-26, 2021
Las Vegas, NV

Scaling New Heights - October 24-27, 2021
Fort Worth, TX



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