



**FOR IMMEDIATE RELEASE**

## **Edge Marketing Announces Strategic Partnership with Paris-based Fabriq to Deliver International Services**

*Partnership further supports award-winning marketing and PR firm's global expansion*

**Minneapolis and Paris – February 4, 2020 – [Edge Marketing](#)**, a US-based public relations and marketing firm serving the needs of organizations in the legal and accounting industries, announced today a strategic partnership with [Fabriq](#). Paris-based Fabriq is an international PR agency specializing in public relations and offering services for innovative companies. Edge Marketing and Fabriq will work together to service clients that require marketing and public relations services in both the US and France.

Since 2007, Edge has provided services to its legal and accounting industry clients targeting the US market by leveraging its agency expertise and strategic relationships. This partnership solidifies Edge's commitment to increasing its international presence beyond the US to expanded markets through additional strategic partnerships. International partnerships not only afford Edge clients access to global markets, but also strengthens its global services by leveraging its partners' experience, relationships, proven procedures and protocols as well as their professional teams.

Amy Juers, MBA, CEO of Edge Marketing, states, "I am excited by the opportunity to increase our ability to serve our clients in France. We have met with a number of potential partners and found that Fabriq's people, culture, work ethic and drive is very similar to Edge's. Both entities are built around client experience, brand transformation and marketing innovation. As we expand our service capabilities globally, it is an important and responsible thing to partner with other firms that we know can help make an impact on our client's success."

Nazim Damardji, CEO of Fabriq, states, "We felt instantly a fantastic fit with Edge Marketing's team from day one. The team flew to Paris as part of their partner's selection process and this shows the engagement and the ambitions of picking the right partner for their international expansion. We believe in achieving fantastic work together and it's clearly the beginning of a new and long story together."

Edge Marketing and Fabriq's strategic partnership is designed to remove the significant challenges that are typically present when clients want to reach markets beyond their home country's boundaries. Clients that leverage Edge and Fabriq's partnership will experience the following:

- Localization of messaging and content that will resonate with each respective market and each respective buyer
- Cognizant and strategic cross-border marketing and public relations services that take into consideration the target audience, the legal system, culture and language
- Increased resources and expanded knowledge of the global market
- Leveling the playing field against established players in the global market
- The ability to compete against larger multinational enterprises with a broader reach
- Critical resource and budget management when running in the race to exploit market expansion

Agencies across the globe that service the legal or accounting industries and would like to consider a strategic global partnership with Edge should reach out to Amy Juers at [ajuers@edgelegalmarketing.com](mailto:ajuers@edgelegalmarketing.com).

### **About Edge Marketing**

[Edge Marketing](#), based in Minneapolis, Minnesota, delivers marketing and public relations expertise to clients in the legal and accounting markets. The company helps B2B organizations promote and sell their products and services to audience segments within each industry, including corporate legal departments, law firms, federal and state courts and legal associations, accounting firms and organizations supporting the accounting market. As a full-service agency, Edge provides strategic planning, public relations, marketing and e-marketing action plans, alliance building, website development, market research and advertising (concept and media plans). To learn more visit [www.edgelegalmarketing.com](http://www.edgelegalmarketing.com) or [www.accountingedgemarketing.com](http://www.accountingedgemarketing.com).

### **About Fabriq**

Fabriq is the PR agency for innovative companies, based in Paris, France. The consultancy advises B2B and B2C clients since 2013 in building PR programmes tailored for the French market. Fabriq offers a full range of services including strategic communications, messaging, media relations, event organization, media training, executive communication, thought leadership and international campaign management. Fabriq was recognised as [one of the top 68 PR agencies](#) in France and gained trust of companies such as Google, Akamai, Logitech, Hotels.com, Entrepreneur First and HubSpot. Please visit our website for more information [www.fabriqpr.com](http://www.fabriqpr.com)

### **Media Contacts:**

Vicki LaBrosse

Director of Global Public Relations

Edge Marketing dba Edge Legal Marketing and Accounting Edge Marketing

[Vlabrosse@edgelegalmarketing.com](mailto:Vlabrosse@edgelegalmarketing.com)

651.552.7753

Nazim Damardji,

Founder and Managing Director

Fabriq Public Relations

[nazim.damardji@fabriqpr.com](mailto:nazim.damardji@fabriqpr.com)

+33 1 85 08 43 46