



August 2021 Newsletter



Welcome to our monthly newsletter!

At Edge, we work hard to keep our clients up to speed on marketing strategies and trends that are not only effective, but affective too. Our most recent mission is to help our clients understand how brands can more effectively reach their targeted audiences. Recently, awareness has heightened around bringing accessibility of digital content to the forefront of marketing.

Ultimately, you should want everyone to be able to access your content comfortably or with ease, thus enabling a more positive effect.

This month's article by Tanya Amyote offers seven tips to make your digital content more accessible. Check it out below.

Next week, I will be at ILTACON Vegas. Please [contact me via email](#), or cell (651.247.7872) if you'd like to meet!

Sincerely,

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

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



7 Tips to Make Your Digital Content More Accessible

One in four people in the U.S. identify as having at least one disability.

While we can't pin down the portion of our audience that uses assistive tech to consume our digital content, a best practice in 2021 is to assume

that our audience includes people with disabilities.

Making an effort to prioritize accessibility in your social media and web site also says a lot about your company, and your team's values.

So, how do you ensure you're creating social media posts and digital content that are accessible to all? Here are 7 tips that you can start implementing today.

[FULL ARTICLE ON EDGE WEB SITE](#)

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 and fountain pen user.

As a person with Osteogenesis Imperfecta (brittle bone disease), Tanya is an outspoken advocate for diversity and inclusion, and accessibility.



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Highlight Top Technologies for
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Legaltech News

Innovation Red Flags:
Lessons from the Past for
Today's Legal Professionals

Above the Law

Salary Wars Scorecard:
Which Firms Have Announced
Raises? (2021)

Accounting Today

Continue to snooze, continue to
lose
if you're not building
an advisory practice

ILTACON 2021

August 22-26, 2021
Las Vegas, NV
(Hybrid)

Scaling New Heights 2021

October 24-27, 2021
Fort Worth, TX
(In person)

WIPL (Women, Influence & Power in Law)

October 6-8, 2021
Washington, DC
(in person)



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



Edge Marketing, Inc.
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