



August 2023 Newsletter



Greetings from the Edge team!

In the dynamic landscape of today's business world, where information flows at the speed of light and client opinions can make or break a brand, the significance of marketing and reputation management has never been more profound.

This month's feature article provides strategies and tactics for building and maintaining a positive company reputation.

If you are attending ILTACON in Orlando next week or would like to set up a time to chat about how Edge can help with building your company's brand and cultivating a positive reputation, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Hoping you're enjoying a lovely summer,

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

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



Focusing on Your Reputation Era

The music industry might seem to have little in common with B2B professional services, but we can learn from how Taylor Swift connects with her audiences. The foundation of her success isn't just about her product - the music she writes and sings - it's about how she brands herself, creates engagement with her fans and leverages her reputation to build loyalty and keep them wanting more.

For individuals and businesses alike, a strong reputation is among our most valuable assets. Establishing it is only the first step; knowing how to use it can take you to the next level.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

With Edge Marketing since 2007, Jennifer Marsnik specializes in helping clients develop and implement strategic plans that support their overall business goals.

She lives in the Twin Cities area with her husband and enjoys golf and cheering on the Twins, Vikings and U of M Gophers. With her two Swiftie daughters home for the summer, Jennifer has listened to a lot of Taylor Swift music the past few months and finds herself knowing more about the artist and her Eras tour than she ever thought possible. #LongLive



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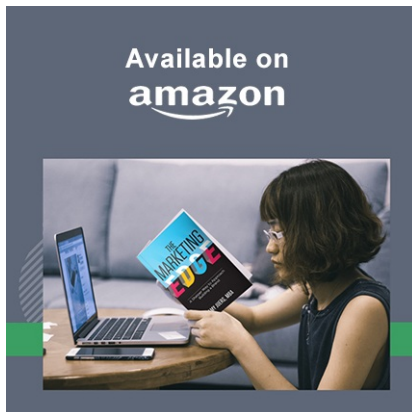
Nov. 13-15, 2023
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***"Learn from
one of the best!"***

With more than 25 years of

strategic marketing experience and global practice, Edge Marketing founder and CEO, Amy Juers, recently published her first book, sharing her insight and advice for driving your team and your clients to the next level.

Check out [The Marketing Edge](#), available on Amazon!



Have your say:

[Cast your vote](#) for the top vendors serving the legal industry.

If you agree that Edge is a leader in PR and marketing for the legal industry, please consider voting for us in questions 39, 40, 41 and 42.



Voting closes on August 25th!

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



Edge Marketing, Inc.

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