

December 2022 Newsletter



We made it! Like our little snowman friend, we are bundled up, enjoying a treat or two and celebrating the successes of 2022.

As we reflect on those wins, it is also a time to think about what we can improve on for next year.

In our article this month, Cindy Kremer Moen shares tactics for ensuring that companies operating in the B2B space are making the most of their marketing investments. When you know the important metrics to watch, you can more accurately measure the success of your team's efforts and tweak your strategy accordingly.

If you would like to chat about how Edge can help with tracking those important data points, and modifying your overall marketing and PR strategic plan with that information in mind, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Warmest regards and wishing you all the best in 2023!

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

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



8 Marketing ROI Measurement Hacks

If yours is like most small businesses that sell to other businesses, the tools that measure marketing return on investment are often financially out of reach. Still, you need to know which tactics are working and which can go by the wayside next year.

For businesses that can't waste precious dollars on pricey marketing

analysis tools, a simple spreadsheet that tracks eight key measurement points will give you insight into marketing success.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

Cindy Kremer Moen has helped Edge Marketing clients with strategies and tactics to meet their goals since 2006.

She and her husband have two college-aged sons and recently relocated to fulfill a lifelong dream of living near the shores of Lake Superior.



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*Celebrating
25 Years!*

Edge Marketing is celebrating its 25th year in business! We are excited to share this news and some amazing milestones with you!

[Read our press release »](#)

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



Edge Marketing, Inc.

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