



## February 2024 Newsletter



Hello from the Edge team!

Punxsutawney Phil did not see his shadow earlier this month which, according to weather lore, points to an early spring. Fingers crossed!

Predictions and guessing aside, thought leadership is part of an ongoing marketing strategy with a proven track record of success in building a reputation as an industry expert. In our article this month, Vicki LaBrosse shares insight on key factors to consider when embarking on a thought leadership strategy.

If you would like to chat about how Edge can help cultivate your position as a leader in your industry, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

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

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



## Elevate Your Thought Leadership: Strategies for Impactful Influence

Thought leadership is a marketing strategy that focuses less on content that sells and more on content that establishes you as an expert in your field. It is a legitimate tool to build a business and personal brand. The insights of thought leaders are valuable to others and help establish them as the go-to people in their respective industries. Elevating your thought leadership requires a strategic approach, encompassing various techniques and practices to enhance visibility, credibility and impact.

Read on for seven components of a successful thought leadership strategy.

[CLICK TO READ THE FULL ARTICLE](#)

---

### About the Author:

Vicki LaBrosse, director of global public relations for Edge Marketing, Inc., works with clients to develop and execute comprehensive PR and marketing strategies that will help grow their businesses.





### **CPA Practice Advisor**

Voting Opens for 2024 Readers' Choice Awards

### **Accounting Today**

Cybersecurity for CPAs: Don't get complacent

### **Attorney at Work**

10 Hacks for Beating Procrastination

### **Legaltech News**

Several Industries Are Turning to Unions to Mitigate AI Impact. What About Legal?

---

### **UF Law E-Discovery Conference**

February 28-29, 2024  
Gainesville, FL,  
and virtual

### **CLOC Global Institute**

May 6-9, 2024  
Las Vegas, NV

### **Accounting Today Firm Growth Forum**

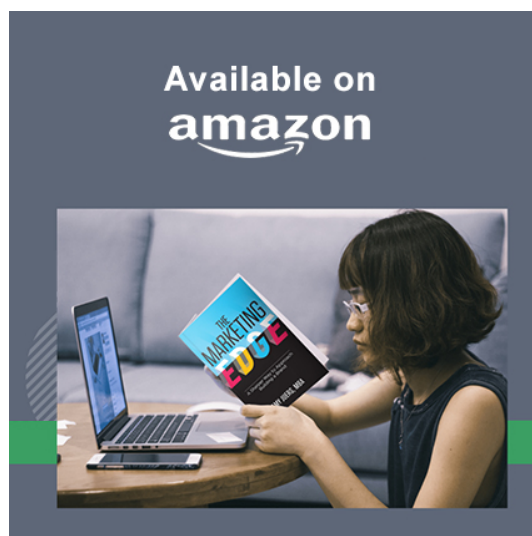
May 21-22, 2024  
San Diego, CA

---

### ***"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!



---

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



---

**Edge Marketing, Inc.**

1234 Minnesota Street, 55077, Inver Grove Heights

This email was sent to {{contact.EMAIL}}  
You've received it because you've subscribed to our newsletter.

[View in browser](#) | [Unsubscribe](#)

