



January 2022 Newsletter



Happy New Year! We hope that your 2022 is off to a happy and healthy start!

We have a number of exciting projects in the works, and we can't wait to share those announcements with you! We're also looking forward to finally connecting in person at Legalweek in March!

In our article this month, Senior Account Manager Nicolle Martin shares the most important factors to consider when hiring a fractional CMO.

If you'd like to chat about how the Edge team and our extensive experience in the role of fractional CMO can help you to build your brand, generate interest, and navigate the increasingly complex landscape of marketing and public relations, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

All the best for 2022!

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

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



Why Hire a Fractional CMO?

Many companies, especially small and midsize companies, need marketing support but don't know exactly what to get.

A fractional CMO is an outsourced marketing executive that can perform all the functions of a chief marketing officer, including strategy, planning and implementation, without a company having to commit to a long-term, full-time salary.

Read on for a few things to consider when looking at fractional CMO candidates.

[FULL ARTICLE ON EDGE WEB SITE](#)

About the Author:

Nicolle Martin is a senior account manager for Edge Marketing. She has more than 20 years of experience doing public relations and marketing in the legal and accounting industries.

Nicolle and her husband have two teenaged daughters and a dog, Jax, who is treated like a human member of the family.



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Edge Marketing, Inc.

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