



January 2023 Newsletter



Happy new year!

It's 2023 and planning is well underway for industry events such as Legalweek and ENGAGE.

Another item on the docket for many companies wishing to grow their business is content marketing.

In our article this month, Jennifer Marsnik shares ten tips for establishing a successful content marketing program, such as determining content types, audience demographics and distribution channels.

If you would like to chat about how Edge can help with creating your company's strategy for a content marketing plan in 2023, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Here's to a prosperous year!

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

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



10 Keys to Effective Content Marketing

Expansion of digital channels in recent decades has catapulted content to a key part of the B2B marketing mix today.

But good content marketing isn't just occasionally posting to your blog or sharing an insightful article via social media. As with any program, it requires purpose, strategy and thoughtful planning.

In this article, we share 10 tips for getting started.

[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 two daughters, and enjoys golf and cheering on the Twins, Vikings, and U of M Gophers.



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