

January 2024 Newsletter



Hello and happy new year from the Edge team!

With January drawing to a close, we are eager to continue guiding our clients ever closer to their goals for 2024.

In this month's article, Mary Obregon shares her thoughts on five of the top reasons why companies are leveraging video in their marketing efforts.

If you would like to chat about how Edge can help build and implement your 2024 success story, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Wishing you a fulfilling month ahead,

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

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



Lights, Camera, Engagement: Top 5 Reasons to Leverage Video for Marketing

Videos have become a dominant force in the constantly changing world of digital media, taking over social media, and changing the way advertisers interact with their target audiences.

Here are five ways video has become a driving force in marketing, enabling brands to narrate captivating stories, showcase products, and foster stronger connections with target audiences.

About the Author:

Mary joined the Edge team as a marketing intern, shortly after graduating with the class of 2020 from Marist College. She is Edge’s social media and email marketing expert and assists the team with implementing strategic plans.



Mary has danced since the age of 4 and it has become a passion of hers. When she’s not working, she’s either dancing, baking, spending time with friends and family, or exploring New York, where she lives.



CPA Practice Advisor

Here's What Worries CEOs the Most About Generative AI, According to PwC

Accounting Today

Beyond client emails: The rise of resource hubs

Attorney at Work

Top Growth Industries and Legal Practice Areas for 2024

Legaltech News

Jumping Into the Rabbit Hole: Experts Offer 3 Big 'Deepfake' Insights for Legal in 2024

Legalweek 2024

Jan. 29-Feb. 1, 2024
New York, NY

ABA TECHSHOW

Feb. 14-17, 2024
Chicago, IL

Accounting Today Firm Growth Forum

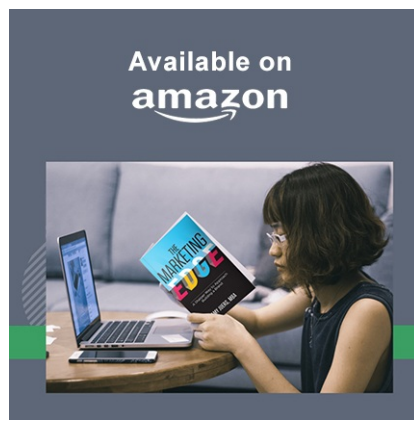
May 21-22, 2024
San Diego, CA

"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!



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Edge Marketing, Inc.

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