

July 2023 Newsletter



We hope this month's newsletter finds you in the midst of a summer that has struck the perfect balance of productivity and well-deserved relaxation!

As the Edge team collaborates with clients and colleagues on preparations for upcoming industry events, we are always mindful of the best practices for sharing our clients' content with their target audiences.

In our article this month, Cindy Kremer Moen, senior account manager for Edge, shares pros and cons for gating content, or requiring users to provide personal information in order to receive access.

If you would like to set up a time to chat about how Edge can help with event preparations and message creation, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Hoping you're enjoying a lovely summer,

A handwritten signature in black ink that reads "Amy". The signature is fluid and cursive.

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



Should I or Shouldn't I? The Pros and Cons of Gating Content

Gating content, or requiring users to provide personal information before accessing specific material, has emerged as a common strategy in relation to sharing content. While this approach offers benefits such as lead generation and eventually revenue generation, it also presents

challenges in terms of user experience and reach. What are the pros and cons of gating content? And what impact might gated or ungated content have on your business?

[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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ABA Annual Meeting

Aug. 2-8, 2023
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Boomer Technology Circles Summit

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Kansas City, MO

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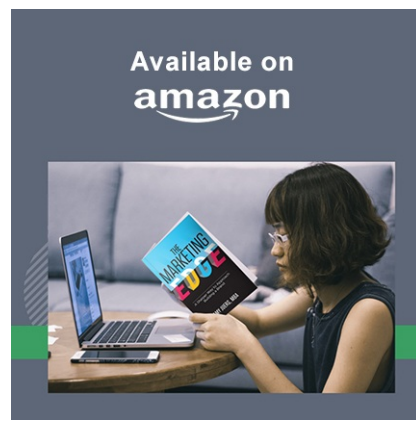
Aug. 20-24, 2023
Orlando, FL

"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 newsletter to a colleague, and contact us with any questions or comments.



Edge Marketing, Inc.

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