

July 2024 Newsletter



Image by [Alex Sky](#) from [Pixabay](#)

Hello from the team at Edge!

A number of us will be traveling to Nashville next month for [ILTACON 2024](#). We look forward to connecting in person with clients, and building and maintaining their relationships with members of the media who will be in attendance.

In our article this month, Tanya Amyote shares her thoughts on the importance of urchin tracking modules (UTMs) in social media. While most of us are measuring the effectiveness of our social media efforts to some extent, UTMs can help you take that analysis to a more granular level, providing clearer insight into what performs well and what doesn't.

If you will be in Nashville for ILTACON, or if you would like to set up a different time to talk about how Edge can help you meet your marketing and public relations goals, including but not limited to social media, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

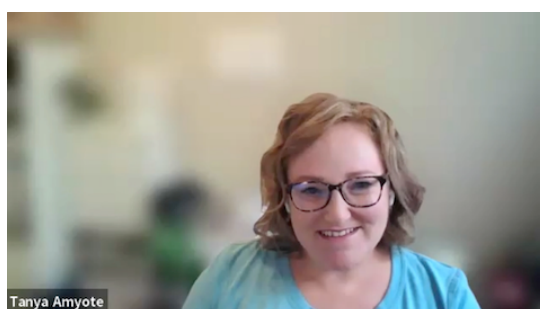
A handwritten signature in black ink that reads "Amy".

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



UTMs: Taking your social media analysis to the next level

For this month's article, Tanya Amyote has written about the importance of urchin tracking modules. Click the thumbnail to watch a quick clip of Tanya sharing a brief overview of the article with Amy Juers, founder and CEO of Edge Marketing, Inc., and then read on for the full article.



[CLICK TO READ THE FULL ARTICLE](#)



[The Recorder](#)

'Is This in Fact Real or Not?' 9th Circuit Conference Delves Into AI Issues in Federal Courts

[Legaltech News](#)

The Importance of Technology in Litigation and the Practice of Law

[ABA Annual Meeting](#)

[ILTACON](#)

[Relativity Fest](#)

Have your say:

[Cast your vote](#) for the top law firms and companies serving New Jersey's legal community.

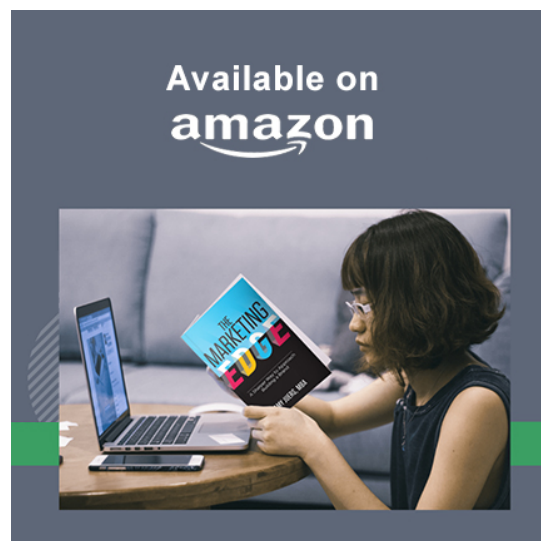
Voting closes on August 2nd!



"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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