



NEWS WITH EDGE

July 2025 Newsletter

Greetings from Edge!

LinkedIn remains a valuable platform in a marketer's toolbox for one simple reason: It's where the decision-makers are.

In this month's [News with Edge](#) article, Jennifer Marsnik shares where the real power lies: In activating the people behind your brand. Check out Jennifer's 8 tips for inspiring employee engagement.

Are you heading to [ILTACON](#) in August? Let's connect! I'm excited to share how Edge's latest AI-powered strategies can elevate your team's visibility, amplify your voice and build unshakable credibility for your message.

Let's chat about how you can stand out and lead the conversation in this new era of marketing and PR!

Please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to hearing from you,

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

EDGE INSIGHT

LinkedIn for B2B Marketing

Why it still works and how to amplify your strategy with employee engagement

LinkedIn remains a valuable social media platform in a marketer's toolbox. And despite the buzz around newer platforms or shifting algorithms, its role in marketing has only grown more central.

But if your organization is relying solely on posts from your company page or the occasional ad, you are only scratching the surface of what's possible. The real power lies in activating the people behind the brand: your employees.

In this month's [News with Edge](#) article, Jennifer Marsnik touches on the importance of employee engagement for increasing trust, visibility and authenticity. Check out her tips for activating employees as LinkedIn advocates.

[CLICK TO READ THE FULL ARTICLE](#)

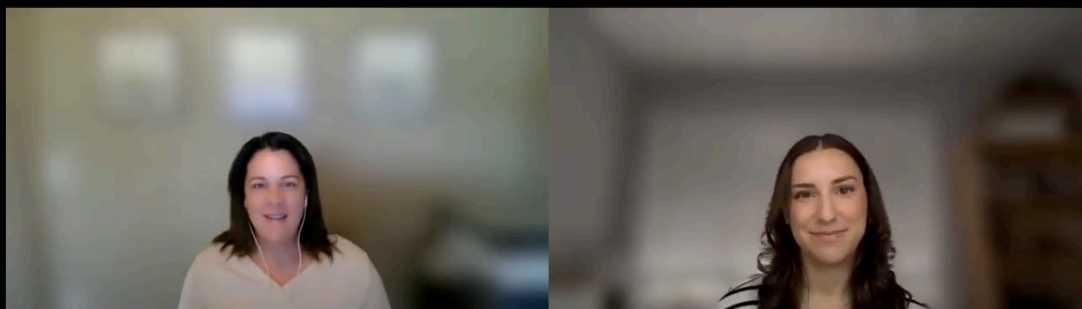


About the Author:

With Edge Marketing since 2007, Jennifer Marsnik specializes in helping clients develop and implement strategic plans that support their overall business goals.

EDGE *Unscripted*

Don't the latest episode of the Edge Unscripted podcast, in which Amy Juers and Mary Obregon explore what it takes to move beyond average storytelling in marketing! [Click to check it out on YouTube!](#)



Is there a topic you'd like our experts to cover, or would you like to showcase your expertise in an upcoming podcast? [Let us know!](#)



APPLE
PODCASTS



Spotify®

INDUSTRY BUZZ & EVENTS

[Legaltech News](#)

[Accounting Today](#)

Law Firms, Legal Tech Providers
Embrace Agentic AI At Record
Pace

Congress passes bill offering tax-
filing relief after natural disasters

CPA Practice Advisor

One Customer Service Slip Up
Could Cost A Business Big

Corporate Counsel

Compliance in Chaos: How
Companies Can Achieve Privacy
Compliance in a Complex and
Uncertain Regulatory Landscape

"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!



Have your say:

Cast your vote for Edge Marketing and other top
vendors serving the nation's legal industry!

New Jersey Law Journal's Best of 2025

Voting closes on August 8, 2025.



Feel free to forward this enewsletter to a colleague,
and contact us with any questions or comments.

Edge Marketing, Inc.

1234 Minnesota Street, 55077, Inver Grove Heights

This email was sent to {{contact.EMAIL}}

You've received it because you've subscribed to our newsletter.

[View in browser](#) | [Unsubscribe](#)