

June 2021 Newsletter

Welcome to our monthly newsletter! We are all excited to finally see the light at the end of the pandemic tunnel but, as we move forward, it's important to understand what may have changed over the past 15 months; not just for your business, but for your clients and prospects.

Do they have the same priorities and pain points they did before? Now is the time to reexamine everything you know about your target markets.



This month's article by Jennifer Marsnik was recently featured on CPA Practice Advisor. In it, Jennifer shares questions to ask yourself when reevaluating current conditions and how they may affect your targets' buying processes. Check out an excerpt below, and click through for the full article.

If you'd like to chat about how Edge can help you move forward defining your strategy and post-pandemic priorities, please [contact me via email](#), or [click here to schedule a phone call](#)!

Sincerely,



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



Post-Pandemic Priorities: Reassess Your Target Markets

Originally published on CPA Practice Advisor

Yay! At long last we are finally seeing light at the end of the pandemic tunnel. With increasing vaccinations, many accounting firms, technology companies and service providers are slowly moving back from remote work to in-person environments. But are we really going back to "normal." In some ways, yes. In other ways... not exactly.

As we navigate our way toward what will surely be a new normal, now is a good time to pause and recognize the things that may have changed permanently.

[ARTICLE ON CPA PRACTICE ADVISOR](#)

Did You Know...?

In [this March 2021 piece on Forbes.com](#), author Jack Kelly shares insight into the prevailing corporate consensus regarding post-pandemic return to the office:

A flexible hybrid system of remote and in-office work.

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



[CPA Practice Advisor](#)

U.S. Workers Expect Flexible Work to Continue, Plus Better Benefits

[Legal IT Insider](#)

ILTA announces keynote speaker for ILTACON 2021

[Legaltech News](#)

In Tight E-discovery Job Market, ALSPs Have an Edge

[Accounting Today](#)

Bill would make accounting part of STEM education



Have your say:

Voting is open for the 2021

[Best of New York Law Journal Survey!](#)

If you agree that Edge is a leader in PR and marketing for the legal industry, we would appreciate your vote in question #71.

Voting closes on July 2nd!

[Legalweek\(year\)](#)

Virtual Series 5
July 13-14, 2021

[AICPA Engage 2021](#)

July 26-29, 2021
Las Vegas, NV
(Hybrid)

[ILTACON 2021](#)

August 22-26, 2021
Las Vegas, NV
(Hybrid)

Would you rather live in...

- [... a villa on the beach,](#)
- [... a cabin in the woods, or](#)
- [... a condo in the city?](#)

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