



June 2022 Newsletter



Business leaders should ask themselves these questions regularly:

- Who is our target audience?
- How can our products or services help them?
- What is the best way to reach them?

That last one is a trick question: The best strategy is always evolving, built with resources and expertise that work together to accomplish your objectives.

In our article this month, Jennifer Marsnik shares information on PESO, the four media types that intersect to achieve goals such as search engine optimization, lead generation, and advances in thought leadership within your industry.

If you would like to chat about how Edge can help craft your company's integrated modern communications strategy, please contact me via [email](#), via phone ([651.247.7872](tel:651.247.7872)), or set up a time in my [Calendar](#).

Best wishes for a summer that strikes the perfect balance of productivity and relaxation!

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

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



The PESO Model: An Integrated Approach to Modern Communications

Not long ago, core business activities like advertising, public relations, and marketing content creation were silos within an organization. But

today's communication channels lend themselves to a more integrated approach.

The PESO model is a communications strategy that combines four categories of media: paid, earned, shared, and owned.

[FULL ARTICLE ON EDGE WEB SITE](#)

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



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the New York legal community.

The names of the top three finishers
will appear in the September 19th issue of
the New York Law Journal.

Voting closes on July 1st!



*Celebrating
25 Years!*

Edge Marketing is celebrating
its 25th year in business! We are
excited to share this news and
some amazing milestones with you!

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



Edge Marketing, Inc.

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