

June 2024 Newsletter

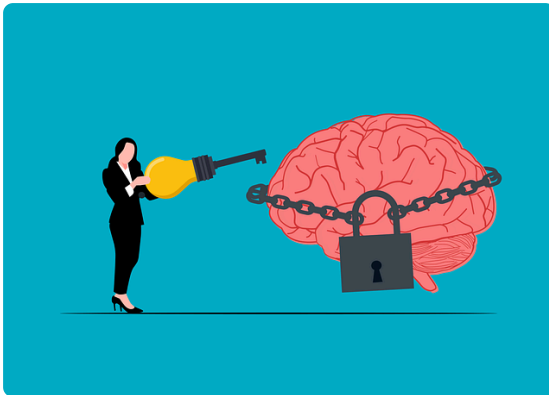


Image by Mohamed Hassan from Pixabay

The official beginning of summer is just days away. In the past month, the team at Edge has had the privilege of connecting with colleagues at CLOC Global Institute, ALA Annual Conference & Expo, AICPA & CIMA ENGAGE, and Scaling New Heights.

In our article this month, Nicolle Martin shares her thoughts on the importance of brand awareness. While the ROI of certain marketing strategies can be measured, the nuances of brand awareness can make it easy to overlook and underestimate.

If you would like to chat about how Edge can help with boosting your brand awareness, 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.



Why Brand Awareness Matters

For this month's article, Nicolle Martin has written about the importance of brand awareness. Click the thumbnail to watch a quick clip of Nicolle 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](#)



[New Jersey Law Journal](#)

AI Tips in the Legal World: A Paralegal's Perspective

[Accounting Today](#)

Tech news: Big Four firms announce strategic alliances

[CPA Practice Advisor](#)

5 Process Improvement Trends for 2024

[Legaltech News](#)

Courts Remain Hesitant to Regulate the Use of Generative AI in Litigation

Relativity Fest

London

June 25, 2024
London, UK

ABA Annual

Meeting

July 31-Aug. 6, 2024
Chicago, IL

ILTACON

Aug. 11-15, 2024
Nashville, TN

The One National

Conference

Sep. 10-11, 2024
Calgary, AB & Virtual

Have your say:

[Cast your vote](#) for the top vendors serving New York's legal community.

Voting closes on June 28th!



***"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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