



## March 2024 Newsletter



*Image by [Fernando Aguirre Guzmán](#) from [Pixabay](#).*

Happy first day of spring from the Edge team!

Spring is a time for new beginnings, and a great opportunity to look into your marketing toolbox and revisit a strategy that may have seemed daunting in the past.

In our article this month, Cindy Kremer Moen shares her expert insight on why and how companies can embrace video in their B2B marketing arsenal.

If you would like to chat about how Edge can help integrate video into your marketing strategy, 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.



## The Time Has Come for B2B Professional Services Industries to Embrace Video in Their Marketing Mix

For many reasons – like time, expense, and uncertain ROI – B2B professional services like accounting and legal have steered clear of incorporating videos into their marketing mix. Given the prevalence of video in so many other areas of our lives (I’m looking at you, TikTok), the acceptance of amateurly produced videos, and the availability of easy-to-use recording and editing tools, the time has come for professional services marketers to make video part of their overall marketing strategy.

Read on to learn the benefits of adding video to your company's marketing strategy, and tips for producing high-quality, cost-effective content.

[CLICK TO READ THE FULL ARTICLE](#)

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### About the Author:

Cindy Kremer Moen has helped Edge Marketing clients develop successful strategies and tactics to meet their goals since 2006.

When not at her desk, she can be found on the trails and waterways near her home on the shores of Lake Superior.





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Accounting Today seeking 2024's 'Best Firms for Technology'

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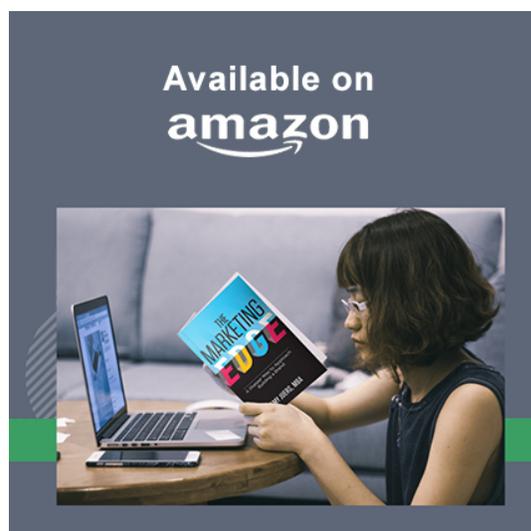
### [Accounting Today Firm Growth Forum](#)

May 21-22, 2024  
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### ***"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 enewsletter to a colleague,  
and contact us with any questions or comments.



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### Edge Marketing, Inc.

1234 Minnesota Street, 55077, Inver Grove Heights

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