



May 2023 Newsletter



Well, legal and professional services industry friends, we made it through the whirlwind that was the ALA Annual Conference & Expo and CLOC Global Institute! It was a pleasure meeting up with friends old and new.

Can you believe ILTACON is only three months away?!

Our article this month is all about reevaluating your company's LinkedIn strategy. Mary Obregon shares the top five questions to consider when creating a strategic plan for the platform.

If you would like to set up a time to chat about how Edge can help with your social media strategy on LinkedIn or Twitter, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to catching up!

A handwritten signature in black ink that reads "Amy". The signature is fluid and cursive, with a small flourish at the end.

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



Top 5 Questions When It Comes to Strategically Growing Your Business with LinkedIn

When working with clients, we see a lot of common questions about using LinkedIn for strategic growth. Many people and companies are on this platform, and many are looking for answers on using it to its full potential.

Read on for some of the top questions that clients ask when it comes to leveraging LinkedIn for marketing.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

Mary Obregon joined the Edge team in September 2020, amid the pandemic, in order to gain experience in the field by any means. Mary is now HubSpot certified, Yoast certified and Google Analytics certified!

When not working, Mary is most likely spending time with friends, family or her boyfriend.



Attorney at Work

5 Ways to Find the Motivation to Exercise (When You Don't Want To)

Legaltech News

Three Ways to Pitch New Legal Tech to GCs and CEOs

Legal IT Insider

CLOC 2023 - Key insights into how to drive value during changing economic times

Cybersecurity Law & Strategy

Why Your Managed Service Provider Should Be Using Automated SIEM Logs to Manage Data Security Threats to Your Firm

The Master's Conference
June 8, 2023
Denver, CO

ARMA Canada Information Conference
July 17-19, 2023
Toronto, ON

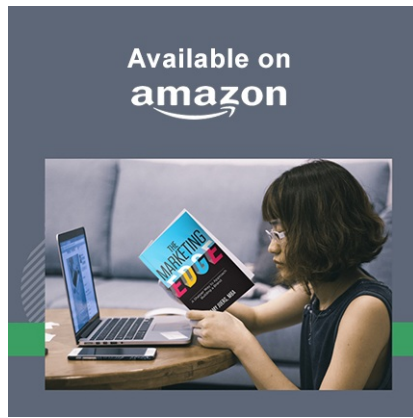
ABA Annual Meeting
Aug. 2-8, 2023
Denver, CO

ILTACON
Aug. 20-24, 2023
Orlando, FL

"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 the top vendors serving the legal industry in Pennsylvania.

If you agree that Edge is a leader in PR, marketing and SEO, please consider voting for us in questions 55 and 57.

Voting closes on June 2nd!

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



Edge Marketing, Inc.

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