

May 2024 Newsletter



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Which of these is the myth?

- A. We only use 10% of our brains!
- B. You lose most of your heat through your head!
- C. A product launch happens on one specific day!
- D. All of the above!

If you guessed D., you're correct! In our article this month, Megan Miller debunks the common misconception that a new product is launched the moment a press release hits the wire, or when the trade show doors open. The product launch is part of a broader go-to-market strategy covering the entire process. Check out the article for seven important things to consider.

If you would like to chat about how Edge can help with tailoring your marketing strategies, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).



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



Go-To-Market Strategy Is a Marathon, Not a Sprint

Contrary to common perceptions, a product launch isn't just a one-day event to introduce your new product to the market. It's a period of weeks or months where you prepare for the introduction, build momentum and position the product for success.

The product launch is a specific part of a broader go-to-market strategy, which covers the entire process of bringing a new product or service to market.

The go-to-market strategy serves as a blueprint, guiding the launch of a new product or service while minimizing risks and maximizing market penetration. Read on for seven tips on tailoring your strategy for success in the legal and accounting markets.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

Megan Miller is a marketing strategist focused on legal and accounting technology. She works with clients to research markets, establish objectives, and execute programs and campaigns that drive measurable growth. A tech marketer with over 20 years' experience, Miller has built brands, trained teams and introduced successful products for global companies and startups. She writes on trends and topics in electronic discovery, data privacy, cybersecurity, and AI.





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Have your say:

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

If you agree that Edge is a leader in PR and marketing for the legal industry, please consider voting for us in question #49.

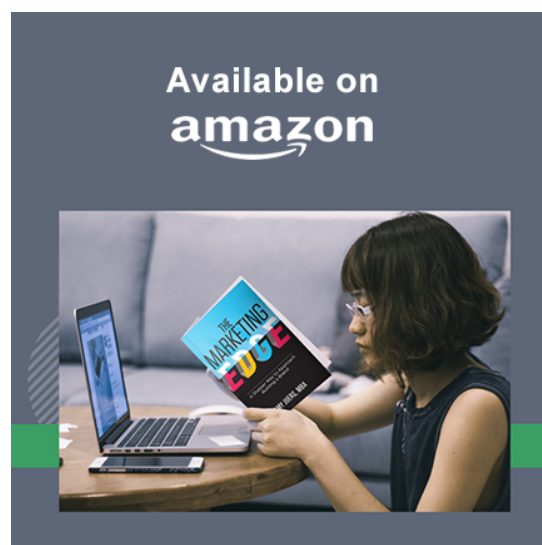
Voting closes on June 7th!



***"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!



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and contact us with any questions or comments.



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