



November 2021 Newsletter



Welcome to our monthly newsletter!

The end of 2021 is in sight and many of us are turning our attention to 2022 strategic planning and operational priorities such as budgets and forecasts.

Although we're slowly getting back to in-person events, many organizations' sales and marketing efforts were still primarily digital and virtual in 2021, which begs the question: How did your email marketing ROI measure up for the year?

In our article this month, Megan Miller shares her seven strategies for improving your firm's email marketing ROI in 2022.

If you'd like to chat about how Edge can help improve your campaigns and set your ROI on an upward trajectory, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Sincerely,

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

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



7 Ways to Improve Your Email Marketing ROI in 2022

Live events and in-person networking took a back seat in the marketing mix for many companies during 2021. The pivot caused many to shift resources back into digital marketing, including webinars, virtual social events, social media, and the workhorse – email marketing.

Do you know the ROI on your email investment in 2021? Chances are,

you don't know, or you do know, and see some room for improvement in 2022. Pay attention to the basics for success in email marketing, and be aware of some elements that are changing and could impact your results.

Read Megan's article for some steps you can take now to achieve better results from email marketing in the coming year.

[FULL ARTICLE ON EDGE WEB SITE](#)

About the Author:

Megan Miller is a senior consultant with Edge Marketing, helping clients develop and execute strategic marketing plans. Miller has built brands, trained teams and introduced successful products for global companies and startups. A certified eDiscovery expert, she writes on trends and topics in electronic discovery, data privacy and legal technology. Her work has appeared in Attorney at Law, US Tech, TechnoLawyer, ACEDS and other industry publications.



[CPA Practice Advisor](#)

5 Growth Trends for 2022

[Legaltech News](#)

Clients Aren't Asking Solos, Small Law Firms About Their Cybersecurity. That's a Problem.

[Above the Law](#)

Law Firm Billing Rates Reveal Ingrained Racial and Gender Disparities

[AccountingWEB](#)

5 Ways to Use Tech to Improve Strategy in 2022

Have your say:

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

If you agree that Edge is a leader in PR and marketing for the legal industry, please consider voting for us in questions 3, 4, 5, and 6.



Voting closes on November 19th!

E-Discovery Day

December 3, 2021
(Virtual)

Accounting & Finance Show

December 7-8, 2021
(Virtual)

Legalweek New York 2022

January 31-February 3, 2022
New York Hilton Midtown

CLOC EMEA Summit

February 21-22, 2022
Royal Lancaster Hotel, London



Click for the November survey!

Check out our trio of questions on email marketing,
and watch next month's email for the results!

October poll results!

The superpower chosen by our subscribers was superhuman strength!

If they could time-travel, most subscribers chose to visit the future.

The topics most requested for future articles were media relations and
SEO.

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



Edge Marketing, Inc.

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