



November 2023 Newsletter



Hello from Edge!

Our team of marketing and public relations experts recently brainstormed current strategies for responding to sensitive or even negative social media comments.

The biggest takeaway was this: There really is no one-size-fits-all response to negativity posted on a company's online presence; each comment requires a thoughtful, nuanced response and subsequent action.

In our article this month, I collaborated with Jennifer Marsnik from my team to review several types of negative comments, and various strategies a company can use for managing its response.

If you would like to chat about how Edge can help build and implement your strategy for social media, digital marketing and public relations, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Wishing you a productive month ahead,

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

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



Mastering the Art of Handling Negative Comments on Social Media

Just as organizations prepare for disaster recovery and data breaches, having a well-thought-out social media response plan is equally critical. In this article, we delve deeper into dealing with negative comments on

social media and shedding light on the intricacies of managing your online reputation.

[CLICK TO READ THE FULL ARTICLE](#)

About the Authors:



JENNIFER MARSNIK

Jennifer Marsnik consults with Edge Marketing clients to develop and implement strategic communication plans that support their overall business goals.



AMY JUERS

Amy Juers, MBA, CEO of Edge Marketing, Inc. enjoys sharing her 25+ years of strategic marketing and public relations experience with her team and clients from all over the world. Amy recently became a published author of the book, "The Marketing Edge: A Sharper Way to Approach Building a Brand."



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Legaltech News

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Dec. 3-6, 2023
Las Vegas, NV

Legalweek 2024

Jan. 29-Feb. 1, 2024
New York, NY

ABA TECHSHOW

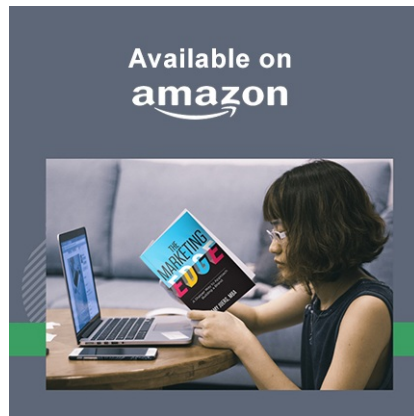
Feb. 14-17, 2024
Chicago, IL

"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 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, and 5.



Voting closes on December 15th.

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



Edge Marketing, Inc.

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