



## October 2021 Newsletter



Welcome to our monthly newsletter!

I had a great time in Austin earlier this month, for the ALA Annual Conference; it was rejuvenating and inspiring to reconnect with clients, colleagues, and exhibitors.

The atmosphere was positive and buzzing with activity, as we all were finally able to learn and network in person!

Our article this month is by Jennifer Marsnik, who shares four helpful tips for avoiding marketing communications missteps in a post-pandemic world. It's more important than ever that our messaging land the way it's intended, because the alternative can spell "disaster"!

I hope you'll take a moment to cast your vote in [The National Law Journal's Best of 2022 survey](#). If you agree that our team is leading the way in PR and marketing for the legal industry, please consider voting for us in questions 3, 4, 5, and 6. Voting is open until November 19th.

If you'd like to chat about how Edge can help craft your communications, 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.



## Tips to ensure your marketing communications aren't disregarded

## or worse

In an [article](#) published recently by Law.com's *Legaltech News*, Frank Ready reports an increase in what's being described as "aggressive" and "demeaning" behavior being used by technology sales professionals over the past year. Sources quoted in the article point to infractions beyond an unwelcome volume of unsolicited email, but worse – communications that are tone deaf and pressure-filled.

These are certainly not the words any business leader wants to think may be used to describe their teams or their company.

What should you do if your communications aren't hitting the right note with target audiences?

Read Jennifer's article to learn about a few places to start.

[FULL ARTICLE ON EDGE WEB SITE](#)

### About the Author:

With Edge Marketing since 2007, Jennifer Marsnik specializes in helping clients develop and implement strategic plans that support their overall business goals. She lives in the Twin Cities area with her husband and two daughters, and enjoys golf and cheering on the Twins, Vikings, and U of M Gophers.



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Automated Accounting: Connecting the Dots Through Technology

### [Legaltech News](#)

GDPR's Global Impact May Be More Limited Than You Think

### [Attorney at Work](#)

How to Prioritize When Everything is Urgent and Important

### [Accounting Today](#)

Small biz hiring slowed in September

### 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!



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### **Scaling New Heights 2021**

October 24-27, 2021  
Fort Worth, TX  
(In person)

### **QuickBooks Connect**

November 3-4, 2021  
(Virtual)

### **Accounting & Finance Show**

December 7-8, 2021  
(Virtual)

### **Legalweek New York 2022**

January 31-February 3, 2022  
(In person)



[Click for the October poll!](#)

Check out our fun trio of questions!  
This month's poll includes superpowers, time-travel, and article topics!  
Stay tuned for results in next month's News with Edge!

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



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#### **Edge Marketing, Inc.**

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