



October 2023 Newsletter



Greetings from the Edge team!

Successful media relations begin with thoughtful planning. It is an ongoing process of building trust and connections, through which you can set yourself up to be viewed as a valued resource for journalists covering your industry.

In our article this month, senior account manager Nicolle Martin shares insight into all things media relations, from knowing who you want to reach, to engaging your PR agency in nurturing a partnership with respected industry editors.

If you would like to set up a time to chat about how Edge can help with your media relations strategy, 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.



Public Relations: The Art of Building and Maintaining Media Relationships

When it comes to getting media coverage, having a relationship with the media can be just as important as having a good message. The ability to secure positive media coverage is important for any organization, big or small. However, press releases alone are not going to get your company the coverage you need to thrive. You must have relationships with the media, talk to them regularly, have them get to know your key experts and update them when there is something big to talk about.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

Nicolle Martin is a senior account manager for Edge Marketing. She has more than 20 years of experience doing public relations and marketing in the legal and accounting industries.

Nicolle and her husband have two daughters in college and two dogs - both boxers - that have a lot of energy and keep them busy.



Attorney at Work

8 Settings to Change in the New Outlook Interface

Legaltech News

The Artificial Intelligence Glossary

CPA Practice Advisor

5 AI Strategies for Accountants to Unlock More Freedom and Productivity

Accounting Today

Voices - Fighting brain drain: Attracting and retaining talent

ACC Annual Meeting

Oct. 22-25, 2023
San Antonio, TX

QuickBooks Connect

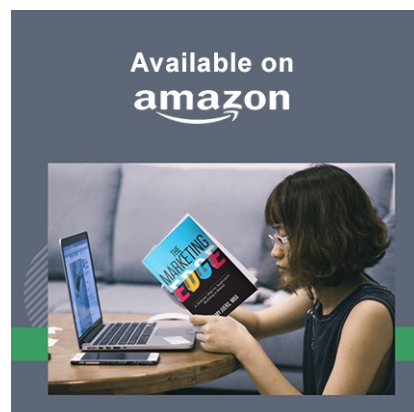
Nov. 13-15, 2023
Las Vegas, NV

Legalweek 2024

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

"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!

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



Edge Marketing, Inc.

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