



October 2024 Newsletter



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Hello from the team at Edge!

It's not yet officially winter here in the northern hemisphere, but we know it's coming: the leaves have fallen, there's a chill in the air, and we've started to dig our warmer coats out of storage in preparation for the cold months ahead.

Cooler temperatures aren't the only thing that require our planning and preparation. In our article this month, Cindy Moen shares insights into the parallels of preparing for a literal marathon, and the figurative marathon that is a successful marketing strategy.

If you would like to set up a time to talk about how Edge can coach you in the lead-up for your marketing marathon, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

A handwritten signature in black ink that reads 'Amy'. The signature is fluid and cursive, with a large initial 'A' and a decorative flourish at the end.

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



Marketing Is a Marathon, Not a Sprint: Plan Ahead for Long-Term Success

For this month's [News with Edge](#) article, Cindy Moen has written about the long game that is a successful marketing strategy. Click the thumbnail to watch a quick clip of Cindy sharing a brief overview of the article with Vicki LaBrosse, and then read on for the full article!



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Legalweek 2025

Mar. 24-27, 2025
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***"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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Edge Marketing, Inc.

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