



September 2021 Newsletter



Welcome to our monthly newsletter!

Autumn is in the air, the kids are back in school, and days are starting to get a little cooler. What isn't cooling down in the least is the Edge team's passion for helping our clients to reach their target audiences and meet their marketing and PR goals!

This month's article by Cindy Kremer Moen touches on four key ways to ensure you're getting the most out of your relationship with your marketing agency!

We're all so excited to be back to in-person events! I'll be attending the ALA and Scaling New Heights conferences in Texas in October. If you'll also be at either of those events, I'd love to set up a time to grab a cup of coffee and chat!

You can [contact me via email](#), via phone (651.247.7872), or set up a time in [my Calendly](#).

Sincerely,

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

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



How to get the most out of your relationship with your marketing agency

Relationships take work: Time, energy, and effort all go into the foundation of a great partnership, whether it is personal or professional.

Whether you're already in a relationship with a marketing agency or are considering "swiping right" on a new one, here are four proven ways to get the most out of your investment.

[FULL ARTICLE ON EDGE WEB SITE](#)

About the Author:

Cindy Kremer Moen has helped Edge Marketing clients with strategies and tactics to meet their goals since 2006.

She and her husband have two college-age boys and are happy for the return of DII football, in-person education and travel without restrictions.



[CPA Practice Advisor](#)

Will the 2022 Income Tax Season Be Normal?

[Legaltech News](#)

TikTok and Metrics: Law Firm Marketers See Their Future as Even More Digital

[Attorney at Work](#)

Does Your Law Firm's Marketing Content Suffer from TL;dr?

[Accounting Today](#)

'Unplugged vacations' benefit you and your firm

[2021 ALA Annual Conference & Expo](#)

October 3-6, 2021
Austin, TX
(in person)

[WIPL \(Women, Influence & Power in Law\)](#)

October 6-8, 2021
Washington, DC
(in person)

[Scaling New Heights 2021](#)

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



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and contact us with any questions or comments.



Edge Marketing, Inc.

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