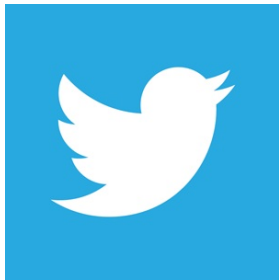


## September 2022 Newsletter



Although our school days are behind us, we often think of September as the start of a new year: With Q3 wrapping up, how are this year's strategies working so far? Is there anything we need to tweak for Q4?

What about our social media? Are the benefits proportionate to our efforts as a whole?

In our article this month, Mary Obregon shares insight on Twitter use for businesses: Who benefits most from posting on Twitter, and who is reading your tweets?

If you would like to chat about how Edge can help craft your social media strategies or your overall marketing and PR strategic plan, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Enjoy the last few weeks of summer!



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



### Is Twitter Worth the Trouble?

A current question on a lot of marketers' minds: "Is Twitter worth the trouble?"

For some companies, Twitter may be the best social media platform; others may not say the same.

Let's discuss Twitter and whether the time and effort needed are worth it.

[CLICK TO READ THE FULL ARTICLE](#)

### About the Author:

Mary Obregon joined the Edge team in September 2020, amid the pandemic, in order to gain experience in the field by any means. Mary is now HubSpot certified, Yoast certified and Google Analytics certified!

When not working, Mary is most likely spending time with friends, family or her boyfriend.



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Oct 26-28, 2022  
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Celebrating  
25 Years!

Edge Marketing is celebrating its 25th year in business! We are excited to share this news and some amazing milestones with you!

[Read our press release »](#)

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



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**Edge Marketing, Inc.**

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