



September 2023 Newsletter



Greetings from the Edge team!

As Q3 winds down, we at Edge closed off the summer with some great news: Our team was honored for the third year in a row by [Texas Lawyer](#) as a top PR/Marketing firm. Many thanks to everyone who voted, for continuing to put your trust in our team's proven experience and expertise.

From startups to global organizations and everything in between, a crucial component of any company's success is ensuring your message is tailored to and reached by your target audience. This month's feature article provides five important steps for ensuring that your message will resonate with your ideal clients.

If you would like to set up a time to chat about how Edge can help with crafting your message, value proposition, and ensuring it reaches the right eyes, 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.



The Power of Marketing Strategy: Tips for Tech Startups

For tech startups venturing into the legal or accounting technology space, precise targeting and strategic planning are imperative for success. Poorly targeted messages and campaigns not only waste time and money but can harm your reputation if seen as tone-deaf or uninformed. In these niche industries, it's all about having a strong understanding of your audience and hyperfocused messaging that resonates with prospective clients.

Read on for five important foundational steps to take as you focus your startup in the legal or accounting tech sectors.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

Megan Miller is a marketing strategist focused on legal and accounting technology. She works with clients to research markets, establish objectives, and execute programs and campaigns that drive measurable growth. A tech marketer with over 20 years' experience, Miller has built brands, trained teams and introduced successful products for global companies and startups. She writes on trends and topics in electronic discovery, data privacy, cybersecurity, and AI.



[LawSites](#)

Thoughts on Promises and Challenges of AI in Legal after AI Summit at Harvard Law School

[Legaltech News](#)

What Generative AI Can - and Can't - Do for Contract Review

[CPA Practice Advisor](#)

4 Tips on Managing a Multigenerational Workforce

[Accounting Today](#)

Inspire Gen Z and millennial accountants through better engagement

[Relativity Fest Chicago](#)

Sep. 26-28, 2023
Chicago, IL

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

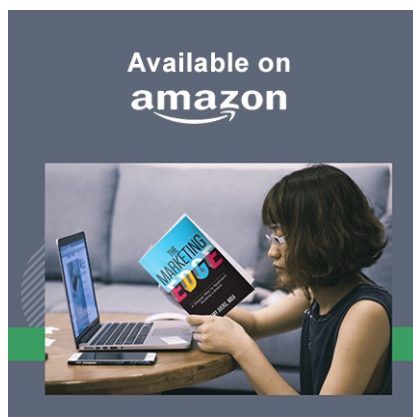
Oct. 17-19, 2023

[QuickBooks Connect](#)

Nov. 13-15, 2023
Las Vegas, NV

***"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.



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