

September 2024 Newsletter



Image by [OsloMetX](#) from [Pixabay](#).

Hello from the team at Edge!

Any public relations expert worth their salt will agree that press releases have long been a vital tool in their PR and marketing arsenal.

So, in the dynamic world of technology, what is the best way to get your news out to journalists and the public, in a way that makes it stand out from the rest?

In our article this month, Vicki LaBrosse shares her thoughts on how adding multimedia content to your press release can make your story cut through the noise.

If you would like to set up a time to talk about how Edge can help you meet your marketing and public relations goals, 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 long, sweeping underline.

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



Embracing Multimedia for Modern Public Relations

For this month's [News with Edge](#) article, Vicki LaBrosse has written about the power of adding multimedia assets to your press releases. Click the thumbnail to watch a quick clip of Vicki sharing a brief overview of the article with Amy Juers, founder and CEO of Edge Marketing, Inc., and then read on for the full article.



[CLICK TO READ THE FULL ARTICLE](#)



[Accounting Today](#)

The case for consolidating your tech stack

[CPA Practice Advisor](#)

The 2024 Tax and Accounting Technology Innovation Awards Announced

[Legaltech News](#)

[Above the Law](#)

The Future Is Now: The Case for
Adoption of Generative AI Document
Review in E-Discovery

Conquering Conferences: Responding
to Rejection and Approaching the
Group Chat

Relativity Fest

Sept. 25-27, 2024
Chicago, IL

**ACC Annual
Meeting**

Oct. 6-9, 2024
Nashville, TN

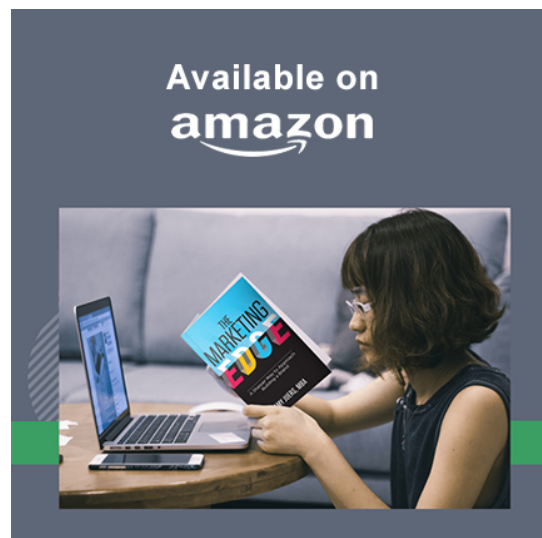
**Intuit Connect
(Formerly
Quickbooks
Connect)**

Oct. 28-30, 2024
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 enewsletter to a colleague,
and contact us with any questions or comments.



Edge Marketing, Inc.

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