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Edge Legal Marketing Announces Strategic Partnership with London-based TagusPR

Partnership further reinforces award-winning marketing and PR firm's global expansion

Minneapolis and London, UK – January 30, 2020 – [Edge Legal Marketing](#), a US-based public relations and marketing firm serving the needs of organizations in the legal industry, announced today a strategic partnership with TagusPR. TagusPR is a London-based B2B virtual consultancy that develops result-oriented programs supporting the business objectives of technology companies with services that span the entire public relations function. Edge and TagusPR will work together to serve clients that require public relations services in both the US and UK.

Amy Juers, MBA, CEO of Edge Legal Marketing, says, “TagusPR and Edge have worked collaboratively and successfully since 2014 to provide public relations services to legal technology clients, but the partnership was never formalized. As our two worlds continue to merge, I thought it was important to crystallize our partnership and take it to the next level. Vidushi and her team completely understand the legal market in the UK, and with her expertise we have helped propel brands and market share for clients.”

Working with both well-established and emerging brands, TagusPR has undertaken strategic campaign development, thought leadership media content development and analyst relations and brand building.

“Edge and TagusPR have a similar approach and philosophy to client service and program delivery,” Vidushi Patel, Director, TagusPR, comments. “This has helped our teams become seamless extensions of each other in our respective regions when working jointly on client accounts. We look forward to taking this partnership to the next level.”

Since 2007, Edge has provided services to its legal industry clients targeting the US and UK market by leveraging its agency expertise and strategic relationships. This partnership solidifies Edge’s commitment to increasing its international presence beyond the US to expanded markets through additional strategic partnerships. International partnerships not only afford Edge clients access to global markets, but also strengthen its global services by leveraging its partners’ experience, relationships, proven procedures and protocols as well as their professional teams.

Edge Marketing and TagusPR's strategic partnership is designed to remove the significant challenges typically present when clients want to reach markets beyond their home country's boundaries. Clients that leverage Edge and TagusPR's partnership will experience the following:

- Localization of messaging and content that will resonate with each respective market and each respective buyer
- Cognizant and strategic cross-border marketing and public relations services that take into consideration the target audience, the legal system, culture and language
- Increased resources and expanded knowledge of the global market
- Leveling the playing field against established players in the global market
- The ability to compete against larger multinational enterprises with a broader reach
- Critical resource and budget management when running in the race to exploit market expansion

Agencies around the globe that service the legal or accounting industries and would like to consider a strategic global partnership with Edge should reach out to Amy Juers at ajuers@edgelegalmarketing.com.

About Edge Legal Marketing

[Edge Legal Marketing](#) delivers marketing and public relations expertise to entities in the legal market. The company helps B2B businesses market and sell their products and services to corporate legal departments, law firms, federal and state courts and legal associations. Edge Legal Marketing services include strategic planning, marketing and e-marketing action plans, alliance building, website development, market research, public relations and advertising (concept and media plans). To learn more visit www.edgelegalmarketing.com.

About TagusPR

TagusPR is a virtual public relations consultancy offering companies result-oriented, cost-effective and practical PR support in the UK. TagusPR's core specialty lies in B2B technology PR with experience across the sector – right from telecommunications, satellite, mobile and wireless to semiconductor, IT security and software through to risk management and printing devices – in both horizontal and vertical markets, especially financial services and legal sectors. For more information, visit www.taguspr.co.uk.

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