



## News with Edge: Merger or Acquisition? 10 Essentials for Marketing

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## Welcome to News with Edge!



As the technology landscape changes, so, too, must the practices of the entrepreneur. In our article this month, Megan discusses some marketing-related steps business owners must consider when facing mergers or acquisitions.

Always a thought-leader, and an integral part of the Edge team, Vicki LaBrosse, Director of Global Public Relations, was quoted in Business News Daily's recent article, "[Entrepreneur's Guide to Building](#)

[Better Media Relationships](#)".

We need your help! The National Law Journal's Best of the Midwest reader's rankings survey is live. Please [vote for Edge](#), by March 1st, in questions:

- **#5** Best Legal Marketing and Branding
- **#6** Best Social Media Consultancy
- **#9** Best PR Agency

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

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## **Merger or Acquisition? 10 Essentials for Marketing**



Open any industry newsletter or visit a news website and you'll see announcements on the latest industry merger or acquisition. Companies merge or acquire other companies for a variety of reasons, perhaps to fill product or service gaps, broaden their geographic reach, obtain strategic technology or grow revenue. Given the high rate of M&A activity in technology, those of us in the legal or accounting technology industries will likely be involved in an acquisition at some point in our careers.

[Read the article.](#)

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### **About the Author**

Megan Miller is a senior consultant with Edge Marketing, assisting clients in development and execution of strategic marketing plans and implementation of marketing technologies. A global technology hound, Miller has built brands, trained teams and introduced successful products for global companies and startups. Miller has written on trends and topics in electronic discovery, consumer electronics and the internet of things – before it was even called that.



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**Did You Know...?**

Which segments are growing? Where M&A funding is coming from? There are a number of great resources to help you keep up on all the M&A news in legal and accounting technology segments.

LawGeex has published a post on [3 charts that show the unstoppable growth of Legal Tech](#).

Accounting Today has published a perspective on [M&A in the accounting industry in 2018](#).

When you are faced with go-to-market planning for an acquisition, talk to Edge. We have helped a number of high-profile companies successfully roll out new brands, mergers and acquired companies. Paycycle, Advanced Discovery, DTI (now Epiq) and DiscoverReady to name a few...

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## Industry Stories and News

**Read the latest top stories and industry news!**

[A Multitiered Approach to Legal IT Security](#)

[The 2019 Top New Products \(Accounting Today\)](#)

[Hogan Lovells LLP Selects FileTrail for Upgraded Records Management and Information Governance Solutions](#)

[New Startup Infinium Applies Machine Learning to Manage Data, Gauge Business Trends](#)

[AI Abstraction Tools Driving Real Savings, But Not Yet a Magic Button](#)

[One Law School Advancing Discovery Technology Education, One Student At A Time](#)

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## Upcoming Events

**Check out these upcoming industry events!**

**AIIM Conference 2019** - March 26-28, 2019, San Diego CA

**ALA Annual Conference & Expo** - April 14-17, 2019, Grapevine TX

**Women in eDiscovery** - May 8-10, 2019, Austin TX

**CLOC** - May 14-16, 2019, Las Vegas NV

**AICPA Engage** - June 9-13, 2019, Las Vegas NV

**Scaling New Heights** - June 16-19, 2019, Salt Lake City UT  
**ILTACON** - August 18-22, 2019, Orlando FL

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