



## April News with Edge: Got Leads? Get Media!

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## Welcome to News with Edge!



WHEW! We've survived another winter AND tax season, and now is the time to focus on new growth and new business, right?

In this month's newsletter, Vicki LaBrosse, Edge's global director of public relations, provides an article that discusses media and how it can work for you to bring in leads.

See the "Connect with Us" section for info on which shows we'll be attending. Please reach out if you'd like to meet up to chat marketing and PR!

Safe travels, and happy spring!

A handwritten signature in black ink that reads 'Amy Juers'.

[Amy L. Juers, MBA](#)  
Founder and CEO

## Got Leads? Get Media!



Public relations is a powerful tool for influencing and changing behavior, but most companies don't think of PR as a means to generate leads. After all, it's hard to measure the effect an editorial placement or a graphic has on leads. Organizations often don't want something that can't be correlated to sales.

How do you use PR to get leads? Strike a P.O.S.E. – through **p**aid, **o**wned, **s**hared and **e**arned media!

[Click here to read the full article.](#)

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### About the Author

Vicki LaBrosse has been with Edge Marketing since 2007 and currently serves as director of global public relations. She provides strategic communications counsel and training to C-suite executives and marketing decision-makers in the legal industry. Vicki has directed product launches, brand PR, event marketing, internal communications and media relations. She writes and speaks about PR and marketing and has been published in various trade publications including Legaltech News and Business News Daily. Vicki serves as national director of marketing and public relations for Women in eDiscovery.



## Did You Know...?

Strategic landing pages are used by 68 percent of B2B businesses to acquire leads. (Marketo; source: <https://www.hubspot.com/marketing-statistics>)

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## Industry Stories and News

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

[Building an AI Program? Start with a Data Hub \(Attorney At Work\)](#)

[Bill.com Receives \\$88 Million Investment, Led by Franklin Templeton, Mastercard and Fidelity \(CPA Practice Advisor\)](#)

[Migrating Document Management to the Cloud \(Law Technology Today\)](#)

[7 Myths You Shouldn't Believe About Going Digital \(AccountingWEB\)](#)

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## Upcoming Events

**Check out these upcoming industry events!**

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

**CLOC 2019 Vegas Institute** - 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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## Connect With Us

Contact [Amy Juers](#) to meet up at:

- [Women in eDiscovery 2019 Conference](#)
- [CLOC 2019 Vegas Institute](#)
- [AICPA Engage](#)



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Feel free to forward this to a colleague or [contact us](#) with any questions or comments.



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