



## June News with Edge: "Made you look!" Increasing Email CTR

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### Welcome to News with Edge!



As June draws to a close, so too does the school year, with graduations, formal proms and, the cherished keepsake, the school yearbook! I know those hefty things will collect dust on my children's bookshelves for a while until, one day, they will enjoy the opportunity to look back and relive those fond memories.

Speaking of fond memories, I've recently shared a [blog post on my observations](#) since attending the CLOC 2019 Vegas Institute. CLOC 2020 will be held at the Bellagio on May 14-16, and I look forward to more networking, learning, and connections.

In this month's article, Tanya provides some tried and tested tips on how to increase engagement of your company's newsletters.

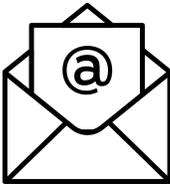
Please reach out if you'd like to chat about implementing these and other strategies for your firm's email marketing and any other aspects of PR!



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

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## "Made you look!" - Tips for increasing the click-through rate of your newsletter campaigns



We all know that email newsletters are a key component of any business's sales strategy. We carefully determine our newsletters' design and cohesion within our other marketing collaterals; however, what we may not consider are the finer details of how to make our newsletters yield the most response. How can we increase the likelihood that our newsletter will be opened, read, and relevant enough to our readers that they actually engage?

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

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### About the Author

Tanya Amyote is a Marketing Assistant, database and Excel guru, and token Canadian at Edge. Tanya possesses a strong work ethic, impeccable communication skills, and a can-do attitude.



Tanya is an outspoken advocate for awareness of Osteogenesis Imperfecta (brittle bone disease), which she and her son both have. She is an avid reader, musician, and amateur photographer. In addition to their young son James, Tanya and husband, Brian, have four rescue dogs: Harley, Luna, Gary, and Gus.

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### Did You Know...?

According to a December 2018 blog post by email marketing and automation company, Campaign Monitor, email marketing continues to top the lists of high ROI marketing techniques, with an astounding **\$44 dollars of value for every \$1 spent.**

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## Industry Stories and News

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

[Why robotic process automation has a bright future with enterprise IT \(TechBeacon\)](#)

[Buy vs. Build? The Answer for Corporate Legal's Strategy Is Complicated \(Legaltech News\)](#)

[Over 6 million small businesses using cloud accounting: QuickBooks and Xero numbers compared \(Blake Oliver - podcast\)](#)

[Doc.It Accounting Technology Expert, Don Emery, to speak on Firm-Client Communications](#)

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## Upcoming Events

**Check out these upcoming industry events!**

**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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