



December 2019 News with Edge - New in Marketing, Tech Trends for CPAs, 'Skills over schooling'

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Welcome to News with Edge!



Season's greetings from your friends at Edge.

This month's article comes from Jennifer Marsnik, on how many of the basic principles of sales and marketing have stood the test of time.

We wish all of the accounting technology and service providers the best of luck in closing deals and starting new client engagements toward the end of this year!

For our legal tech and service friends, stay tuned for exciting updates and information on getting in on the action at [#Legalweek20](#). Of course, if you're planning to be in New York, please let me know if you'd like to get together to talk all things PR and marketing-related.

Happy holidays to you and yours, and warm wishes for a happy, healthy, and prosperous 2020.

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

What's New in Marketing?



Image by mohamed Hassan from Pixabay

Legaltech News published an article on November 15, 2019, by Frank Ready, a reporter on the tech desk at ALM Media, titled “[For Legal Tech Vendors, the First Impression is Everything.](#)”

What I found most interesting is that I probably could have read the same article back when I started working in this space in 1996, because it turns out that, with all the technology and advancements in the channels used to reach this market over the past 20+ years, nothing has really changed with respect to basic principles of sales and marketing.

[Click for full article.](#)

About the Author

With Edge since 2007, Jennifer Marsnik specializes in helping clients develop and implement strategic plans that support their overall business goals. She lives in the Twin Cities area with her husband and two daughters, and enjoys golf and cheering on the Twins, Vikings, and U of M Gophers.



Did You Know...?

According to [FinancesOnline.com](#), which references an April 2018 study by Bloomberg Law and Legal Marketing Association, 62% of law firms were planning to boost their focus on marketing and business development.

Industry Stories and News

Check out the latest top stories and industry news!

Find balance when outsourcing accounting services, say experts - [CPA Canada](#)

Effectively Managing Increasing Client Security Requirements - [Cybersecurity Law & Strategy](#)

How to Safeguard Your Intellectual Property Through Document Management - [Texas Lawyer](#)

'Skills Over Schooling': What Makes a Good Legal Ops Applicant? - [Legaltech News](#)

Big Data, AI, RPA Top the List of Tech Trends for CPAs - [CPA Practice Advisor](#)

Upcoming Events

Check out these upcoming industry events!

Digital CPA - December 9-11, 2019, Seattle, WA

Winning is Everything - January 21-23, 2020, Las Vegas, NV

Legalweek New York 2020 - February 3-6, 2020, New York, NY

CLOC - May 12-14, 2020, Las Vegas, NV

AICPA Engage - June 7-11, 2020, Las Vegas, NV

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