



## January 2020 News with Edge - New in Marketing (Part II), Cybersecurity Predictions & Tax Tips for 2020

- [Welcome to News with Edge!](#)
- [What's New in Marketing? Part II](#)
- [What's New in Marketing? Part I \(ICYMI\)](#)
- [Did You Know...?](#)
- [Industry Stories and News](#)
- [Upcoming Events](#)
- [Connect With Us](#)

---

### Welcome to News with Edge!



Happy new month, new year, new decade!

This month's article is part II to [December's article, What's New in Marketing?](#) by Jennifer Marsnik. It's interesting how tweaking a few standard philosophies can keep the game fresh.

Our accounting colleagues are in the throes of tax season, and we wish them all the best as they tackle even more long days than usual, meeting those deadlines, and closing some new deals this year!

We are looking forward to catching up with our legal technology clients, prospects and friends at [#Legalweek20](#). Of course, if you are planning to be in New York, please let me know if you would like to get together to talk 2020 strategic plans and your marketing and PR challenges as I know we can help!

Be on the watch for some exciting NEWS about Edge that will put us (and our clients) on the map more than ever before!

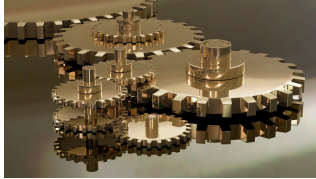
2020 is off to a great start @ Edge, and we wish the same for you!

*Amy Juers*

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

---

## What's New in Marketing? Part II



Our [December \*News with Edge\* article](#) outlined some basic principles of sales and marketing that have remained constant over time, despite modern advancements in how we reach our target markets. Knowing your audience, refining your message and using a multifaceted approach to reach the

segments of your audience the way each of them wants to be reached are some of the core tenets seasoned marketers have followed for decades.

But in fact, there is much that is new in marketing today.

[Click for full article.](#)

## What's New in Marketing? Part I (ICYMI)

*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 MailChimp, segmented email campaigns have an open rate that is 14.32% higher than non-segmented campaigns.

---

## Industry Stories and News

**Check out the latest top stories and industry news!**

**Legal Tech's Predictions for Cybersecurity in 2020** - Legaltech News

**Better Every Day: From advisor to arbiter of elegance and civility** - Accounting Today

**New CPA License Model Proposed** - The Progressive Accountant

**Legal industry disruptor Atrium lets legal staff go amid internal restructuring** - Legal IT Insider

**2020 Tax Tips for Gig Economy Workers** - CPA Practice Advisor

---

## Upcoming Events

**Check out these upcoming industry events!**

**CLOC 2020 London Institute** - January 20-21, 2020, Landmark, London

**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

---

## Connect With Us

Feel free to forward this e-newsletter to a colleague, and **contact us** with any questions or comments.





---

©2020 Marketing | Minneapolis MN

[Web Version](#)   [Preferences](#)   [Forward](#)   [Unsubscribe](#)

Powered by [Mad Mimi](#)®  
A GoDaddy® company