



March 2020

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Welcome to News with Edge!



In light of COVID-19, the major sporting leagues have [suspended their seasons](#), [Disney parks have closed](#), and the [CDC recommends](#) large events and mass gatherings throughout the US be cancelled or restricted to 50 people for the next eight weeks. Things are changing minute by minute in an effort to "[flatten the curve](#)".

With politics and pandemics taking over the headlines, the Edge team has been working diligently to help our clients keep their innovation and services messages alive by carefully crafting announcements, press releases, and employing other marketing strategies and tactics, while giving special consideration to what is going on in the world around us.

A recently published [article by Edge's Melanie Brenneman in Legaltech News](#) sheds a light on key thoughts to consider when the face-to-face marketing and sales world is on hiatus. She provides ideas and strategies on how marketers can fill the gaps left by cancelled trade shows and conferences as well as in-person meetings.

Please keep safe and be well, and let me know if you would like to talk about ways we can help propel your brand given the challenges of marketing during pandemic

times.

Amy Juers

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



Marketing During a Pandemic

As the Coronavirus Cancels Meetings, How Can Legal Tech Marketers Fill the Gap?



Image by [Alexandra_Koch](#) from [Pixabay](#)

Welcome to marketing during COVID-19 (aka coronavirus), a time where face-to-face marketing efforts like conferences, seminars, and on-site sales calls are minimized in favor of safer, virtual forms of contact.

How will this affect marketing to law firms and corporate legal?

Digital marketing is crucial, yes. But face-to-face meetings – when they can happen – make immediate impressions, allow you to gain information quickly, and can melt time off year+ sales cycles for B2B technology companies.

Legal technology conferences put companies right in front of their prospects and clients – not only on the exhibit floor but during educational presentations, demo sessions, parties, and networking. Companies spend months planning for them to promote brand awareness, win leads, and close deals. But if these conferences and the chance for in-person meetings decrease, how can marketers fill the gap? Here are a few ideas.

[Click to read the article on Legaltech News.](#)

About the Author

Melanie joined Edge Marketing in 2010 after an in-house career focused on marketing, public relations, and communications for private and publicly traded technology companies. Since then, she's helped close to 50 technology companies make lasting and beneficial impressions in the legal and accounting communities. Her guiding mantra: "It's not about results. It's about the RIGHT results."



As senior account manager for Edge, she creates cohesive PR and marketing plans formulated to help businesses reach their goals. A typical day includes anything from strategic planning, brainstorming and writing content, and delivering new ways to engage the media and target markets.

Known for her "helium hand" (but she likes to call it leadership), Melanie is a past president of the Austin chapter of the American Marketing Association (AMA) and a former board member for the Houston chapters of AMA and the Public Relations Society of America. She lives in Austin, Texas, and actively spoils her two dogs every day.



Did You Know...?

From CNN.com: In a bold, emergency action to support the economy during the coronavirus pandemic, the Federal Reserve on Sunday announced an emergency rate cut, setting the new benchmark interest rate range between 0% and 0.25%.

From Fox News: Dow tumbles over 2,300 as coronavirus fears outweigh Fed cuts.



Industry Stories and News

Check out the latest top stories and industry news!

Cybersecurity in a time of coronavirus - **Accounting Today**

Understanding Different Clouds - **The Progressive Accountant**

As Coronavirus Spreads, Some Firms May Struggle to Pivot to Remote Work - **Legaltech News**

President Instructs IRS to Extend April 15 Tax Deadline Due to Coronavirus - **CPA Practice Advisor**

What's Common Between DSAR, Data Breach and E-Discovery Workflows? - **Legaltech News**



Upcoming Events & COVID-19 Updates

The following information is accurate as of 10:00 a.m. Eastern, March 17, 2020.
In light of the COVID-19 pandemic, dates and locations are subject to change.

ALA Annual Conference & Expo - May 3-6, 2020, Salt Lake City, UT

Occurring as planned at press time; final decision to be made during the week of March 30th.

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

Cancelled.

Women in eDiscovery™ 2020 Conference - May 18-20, 2020, Austin, TX

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

Now offering flexible registration options, enabling online or in-person attendance.

Scaling New Heights: Rise of the Advisor - June 21-24, 2020, St. Louis, MO

2020 EDMR Global Virtual Workshop/Summit - June 25-26, 2020

ILTACON - August 23-27, 2020, Nashville, TN



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