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November 2014

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Welcome to News with Edge!

Our November issue discusses how to push your business's marketing efforts to the next level in 2015. It provides three effective B2B marketing trends and tips to follow including mobile marketing, hyper-targeting, and marketing automation solutions. News with Edge delivers inspiration, advice, helpful tips, and links to news and upcoming industry events.

We hope you enjoy this valuable insight into marketing and PR!

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

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

[Next-Level Marketing: Tips and Trends to Take B2B Marketing Up a Notch in 2015](#)

By: Vicki LaBrosse

You understand the critical impact marketing has on your business. No matter what you're doing, there comes a time when you are going to want to take things up a notch. So how do you push your efforts to the next level? As you are thinking about marketing planning and budget allocation for 2015, consider these B2B marketing trends and tips in your planning process. [READ MORE](#)



About the Author

Vicki LaBrosse is media relations director with Edge Marketing, Inc. Leveraging more than 13 years of experience working in professional services industries, LaBrosse works with clients to develop and execute comprehensive marketing strategies that will help grow their business.

Industry Stories and News

Read the latest top stories and industry news!

- [In Ferguson, Justice Department is 'Last Game in Town'](#)
- [Solyndra's Antitrust Foes Can't Get Docs It Gave to Feds](#)
- [High Court Takes Up Air Pollution Regs, ADA Dispute](#)
- [Obama Threatens Veto of Emerging Tax-Break Agreement in Congress](#)
- [IRS Offers Rules on Hardship Exemptions from ACA Individual Mandate](#)
- [Art of Accounting: Getting by Giving Back](#)

Upcoming Events

Don't miss this month's industry events!

ECI - "The Exchange" eDiscovery for the Corporate Market Conference
KPMG LLP's 24th Annual Accounting and Financial Reporting Symposium
AICPA/CPA2Biz Digital CPA Conference and ITA Fall Collaborative

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