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April 2016

Welcome to News with Edge!

Edge Webinar Series

The Art of Marketing with Rifle-like Precision

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Welcome to News with Edge!



Great News! Edge Legal Marketing was named the #1 provider of legal marketing and branding services by *The National Law Journal* reader community! Edge was also honored for excellence in Public Relations.

A complete list of results are available in the most recent issue of the [National Law Journal in print and online](#).

The award is a reflection, I believe, of the many great client and partner relationships that we nurture every day, and the continuous efforts by everyone at Edge to stay on the cutting edge of emerging technologies and practices in PR and marketing.

As an example, this month's feature looks at emerging technologies that help marketers better understand clients, and better manage the sales funnel. Enjoy this edition of News with Edge!

Amy Juers

Amy L. Juers, MBA

Founder and CEO

Edge Marketing, Inc.

Edge Webinar Series

The Edge Webinar Series continues!

Our goal in these focused 30 minute sessions is to provide answers to the most common problems and challenges in marketing, branding, advertising, social media and public relations.



Join us on April 20th for a look at

5 Trends that are Changing the PR Landscape

[Register today!](#)

The Art of Marketing with Rifle-like Precision



Marketing should never be a crapshoot. Blindly spending your marketing budget repeating an initiative that has not proven to result in deals closed is reckless.

The only way to know with certainty that an initiative is worth the investment is to identify where contacts in your sales funnel came from and how long they lingered in the funnel. Additionally, it is critical to define the issues and concerns a prospect has regarding your product or service and what provides the igniter – the event and/or questions addressed – with each one that moves them from a cold contact or tire-kicker to someone ready to close.

To attain rifle-like precision with marketing, there are three areas you must have a deep understanding of:

[Read More](#)

About the Author

Leslie Garrett, PhD, joined Edge Marketing more than 10 years ago. While she would fancy attributing her success in her work to being an accomplished bow hunter and avid angler, it is her insatiable drive to achieve more that has won the favor of clients and industry leaders. Despite her PhD credentials, Leslie is approachable and has been labeled by some as being almost-human.



Leslie has more than 23 years of marketing, PR and senior account management experience. Although some may opt for death by fingernail clipper over conducting data analysis, Leslie relishes it and has honed her expertise as an industry researcher and analyst.

Did You Know...?

An early approach to segmenting and strategically marketing to accounts by category (e.g. size, location, areas of expertise), Account Based Management (ABM), is receiving renewed interest in B2B marketing. Technology advances – some are very affordable while others require a lot of dough - enable a marketing professional to target and tailor communications appropriately for leads and customers.

Technology and techniques being used to assist with an ABM approach may include anonymous website visitor traffic reporting services, a tightly-managed CRM tool kept current by the sales team, and select marketing automation tools managed by someone who understands how to analyze and leverage data.

Industry Stories and News

Read the latest top stories and industry news!

[5 Professional Services Marketing Trends to Watch in 2016](#)

[Journal of Accountancy releases new Jargon Bracket](#)

[Make Tax Season Less....Taxing](#)

[Simple Steps to Data Security](#)

[Get rid of the billable hour - but then what?](#)

[The Future Of Legal Business Development: An Interview With Bloomberg Law's Melanie Heller](#)

[Technology Contracts and Boilerplate Language: Be Aware of the Pitfalls](#)

[Do-or-Die Question Every Accounting Firm Must Answer](#)

Upcoming Events

Check out these upcoming industry events!

NALP Education Conference, April 13-16

AICPA National CFO Conference 2016, May 5-6

ABA: Insights and Experiences from Today's Law Firm Innovators, May 3

Today's General Counsel Institute: Cybersecurity New York, May 11-12

ITECHLAW 2016 World Technology Law Conference, May 18-20

MER for Electronic Records Managers, May 23-25

Georgetown Law E-Discovery Training Academy, June 5-10

Legaltech West Coast, June 13-14

American Accounting Association Annual Conference, August 6-10

ILTACON 2016, August 28 - September 1

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Visit [The Edge Room Blog](#) -- the place for leading industry articles, news and events.

Feel free to forward this to a colleague or [contact us](#) with any questions or comments.



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