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## August 2016

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## Welcome to News with Edge!



At Edge Marketing this month we are busy preparing for ILTACON, one of the legal industry's largest technology-focused conferences. If you plan to be at ILTACON, and would like to meet, please send me a note! I welcome the opportunity to discuss your market strategy, branding and communications, and how Edge can lend a hand.

This month's feature looks at the use of Personas to build an empathic organization - one that goes beyond features and benefits to emotionally identify with the feelings, thoughts, or attitudes of customers.

Enjoy this edition of News with Edge!

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

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

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## Build Organizational Empathy through Personas



Is your business empathic? If like me, you've read Joel Bakan's 2003 book *The Corporation*, you may have a bleak perspective on the answer to that question. In his book, Bakan lays out a very compelling case that corporations are, by their very nature, psychopathic.

So, can a business truly be empathic?

Yes it can. And it starts with fully understanding your customer by moving from a set of demographic data to a fully fleshed-out archetype with hopes, fears, and motivations.

Look at wildly successful companies such as Apple, Google and Audi; they are in the empathy market. They understand and anticipate their customer's needs, sometimes before their customers know what they are. Empathy is also profitable. You can draw a straight line from empathy to the bottom line. If you're curious, Lady Geek publishes ([Read more](#))

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### About the Author

Kim Tidwell is an account manager with Edge Marketing, Inc. She has over 15 years of experience with brand development, retail product development and both outbound and inbound marketing. In her spare time, she loves to run in Austin's Hill Country, and enjoys cooking and yoga.



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### Did You Know...?

71% of companies who exceed revenue and lead goals have documented personas. Source: [Understanding B2B Buyers - 2016 Benchmark Study](#).

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### Industry Stories and News

## Read the latest top stories and industry news!

The 2016 Top 100 Firms and Regional Leaders (Accounting Today; registration)  
Boomer Consulting Maps Accounting Profession's Future to 2020 and Beyond  
7 Nightmares keeping Chief Compliance Officers awake at night  
Scammers Target Tax Pros with Fake Software Update Email  
The A-List Rankings - Best of the Best 20 Law Firms  
Interview with Randi Mayes, Founder of ILTA  
U.S. Law firms rack up pro bono hours in London  
Legal Tech Startups Shine in Competition at Canadian Bar Meeting  
Top Challenges for Small Law Firms: Time and Money (Infographic)

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## Upcoming Events

### Check out these upcoming industry events!

Midwest Accounting and Finance Showcase, Aug 23-24, Rosemont IL  
ILTACON 2016, August 28 - September 1  
ALA Business of Law Conference, Sept 8-10, Boston  
Today's General Counsel "The Exchange" eDiscovery, Sept 12-13, Houston  
PREX16 Conference on Preservation Excellence, Sept 14-15  
ARMA Live Conference & Expo, Sept. 25-27

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