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Welcome to News with Edge!



The technologies supporting legal, accounting and other professional services are changing so fast - 2016 was a whirlwind, and there's no sign that the pace will slow.

Whether you are a start-up company or an established organization, a clear message to the market and the media are more critical than ever. Make 2017 the year you really break through and achieve the growth you are seeking.

Start with a plan - this month's article will help you focus on the big picture. Once your plan is in place, you'll feel confident and in control as you head into the new year.

We wish you the best in this holiday season!

Amy Juere

Amy L. Juers, MBA
Founder and CEO
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Are You Planning to Fail?



Benjamin Franklin is credited with the quote, “If you fail to plan, you are planning to fail.”

This philosophy may be applied to any number of things in life, but it certainly holds true in business. Most companies understand the importance of planning and are disciplined at annual budgeting. At the very least, they have a basic vision for their future and good intentions of mapping out a plan for how to get there. But for many small and even medium-size companies, the formal process of strategic planning – particularly around

their public relations and marketing efforts – doesn’t go much further.

Excuses, excuses...

Executives and managers in smaller organizations tend to wear many hats, juggling a variety of responsibilities and solving challenges as they arise every day. Going through the exercise of strategic planning simply never reaches the top of their list – and understandably so...[Read more](#)

About the Author

Jennifer Marsnik is a senior account manager with Edge Marketing. She specializes in helping clients develop and implement strategic PR and marketing plans that support their overall business goals. Jennifer is a life-long Minnesotan who tolerates the long, brutal winters only so that she can readily feed her obsession with Minnesota Twins baseball.



Did You Know...?

Marketing budgets have risen for the third year in a row, increasing to 12% of company revenue from 11% last year. The CMO’s marketing tech spending is approaching levels of the CIO’s technology spend.

(Source: [Gartner’s CMO Spend Survey for 2016-2017](#))

Industry Stories and News

Read the latest top stories and industry news!

[Gartner's Top 10 Strategic Technology Trends for 2017](#)
[The Year Ahead: Accounting Today Experts look at 2017](#)
[Entrepreneur: 5 Trends Driving Disruption in the Accounting Industry](#)
[Get Ready for Blockchain's Big Impact](#)
[The Winners Of The TECHSHOW Startup Alley Competition](#)
[5 Year-End Planning Tips For The Procrastinating Attorney](#)
[5 Ways to Become an Architect of Growth](#)
[Data Privacy Laws and Blocking Statutes: Practical Strategies for Counsel](#)

Upcoming Events

Check out these upcoming industry events!

[CEDS Q&A Webinar, Jan 17](#)
[Bridging the Technology Gap in Law - Atlanta, Jan 25](#)
[Legaltech, Jan 31 - Feb 2, now part of Legalweek, Jan 31 - Feb 2](#)
[The Tech Savvy In-House Counsel - Los Angeles, Feb 22](#)
[International Conference on Accounting and Finance - London, Mar 14-15](#)
[ABA Techshow, Mar 15-18](#)
[The Exchange E-Discovery - San Francisco, Mar 21-22](#)

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