

Like

Tweet

+1

in



## February 2017

Welcome to News with Edge!  
Development and Care of Thought Leaders  
Did You Know...?  
Industry Stories and News  
Upcoming Events  
Connect With Us

---

## Welcome to News with Edge!



Thought leadership is an important part of any successful content marketing strategy. Both consumer and B2B companies can benefit from an effective thought leadership effort to build brand strength and ultimately drive more revenue.

Thought leadership is especially important in B2B and professional services, because education and expertise are innately part of the value proposition.

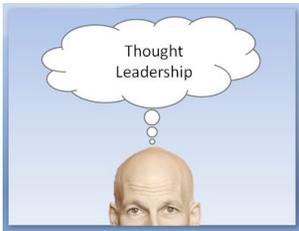
If your 2017 agenda includes a new initiative in thought leadership, look to this month's article for tips on selecting and developing thought leaders.

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

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

---

## The Development and Care of Thought Leaders



Let's face it – we live in a crowded world and everyone is talking at the same time.

Between blogs, articles, emails, tweets, ads and posts, we're flooded with news, opinions, merchandise, hypotheses, calls to action and unsolicited advice. Every company is vying for your prospective clients' attention selling everything from grocery store delivery to mortgages to candles.

And that's just on the consumer side.

If you're a technology company selling to law firms, corporate legal or accounting firms, a highly competitive market adds to the complications. If 500 businesses are selling to a managing partner, how will your voice be heard?

Add a new perspective to the onslaught.

It's time to double down on thought leadership. No matter the mode of communication, fresh and visionary topics will gain greater traction than ([Read more](#))

---

### About the Author

Melanie Brenneman, a senior account manager for Edge Marketing, has been involved in the care, feeding and establishing of many successful thought leaders. Every day, she helps technology companies successfully market their solutions to law firms, corporate law departments and accounting firms. She is a past president of the Austin chapter of the American Marketing Association (AMA).



---

### Did You Know...?

IBM demonstrates effective thought leadership with its Smarter Planet initiative. As Gartner says, the value is that "...it [the Smarter Planet initiative] moves the conversation with customers from product-specific discussions to broader and longer-term concepts— less directly comparable to IBM competitors' more concrete and narrow offerings."

Just two years after its launch in 2008, the Smarter Planet initiative generated \$3 billion in revenue and double-digit growth from more than 6,000 client engagements. IBM expects its Smarter Planet initiative to contribute at least \$7 billion in revenue growth through 2015.

(Source: LinkedIn Guide to Thought Leadership)

---

## Industry Stories and News

### **Read the latest top stories and industry news!**

[The Internet of Things: Transformative for Industry, Major Headache for Privacy](#)  
[Microsoft saves \\$4.5 million annually using Office 365 eDiscovery](#)  
[FASB updates accounting standards for employee benefit plans](#)  
[The Ethics of Artificial Intelligence in Law Practice](#)  
[3 top tech trends for public accountants to watch in 2017](#)  
[2017 Salary Guide Accounting and Finance - Robert Half](#)  
[5 Trends Driving Disruption in the Accounting Industry](#)  
[Mid-market executives feeling more hopeful about business prospects in 2017](#)  
[5 Tips for Stronger Marketing Results in 2017](#)

---

## Upcoming Events

### **Check out these upcoming industry events!**

[E-Discovery and Digital Evidence Conference - Phoenix, Mar 8-10](#)  
[AllIM Conference 2017 - Orlando, Mar 13-16](#)  
[Navigating Fintech Disruption - Palo Alto, Mar 13-17](#)  
[International Conference on Accounting and Finance - London, Mar 14-15](#)  
[ABA Techshow, Mar 15-18](#)  
[The Exchange E-Discovery - San Francisco, Mar 21-22](#)  
[Operational Excellence in Financial Services, Mar 27-29, Jersey City](#)  
[AICPA CFO Conference, May 3 - 5, 2017, Phoenix, AZ](#)  
[The Sedona Conference Working Group 1 on Electronic Document Retention and Production \(WG1\) - May 4-5](#)  
[EDRM 2017 Spring Workshop - Duke University - May 15-17](#)  
[Intermediate U.S. International Tax Update - May 17-19 New York](#)

---

## Connect With Us

Visit [Edge Legal](#) and [Accounting Edge](#) company pages on LinkedIn to see the latest info!



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.



©2017 Marketing | Minneapolis MN

[Web Version](#)

[Forward](#)

[Unsubscribe](#)

Powered by [Mad Mimi](#)®  
A GoDaddy® company