

Like

Tweet

+1

in



## January 2016

Welcome to News with Edge!

[Top 10 Marketing Resolutions for 2016](#)

[Did You Know...?](#)

[2016 Best of NLJ - National Law Journal](#)

[Industry Stories and News](#)

[Upcoming Events](#)

[Connect With Us](#)

---

## Welcome to News with Edge!

Happy New Year! 2016 is off to a great start at Edge. For most of us, this is the time of year to make personal resolutions to improve our lives; it's also a great opportunity to consider "marketing resolutions" - habits, strategies or tactics that you want to improve in the coming year. If your own resolutions for 2016 include new technology adoption, be sure to join us for the Edge webinar, "[Cyber Marketing: 5 Important Trends to Watch](#)", on January 21st.

This month's article on New Year's Resolutions offers ideas for improving marketing in 2016, and measuring the outcome to quantify your success. We all have great ideas, but putting some structure around them, and measuring results will really give you that sense of fulfillment for 2016.

Enjoy this edition of News with Edge!

*Amy Tuere*

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

---

## Top 10 Marketing Resolutions for 2016

Did you know that 45 percent of Americans usually make New Year's resolutions? Based on that statistic, there's a good chance you did too. Most people make personal resolutions, but I encourage you to make marketing resolutions this year, in addition to the personal goals you may have set.

Here are the top 10 personal resolutions that people make in America ... and corresponding resolutions to consider your marketing plan:

### **1. Count Calories to Lose Weight: Set Marketing Goals and Monitor Progress**

The key here is measurement. Set your marketing goals and measure the results against them. If you don't measure, you won't have any idea what to include in your marketing plan for 2017.

### **2. Get Organized: Put Plans and Priorities in Writing**

Write your marketing plan down! It isn't a plan if it is in your head. Your plan can be as simple as five bullet points of goals with measurable goals, or it can be as complex as a multipage document with accompanying spreadsheets.

### **3. Spend less, save more: Quantify ROI on Major Expense Items**

Are you doing an event because your sales rep has always gone to that show ... like for the past 26 years? Determine the ROI for any given marketing activity and if the cost is not justified by new leads or revenue, cut it and reinvest in an opportunity that will deliver returns.

[Read More...](#)

### **About the Author**

Cindy Kremer Moen has been a senior account manager with Edge Marketing since 2007. When she is not working with clients, she and her husband are raising two hilarious and slightly awkward middle school-aged boys.



---

Did You Know...?

Over the last six years, B2B marketers have consistently cited website traffic as their most often used metric. This year they were asked to rate specific metrics by importance.

The most important metrics are sales lead quality (87%), sales (84%), and higher conversion rates (82%).

[Content Marketing Institute, B2B Trends Report](#)

## 2016 Best of NLJ - Take the Survey

Vote for Edge!

The National Law Journal survey "2016 Best of NLJ" is now open. Edge is pleased to be nominated in three categories, including:

- [Best Public Relations Firm](#)
- [Best Legal Marketing and Branding](#)
- [Best Social Media Consultancy](#)

Vote today!

---



## Industry Stories and News

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

- [5 New Habits that will Lead to Success](#)
  - [The Writing is on the Wall: Accounting Systems Moving to the Cloud](#)
  - [Tax Season Preview - Special Report \(registration\)](#)
  - [Accountants Confidence Index - December 2015](#)
  - [Inside the EDI Judges' Guide to Discovery](#)
  - [Harnessing Big Data](#)
  - [Global eDiscovery Market Exceeds \\$10B in 2015](#)
  - [Credit Cards Lead the Charge for Cyberlaw Issues](#)
- 

## Upcoming Events

## Check out these upcoming industry events!

Edge Webinar Series: Cyber Marketing Trends to Watch, Jan 21

Legaltech 2016, Feb 2-4

*(Attending Legaltech? Stop by, meet the Edge team in Sky Suite #6)*

\*\*The 16th Annual Tax Policy & Practice Symposium, Feb 12-13

Texas Lawyer In-House Counsel CLE, Feb 25

Today's General Counsel The Exchange, Mar 9-10

ABA Techshow, Mar 16-19

Women in Cybersecurity Conference, Mar 31-Apr 2

ITECHLAW 2016 World Technology Law Conference, May 18-20

---

## 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.



©2016 Marketing | Minneapolis MN

[Web Version](#)

[Forward](#)

[Unsubscribe](#)

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