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Welcome to News with Edge!



I'd bet most of you own an insulated travel mug - embellished with a company logo - to take coffee on your commute. Check that mini calendar on your refrigerator - a gift from the local realtor or insurance agent, perhaps?

As marketers, we tend to focus on the 'wow factor' of newer technology: digital ads, social media, mobile apps and videos. But low tech means of communicating about a product or service are making a comeback.

The 'retro' approaches described in Jennifer's article are appealing in their simplicity. They are comfortable, friendly, and relatively easy to execute. Consider going 'retro' in your next campaign.

A handwritten signature in cursive script that reads 'Amy Juers'.

Amy L. Juers, MBA

Going Retro: Traditional marketing tactics worth exploring in our digital world



If you're looking for something new for your marketing mix, why not consider something ... old?

Yes, it's 2017, and yes, we live in a digital world – a world filled with artificial intelligence, social media, mobile apps and, of course, the cyber security threats that come with all things digital. But amid all the online channels, email marketing, webinars and data-driven campaign options there remain some old-fashioned marketing strategies and tactics still actively applied. And the reason is simple:

Experienced marketers continue to employ some traditional channels because while they may not be sexy, they still produce results.

We're all inundated with marketing messages from an array of digital media, such that much of it has become white noise. People in many audience segments are more responsive to traditional, more personal outreach than they are to digital efforts. Even those who may be early adopters, ([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...?

Sign spinning: performance art, sport, or marketing tactic?

The best sign spinners, or "human directionals" in the lingo of the outdoor

advertising industry, are equal parts clown, athlete and actor. For six hours at a stretch or more, they spin and throw their arrow-shaped signs like batons, strum them like guitars, paddle them like canoes, ride them like horses — anything to grab the attention of commuters and drivers.
Check out the [2017 World Sign Spinning Championship Highlights](#) from Las Vegas.

Industry Stories and News

Read the latest top stories and industry news!

[CAQ and SEC Historical Society mark Sarbanes-Oxley's 15th anniversary](#)
[10 \(Avoidable\) Blockchain Mistakes Every Company Makes](#)
[Technology Trends for Accounting Firm Leaders](#)
[Legal Technology Companies Find a Voice in Amazon Alexa](#)
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[Tweeting From the Bench: Judges Discuss Social Media Pitfalls](#)
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[Avoid Legal Pitfalls When Marketing Your Law Firm Online](#)
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[A Little-known Accounting Change Could Have a Big Impact](#)

Upcoming Events

Check out these upcoming industry events!

[AICPA EDGE Experience, Aug. 2-4, New Orleans](#)
[American Accounting Association Annual Conference, Aug 5-9, San Diego](#)
[ILTACON 2017, Aug 13-17, Las Vegas](#)
[Accountex, Sep 6-8, Boston](#)
[Midwest Accounting and Finance Showcase, Aug 29-30, Rosemont IL](#)
[EDRM-Duke Law Technology Assisted Review \(TAR\) Conference, Sep 7-8](#)
[New York Litigation Summit, Sep 13, New York](#)
[The American Lawyer Global Awards, Sep 25, New York](#)
[ACC Annual Meeting, Oct 15-18, Washington DC](#)
[Deep Learning Summit, Oct 10-11, Montreal](#)
[Accounting & Financial Women's Alliance, Oct 28-30, Washington DC](#)
[AICPA Women's Global Leadership Summit, Nov 8-10, Chicago](#)
[Georgetown Law Advanced e-Discovery Institute, Nov 16-17](#)

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Are you heading to Las Vegas for ILTACON?

Let's meet at the conference and chat about marketing and PR trends! Contact Amy Juers:
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