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November 2016

Welcome to News with Edge!

Personal Best: 5 Tips for Stronger Marketing Results in 2017

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Welcome to News with Edge!



Here come the holidays! Happy Thanksgiving greetings from our team to each of you. We are thankful for the amazing relationships we enjoy with our clients and business partners.

While our own personal best is reflected in the satisfaction of our clients, we also enjoy peer recognition. Edge was honored recently with two [Gold Awards from the Association of Marketing and Communication Professionals!](#)

Don't let this month's feature on 2017 planning alarm you; there's still time to build your marketing muscle that will set you up for a successful year! Contact us - we can help you strategize, build and execute a plan that will exceed your personal best in 2017.

Amy Juere

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

Personal Best: 5 Tips for Stronger Marketing Results in 2017



Like a pro sports competition, successful marketing is a test of energy, agility and strategy. Meeting or beating a personal best is more likely achievable when you are well fueled, strong and flexible. It's a numbers game - results in the form of engagement, leads and revenue

determine the winner.

Here are 5 'workout' tips to keep you in top form for 2017.

Add Muscle with Content Marketing

If your lead generation relies on product-focused search ads and banners, you are likely leaving results on the table. Intelligent content that informs and entertains will win attention ([Read more](#))

About the Author

Megan Miller is a senior consultant with Edge Marketing, assisting clients in development and execution of strategic marketing plans and implementation of marketing technologies. A global technology hound, Miller has built brands, trained teams and introduced successful products for global companies and startups. A certified eDiscovery expert, Miller has written on trends and topics in electronic discovery, consumer electronics and the Internet of Things – before it was even called the Internet of Things. Her work has appeared in Attorney at Law, US Tech, TechnoLawyer, ACEDS and other industry publications.



Did You Know...?

Video on a landing page can increase conversion rates by 80%? Or that 92% of mobile video consumers share videos with others?

[Hubspot blog, "31 Video Marketing Statistics to inform your strategy\)](#)

Industry Stories and News

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[Steve Ballmer's Plan to Make America Great Again Involves Excel](#)
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Upcoming Events

Check out these upcoming industry events!

[E-Discovery Day, Dec 1](#)
[Digital CPA Conference, Dec 5-7](#)
[The Exchange, Data Privacy and Cybersecurity Forum, Dec 6](#)
[NLJ Elite Trial Lawyers, Dec 6](#)
[AICPA Construction & Real Estate Online Conference](#)
[SharePoint Fest, Dec 6-9](#)
[2016 Digital CPA Conference, Dec 5-7](#)
[LegalTech, Jan 31 - Feb 2](#)

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