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October 2015

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Welcome to News with Edge!

We hear so much about Content Marketing these days, it can sound hollow. After all, hasn't marketing always been based on content? Effective content marketing is not self-promoting content with a selling tone. It's high quality content that educates and provides practical information, thereby establishing your organization as a trusted source.

While many organizations say they are doing content marketing, only 8% rate their efforts as 'very effective'. Clearly most of us are on a learning curve! In our experience, success results from solid planning.

This month's feature article provides a practical approach to succeeding at content marketing, and includes a sample plan. Edge has helped many of our clients in the legal and accounting industries develop and execute on content marketing plans, so don't hesitate to call on us.

Enjoy this edition of News with Edge!

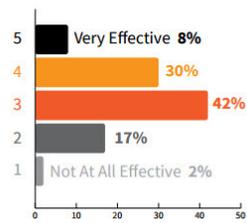
Amy Juere

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Content Marketing: Tips for Building an Achievable Plan

By Megan Miller

How B2B Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



Customer Surveys

The customer journey we hear so much about is not a cab ride from point A to point B. It is a circuitous route – a scenic tour, if you will – during which individuals gather data to inform a future action or decision.

Think of content marketing as taking a customer on a journey. Innovative marketers are moving away from a singular focus on conversion, toward a multidimensional view of the evolution of a customer.

Content marketing is the process of providing useful, practical and educational content and delivering it to the right contact at the appropriate time along a customer's journey.

Effective content marketing can elevate your brand in the minds of your audience and increase loyalty and future revenue potential, so it is a worthwhile endeavor. But if you are new to content marketing, the level of effort and expertise [Read more...](#)

About the Author

Megan Miller is a senior consultant with Edge Legal Marketing, assisting clients in development and execution of strategic marketing plans, and implementation of marketing technologies. A certified eDiscovery expert, Megan 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...?

Marketers who have a documented content marketing strategy and follow it very closely are 35% more likely to succeed, according to the Content Management Institute's [2015 B2B Content Marketing Benchmarks and Trends](#).

Industry Stories and News

Read the latest top stories and industry news!

[Machine Learning and Digital Marketing](#)

[Survive or Thrive? Which will B2B Marketers do in the Age of the Customer?](#)

[AM Law 200 Firms Spending \\$10M on Business Development](#)

[2015 Could Set a Record for Number of Law Firm Mergers](#)

[ABA Survey: Data Breaches Rising at Large Law Firms](#)

[What Effective B2B Content Marketing Looks Like](#)

[Litigation Wave Coming. Cybersecurity Breaches are the Trigger](#)

[22 Financial Technology Startups You Need to Know](#)

[T100: Most Important Issues Facing the Accounting Industry](#)

[Top 3 Accounting Marketing Tactics for 2016](#)

[Do You Know Where Your Company's Data Is?](#)

Upcoming Events

Check out these upcoming industry events!

[Association of Corporate Counsel Annual Meeting, Oct 18-21](#)

[ALA Business of Law Conference, Oct 22-24](#)

[API Cybersecurity Conference & Expo, Nov 10-11](#)

[Accounting Solutions Conference, Nov 17-19](#)

[Georgetown Advanced eDiscovery Institute, Nov 19-20](#)

[eDiscovery Day, Dec 1](#)

[2015 Digital CPA Conference, Dec 7-9](#)

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