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October 2017

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Welcome to News with Edge!



Like most of our readers, you may be familiar with Relativity - a widely used e-discovery review platform. Perhaps you will be attending the annual **Relativity Fest E-Discovery Conference**, October 22-25 in Chicago.

I'm excited to be speaking on a panel on "Killer Personal Branding in e-Discovery—Why it's Important & How to Build Yours."

My colleague Jennifer Marsnik will speak on a panel as well! about "3 Ways Industry Experts Elevate Your e-Discovery Marketing," sharing ideas on how to tap the knowledge-base of the e-discovery community to upgrade events, public relations, digital marketing, and of course, content.

If you attend, please join our sessions! We'd love to meet you.

Amy Juers

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

ILTA Announces New Advisory Council

Edge is proud to announce that Amy Juers, CEO, has been elected to the ILTA Advisory Council!

ILTA members recently voted a new Partner Advisory Council, made up of sponsor vendors, at-large representatives, and consultants. The purpose of this new council is to give a voice within ILTA to the partner community that provides ILTA members with their critical products and services.



The council will soon begin work on an agenda that focuses on greater partner involvement in areas of thought leadership, local member needs, and partner organization engagement. If you have ideas, concerns, or suggestions for the Council that will improve the value of ILTA for members and partners, feel free to [contact Amy Juers](#).

Making the Case for Content Marketing



Did you know that – according to the Content Marketing Institute – 89 percent of B2B companies are using content marketing today? We’re willing to bet that most law firms and the companies who supply software and services to them fall into that other 11 percent not making content marketing part

of their strategy. We all know that law firms – and the companies that support them – are notoriously slow adopters. We understand. After all, the rest of the world’s industries have been able to advertise for 150 years longer than U.S. law firms. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience.

Some of the many benefits include:

- Attracting website traffic. If you're blogging and posting new downloadable content, you can continually add fresh new material that includes your keywords and search terms. This helps optimize your site for search engines and increases your domain authority.
- Building thought leadership. The more times people see your authoritative content, the more they'll remember your company and the better your reputation with those individuals will be.

[Read the article](#)

About the Author

Cindy Kremer Moen has been a senior account manager with Edge Marketing since 2007. When she is not delivering exceptional marketing programs to clients, she and her husband are raising two hilarious, sometimes moody and slightly awkward high school boys.



Did You Know...?

Did you know? Year-over-year growth in unique site traffic is 7.8x higher for content marketing leaders. ([Neil Patel, 38 Content Marketing Stats that Every Marketer Should Know](#))

Create Engaging Content Marketing

Content marketing experts at Edge will provide a complimentary "Content Marketing Analysis" - we'll review your current content marketing efforts and make recommendations that will help you create valuable content and maximize lead generation efforts. [Contact Edge today.](#)

Industry Stories and News

Read the latest top stories and industry news!

[How Artificial Intelligence is Changing Accounting](#)

[3 Reasons Finance Leaders Should Tap into Real-time Data Analytics](#)

[SMBs Turning To Finance and Accounting Outsourcing Because Of The Cloud](#)

Accountants need a better brand to win more attention from small businesses
The changing landscape of the accounting industry
7 Legal Focuses for Marketing Following the GDPR
Social Media Influencers are being Watched by the FTC
The 'More for Less' Challenge in Legal Departments
Understanding the Duty of Legal Technology Competence
On E-Discovery: What will AI Mean for You?
Former ILTA Founder Launches Association of Legal Technologists

Upcoming Events

Check out these upcoming industry events!

Relativity Fest, Oct 22-25, Chicago
NASBA Annual Meeting, Oct 29 - Nov 1, New York
AICPA Women's Global Leadership Summit, Nov 8-10, Chicago
KMWorld, Nov 6-9, Washington DC
Technology in Practice - TIP (e-Discovery), Nov 8-10, Toronto
AICPA Forensic & Valuation Services Conference, Nov 13-15, Las Vegas
Quickbooks Connect, Silicon Valley, Nov 15-17, San Jose
Georgetown Law Advanced e-Discovery Institute, Nov 16-17
The Exchange eDiscovery, Nov 29-30, Houston
Digital CPA Conference 2017, Dec 4-6, San Francisco
E-Discovery Day, December 1 - Live and Virtual Events
Xerocon, Dec 6-7, Austin TX

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