



April 2020

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Welcome to News with Edge!



As April crawls on and we all settle into our new normal, it's looking more and more like our high school seniors' graduation "ceremonies" will look quite different this year. Many universities have already announced that September's start-up events will even be postponed or moved to virtual-only.

The same goes for many upcoming industry plans and events: In the interest of public safety, events scheduled for the spring/early summer have been moved to the fall, canceled outright, or have switched gears to a new virtual

format.

A few of Edge's experts held a webinar this week in partnership with **EDRM's Mary Mack**, and answered some of the burning questions that many of our clients have, during this time of uncertainty and instability: What is the right way to market during a pandemic? How can we fill the gap left by canceled and postponed in-person meetings, conferences, and trade shows?

In our article this month, Nicolle Martin shares tips on marketing during COVID-19.

We at Edge hope you and yours are safe and healthy. Please let me know if you'd like to chat about how we can help you navigate these stormy seas.



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



Marketing During COVID-19



Image by [Miroslava Chrienova](#) from [Pixabay](#)

We are facing a new time in the history of our country – and the world – and learning to adapt can be challenging. We are all adjusting to either working from home or working differently, social distancing and doing our best to keep our family and friends healthy and safe.

Marketing and sharing information about your organization is also challenging. You need to continue to showcase your offerings, but what is the best way given everything else people are dealing with today? It is important for all organizations to continue to communicate with their customers and clients about what they are doing as companies. Are you open? Are your products available? Do you have tech support lines open? But what about talking about new offerings and carrying on with the marketing plan you had laid out for the rest of the year? Here are a few tips:

[Click for the full article.](#)

About the Author

Nicolle Martin is a senior account manager for Edge Marketing. She has more than 20 years of experience doing public relations and marketing in the legal and accounting industries.





Did You Know...?

According to CNBC, the coronavirus downturn has highlighted a growing investment opportunity: Sustainable investments — those focused on companies with strong environmental, social, and corporate governance (ESG) principles — outperformed their conventional counterparts in the first quarter of 2020, even as the outbreak sent markets crashing.



Industry Stories and News

Check out the latest top stories and industry news!

6 Ways Tech Can Help Keep Attorneys Engaged, Even While Remote - **Legaltech News**

Responding to DSARs: How to Navigate Operational Challenges and Complexities - **Legaltech News**

Small Businesses Face Quandary in Choosing Coronavirus Relief Programs - **Accounting Today**

COVID-19 Pushed Legal Toward Tech, Remote Work. There May Be No Going Back - **Legaltech News**

How Cloud ERP is Taking the Financial Core of Businesses Remote Amid COVID-19 - **CPA Practice Advisor**



Upcoming Events & COVID-19 Updates

The following information is accurate as of 10:00 a.m. Eastern, April 15th, 2020.

In light of the COVID-19 pandemic, dates and locations are subject to change.

ALA Annual Conference & Expo - May 3-6, 2020, Salt Lake City, UT

Cancelled.

CLOC - May 12-14, 2020, Las Vegas, NV

Cancelled.

Women in eDiscovery™ 2020 Conference - May 18-20, 2020, Austin, TX

Cancelled.

2020 EDM Global Virtual Workshop/Summit - June 25-26, 2020

AICPA Engage - July 20-24, 2020

Now virtual only, with new dates.

ILTACON - August 23-27, 2020, Nashville, TN

Scaling New Heights: Rise of the Advisor - September 20-23, 2020, Orlando, FL

New dates and location.



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