



Where Litigation and Technology MeetSM

Get the Competitive Edge



Edge Legal Marketing offers unparalleled knowledge and expertise to help companies targeting the legal industry achieve their marketing and public relations objectives. From strategy development to tactical execution, our breadth of industry experience is leveraged to deliver a customized program based on each client's unique goals.

We'll work with you to develop an effective, strategic plan based on your company's overall goals.



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Edge Legal Marketing is the largest marketing and public relations agency that specifically supports companies who provide technologies and services to the legal industry. Armed with more than 65 years of combined experience, Edge Legal Marketing will create a strategic and specialized marketing plan for your business to provide the best ROI (return on investment). "Clients come to us when they've hit a plateau in their marketing efforts and are ready to grow their business," said Amy Juers, Founder and CEO of Edge Legal Marketing. Some of the tools Edge Legal Marketing utilizes are: messaging/positioning, press releases, articles, speaking engagements, spokesperson training, product reviews, CLE programs, case studies, press tours, social media initiatives, webinars, media relations, marketing analysis, branding, positioning, advertising, trade shows & events, direct mail, email marketing, sales campaigns, design direction, branded promotion items, newsletters, corporate websites, brochures, sell sheets, industry analyst relations, podcasts/videocasts, online surveys, and video production.

Their unique background puts Edge Legal Marketing in a superior position to understand the differing needs of law firms; the differing practice areas of attorneys and paralegals; that corporate counsel at Fortune 500 companies have different priorities than those in smaller corporations; and that law firm CTOs, partners, IT professionals, firm

administrators, paralegals and legal secretaries must be reached in ways that show a full understanding of both their pressures and responsibilities. Combined with this understanding, Edge Legal Marketing continually researches marketing and public relations strategies, technologies and opportunities allowing them to stay abreast of the best ways to utilize marketing budgets. In fact, when I interviewed Ms. Juers she was attending a conference on social media, Search Engine Marketing (SEM) and Search Engine Optimization (SEO).

In addition to their continuing education and research, Edge Legal Marketing has launched The Edge RoomTM, a technological innovation on the traditional news room that enables sponsors and exhibitors to easily upload their company information and show announcements. This

gives members of the media electronic access to view this information and plan their stories or meeting itineraries for the conference. "We believe The Edge Room is the press room of the future. In the past, there were stacks and stacks of media kits in a room, and a large amount of waste was generated after each show," explained Juers. "It makes it easier for media—they no longer have to carry around large amounts of media kits, and easier for exhibitors by decreasing production time and paper waste. Exhibitors have peace of mind that their press announcements and digital media kits get into the right hands. And best of all, it helps the environment!"

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