

THE AGENCY EDGE

Your monthly **marketing inspiration in minutes!** Spotlighting timely topics in marketing, advertising, design, video production, analytics, and strategy.

Dear AMNY Partner,

Dear AMNY Partner,
Marketing in the digital age is complicated. Your goal is to cultivate new customers and make your existing customers exceedingly loyal.
Advance Media NY (AMNY) is at the leading edge of the digital marketing and we hope to share that know-how with you.
I am pleased to introduce the inaugural send of *The Agency Edge*, our new monthly newsletter designed to share valuable knowledge and not waste your time.

In each issue, you can expect to find:

 **Industry Insights:** In-depth analysis of industry trends and news with context for your strategies

 **Creative Corner:** A curated selection of award-winning campaigns produced by our creative team that translate strategy into compelling brand experiences.

 **AMNY Insider:** A window into the many ways AMNY leverages its marketing expertise to contribute positively to the community. Here, we'll share news about team member initiatives and impact.

 **Curated Reading List:** A selection of the books, articles and resources that influence our approach to marketing strategy.

AMNY is a full-service marketing agency with a proven track record of success in tackling complex marketing challenges for local, regional, national and international clients.

We hope you enjoy *The Agency Edge*.

Please reach out to us if you have any suggestions or feedback.

Sincerely,



Tim Kennedy
Regional President
Advance Media New York



Creative Corner:

The freshest cut from our award-winning creative team.



Winners of 6 NYS Awards!

Our powerhouse creative and advertising team just aced the **New York News Press Association Award of Excellence**, snagging a remarkable **6 awards** for their 2023 work! They beat out entries from...

[Check it out >](#)



Agency All-Stars:

Showcasing AMNY's Best & Brightest Talent



Lizzy Martin Senior Account Executive

Lizzy Martin was recently appointed President of the Central New York Rotary. With this distinguished honor Lizzy now leads 113 Rotary Clubs spanning from Albany to Auburn and down to the Southern Tier.

[Learn more about Lizzy](#), her amazing achievements and what makes her a valued member of Advance Media New York.

[Learn more >](#)



Monthly Marketing Brief:

What our savvy marketers are reading this month.

[Opinion: AI Job Fears – How Employers Can Ease Workplace Anxiety and Embrace Innovation – AdAge](#)

[Three Steps for Cracking the Gen Z Marketing Code – Forbes](#)

[Winning at Influencer Marketing – Harvard Business Review](#)

Thank you for taking the time to read our email!

Ready to Grab a Virtual Coffee?

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