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NEW JERSEY-BASED DIGITAL MARKETING AGENCY, EFFECTIVE EDGE MEDIA, NAMED AMONG TOP 3% OF GOOGLE PARTNERS, ACHIEVING PREMIER PARTNER STATUS IN THE GOOGLE PARTNERS PROGRAM

GLENWOOD, NJ – For 2022, Google has redefined what it means to be a part of the Google Partners Program. Google announced significant changes to the program beginning this year with new requirements that agencies must meet, and uphold, to attain Partner status, and further requirements to attain Premier Partner status.

Through the Google Partner program, Google recognizes top-performing digital marketing organizations by awarding Premier Partner status **only to the top 3% of agencies by country** as part of the new [Google Partners](#) program - making it the most exclusive tier of the program. By successfully meeting the advanced program requirements, Google now offers new Premier Partner benefits to support overall growth, strategy & success for clients.

"At Effective Edge Media, we are committed to continuing to partner with our clients in driving strategic marketing campaigns that result in growth and success – We continuously work to bring marketing innovation and next level strategies to our clients. Through the Premier Partner status, we are not only able to do that with our current tools, but we are able to access Google beta products and more, which bring additional strategic opportunities to our client's portfolios," says Kristen Landes, Founder of Effective Edge Media. "It's our absolute top priority to deliver best-in-class service and innovation to our clients."

"We're thrilled to enter this new chapter of the Google Partners program with industry-leading partners like you and we thank you for your continued partnership. We remain committed to listening to your feedback and evolving our offerings to fuel your success," [says Davang Shah, Senior Director, Google Ads Marketing](#).

ABOUT EFFECTIVE EDGE MEDIA

Effective Edge Media specializes in digital marketing through Pay-Per-Click Advertising, Search Engine Optimization (SEO), Email Marketing, Social Media Marketing, Website Analytics and more. Our team of experts pride themselves in collaborating with clients to build robust, strategic marketing campaigns that exceed overall goals. Our team members also pride themselves on educating clients each step of the way – no black box operations.

We look forward to being a Premier Partner and furthering the program's mission to empower companies by providing them with innovative tools, resources, and support to help clients succeed and grow online.