NEWS WITH EDGE

August 2026



Hello from all of us at Edge!

We spend a lot of time in marketing thinking about what comes next: the next campaign, the next article, the next big idea. But how often do we stop to think about everything we've already put out into the world?

In this month's article, Cindy Moen takes a look at **content debt:** the outdated, duplicated or conflicting content that accumulates over time and can quietly become a risk to your brand.

With buyers, journalists and AI platforms searching across your entire digital footprint, something you published years ago can still influence how your organization is found and understood today.

Cindy continues the conversation on **Edge Unscripted** with Jennifer Marsnik, digging into why content debt happens, why it matters and what marketing teams can do about it. It's a great discussion about an issue that's becoming increasingly important as AI changes the way people discover and evaluate organizations.

And speaking of conversations, **ILTACON is next week!** Several members of the Edge team will be in Nashville, and we're looking forward to catching up with friends and colleagues from across the legal tech community. If you're attending this or any legal or accounting event, we'd love to connect, whether you want to talk marketing and PR, share what you're working on or simply say hello.

To set up a time to chat, contact me via email, via phone (651.247.7872), or set up a time in my Calendar.

Looking forward to hearing from you,

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

Heading to Nashville? We'll see you there!





If you're excited about legal technology and want a front-row seat to the industry's hottest conversations, be sure to follow The Edge Room on LinkedIn.

The Edge Room is an AI-enhanced media engagement platform. Now open for sponsors of Women, Influence & Power in Law 2026 and opening to prequalified members of the media on August 31st, follow us on LinkedIn so you don't miss any of the biggest conversations in legal!

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Episode 24: Content Debt - What Is Your Old Marketing Saying About You?



Every organization has content it's forgotten about: an old PDF, a stale bio, a directory listing with product language from three years ago. None of it disappears on its own. In this episode, Cindy Moen joins Jennifer Marsnik to break down "content debt," the outdated, duplicative, and conflicting material that quietly undermines a brand long after the messaging has moved on.

Cindy explains why AI makes this problem more consequential than ever, why publishing new content doesn't erase the old, and how to run a practical cleanup using four categories: keep, update, consolidate or redirect, and retire.

Let's go off script! Click to check it out on YouTube!

Is there a topic you'd like our experts to cover, or would you like to showcase your expertise in an upcoming podcast? Let us know!



Content Debt: The Marketing Risk Hiding in Plain Sight

Cindy Moen recently helped a technology company prepare for a website relaunch. The assignment sounded straightforward: sharpen the positioning, update the product messaging and create a website that better reflected what the company offers today.

But older descriptions of the company were still floating through the internet: Previous product language remained tucked inside downloadable documents. Legacy webpages, directory listings and campaign materials that were all still available on the internet reflected different stages in the company's evolution.

The new website was ready to introduce the company as it exists today, but parts of the internet were still introducing the company from three strategic plans ago.

Check out the full article for Cindy's tips on ensuring that outdated messaging doesn't become part of the story AI tells about your company.

CLICK TO READ THE FULL ARTICLE

About the Author:

Cindy Kremer Moen joined Edge Marketing in 2008 and has spent more than twenty years delivering high-quality strategic and tactical marketing work for regulated-industry clients.

Cindy works directly with clients on marketing communications strategy and execution: from high-level positioning work through tactical campaign management and day-to-day execution. Her approach is results-driven without sacrificing the strategic discipline that makes results sustainable.





ILTA Peer-to-Peer, Summer 2026

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Have your say:

Cast your vote for the top vendors or providers of services in Florida's legal industry.

Help Edge continue to be recognized as a leader in legal PR and marketing! Please cast your vote Edge in questions 40-43, and 46.

Voting closes on August 28, 2026, and results will be published on November 17, 2026.



Feel free to forward this enewsletter to a colleague, and contact us with any questions or comments.

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