



NEWS WITH EDGE

December 2025

Season's greetings from each of us at Edge!

The Edge Marketing team gathered this month to bring you the latest episode of [*Edge Unscripted*](#). Check it out to learn our experts' predictions for 2026 that nobody else is telling you! We highly recommend that you use this information to reshape how you approach marketing and PR for the year.

If you'd like to dig a little deeper, check out this month's article in which the Edge team explores what's ahead and what it will take to earn trust, stand out, and drive real results in an AI-shaped landscape. Check out "[Trust, Focus and PR Predictions for 2026](#)."

We're also proud to share our latest [press release](#), celebrating a landmark year of innovation, growth, and momentum at Edge. From expanding our service offerings and event presence, to launching our podcast, to prestigious industry recognition and client success stories, 2025 was a jam-packed year!

Thank you for being part of the Edge community. Read on, listen in and reach out if you'd like to talk about how Edge can help you prepare for what's next. Please 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.

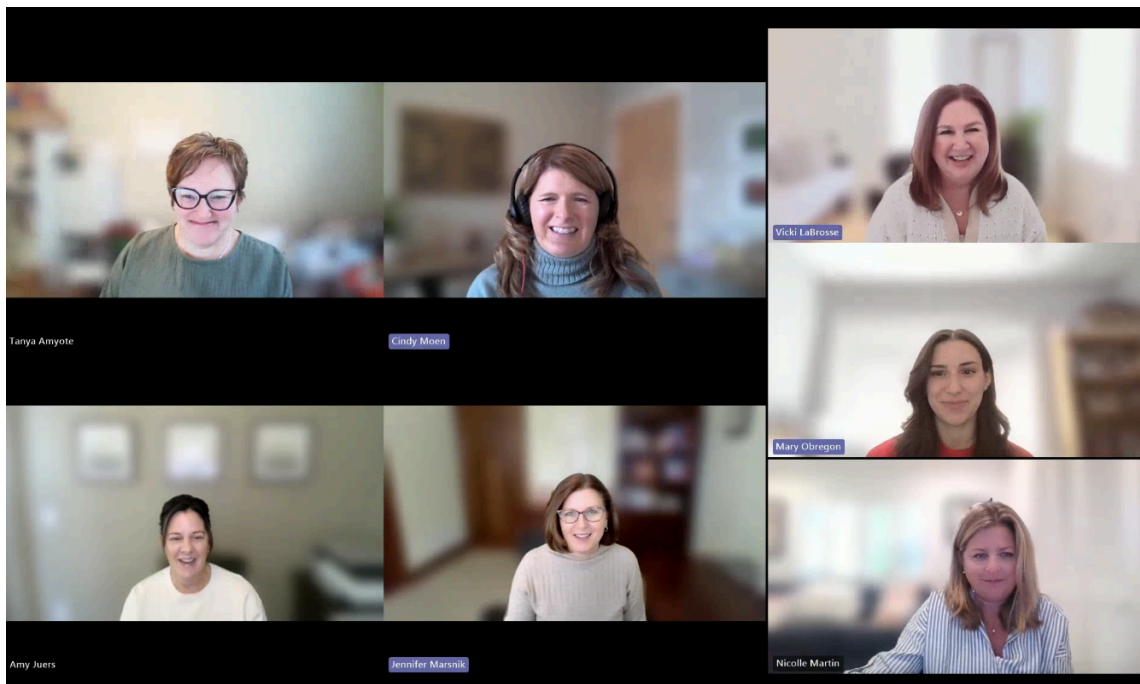
EDGE *Unscripted*

Marketing & PR Predictions: What Nobody Else Is Telling You

The landscape is shifting faster than most marketers realize. In this episode, the entire Edge Marketing team gathered to share 7 bold predictions that will reshape how you approach marketing and PR in 2026.

This isn't theory or speculation. These predictions come from people working in the trenches every day, seeing what's actually working with real clients in real markets.

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!](#)



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EDGE INSIGHT

Trust, Focus and Impact: Marketing & PR Predictions for 2026

As we enter 2026, marketing is shifting from chasing volume and novelty to building trust, clarity, and accountability. AI is now central to how audiences discover information and how credibility is earned. Edge experts predict that brands combining human judgment with AI, communicating with focus, and treating trust as a measurable asset will lead the way.

Check out our team's predictions for 2026.

[CLICK TO READ THE FULL ARTICLE](#)

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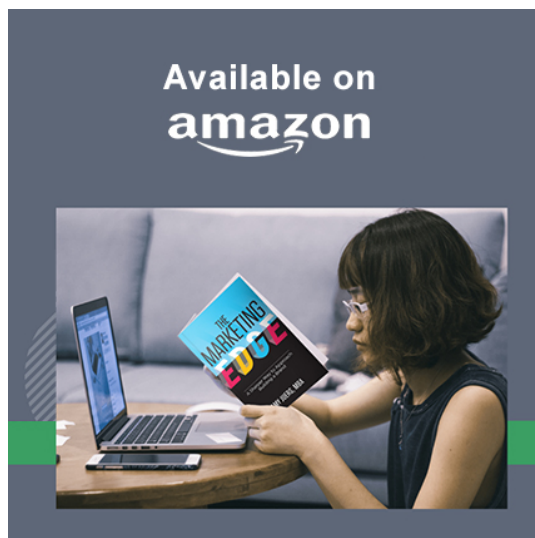
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Mar. 25-28, 2026
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"Learn from one of the best!"

With more than 25 years of strategic
marketing experience and global
practice, Edge Marketing founder and
CEO, Amy Juers, recently published
her first book, sharing her insight and
advice for driving your team and your
clients to the next level.

Check out [The Marketing Edge](#),
available on Amazon!



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and contact us with any questions or comments.



Edge Marketing, Inc.

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