



NEWS WITH EDGE

February 2025 Newsletter

Greetings from Edge!

January was a busy month for our team!

- We [unveiled a fresh new look and a future-ready strategy](#) that integrates AI;
- I had the opportunity to share our exciting news with a number of experts in the industry and was thrilled to have it covered by such thought leaders as [Steve Salkin](#), [Doug Austin](#) and [Bob Ambrogi](#); and
- We launched [The Edge Room for Legalweek 2025](#).

And we're not done! Stay tuned for more surprises in the coming weeks!

For our article this month, I wanted to dive into the question: Is Google Search Dead? With AI reshaping the game, how do we adapt in 2025? What is the future of marketing and PR in an AI-driven world? Stay tuned next month for Part 2 of the series, in which we will discuss what marketers and businesses must do to stay visible and build brand trust in 2025 and beyond.

But why wait? Reach out to us for Part 2 now, or we can talk about how Edge can help you take advantage of the exciting new things happening in 2025. If you plan to attend [Legalweek](#) in March, [ABA TECHSHOW](#) in April, or [Scaling New Heights](#) or [AICPA & CIMA ENGAGE](#) in June, I would love to connect. Please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

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

EDGE INSIGHT

Is Google Search Dead?

Strategic Evolution: The Future of Marketing and PR

For this month's [News with Edge](#) article, Amy Juers dives into the massive shifts AI is bringing to Google Search and SEO and why traditional searches are no longer part of the solution for marketers. It's not theoretical—it's happening, and businesses that adapt will come out ahead.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

As the visionary CEO of Edge Marketing, Amy Juers, MBA, is a breakthrough leader with over 25 years of strategic marketing and public relations expertise. Known for her innovative approach and relentless focus on client success, Amy combines deep industry knowledge with a forward-thinking mindset to propel Edge Marketing and its clients to new heights. Under her leadership, Edge has become one of the most trusted and effective marketing and PR agencies serving the legal, accounting and professional services industries.



INDUSTRY BUZZ & EVENTS

Legaltech News

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Above the Law

Autocorrect, Other AI Applications,
Are Biased Against Rural
Language Like Hunting and
Fishing Terms

Legalweek 2025

Mar. 24-27, 2025
New York City, NY

ABA TECHSHOW

Apr. 2-5, 2025
Chicago, IL

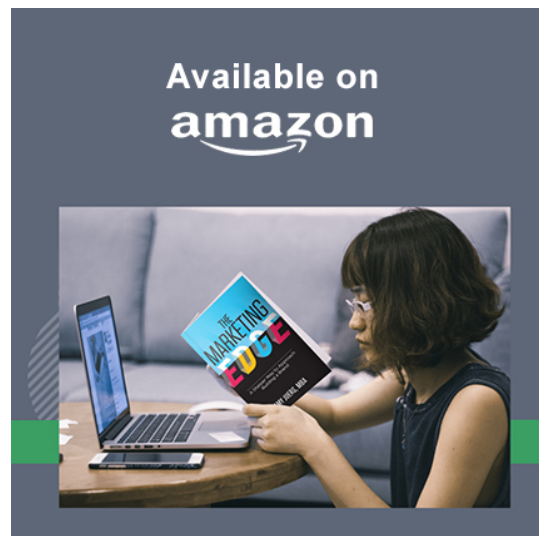
Scaling New Heights

June 22-25, 2025
Orlando, FL

"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.



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