



NEWS WITH EDGE

February 2026

Hello from all of us at Edge!

For years, B2B marketing has talked about “the funnel” as if buyers move in neat, predictable steps. In reality, the journey is anything but linear. That’s where omnichannel strategy becomes a real competitive advantage.

In this month’s article, Jennifer Marsnik breaks down what omnichannel marketing actually is, why it’s so critical for B2B teams today, and how it helps you meet buyers where they truly are (not where your funnel says they should be).

Jennifer and I also dig into this topic on the Edge Unscripted podcast in the latest episode called “Omnichannel is the new funnel,” where we talk through smart omnichannel execution in practice.

If you’re thinking about how to better connect your content, channels, and buyer experience, it’s a great companion to the article.

And if you’ll be at Legalweek in New York City, we would love to connect in person. These conversations are even better face to face! So, whether it’s about omnichannel strategy, AI in marketing, or what’s next for B2B growth, come see us and say hello!

If you are unable to make it to Legalweek this year, 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.

Heading to New York? We'll see you there!



JOIN US AT LEGALWEEK!
MEET THE EDGE EXPERTS

AMY JUERS, MBA
FOUNDER & CEO

CINDY MOEN
SENIOR ACCOUNT MANAGER

JENNIFER MARSNIK
SENIOR ACCOUNT MANAGER

MARY OBREGON
ACCOUNT MANAGER

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JOIN THE CONVERSATION!

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 a virtual press room for events such as [Legalweek 2026](#), where you can share your insights, catch up on industry happenings, and stay in the loop with the latest trends, tools, and discussions that are shaping the future of legal operations and tech.

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EDGE
Unscripted

Omnichannel is the New Funnel

B2B buyers are not walking down your neat little funnel anymore. They are bouncing across 10 or more touchpoints, deciding whether to trust you long before they ever talk to your sales team.

In this episode of Edge Unscripted, Amy Juers, CEO of Edge Marketing, sits down with Jennifer Marsnik, senior strategist and account manager, to discuss why “omnichannel is the new funnel” for professional services and B2B firms.

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!](#)



Omnichannel Marketing: What It Is and Why It Matters for B2B

Professional services firms and their clients are especially careful buyers. They check websites, read thought leadership, ask peers for referrals, review ratings and compare multiple providers before making a decision.

If your message feels inconsistent or scattered across those channels, your organization risks being passed over.

An omnichannel approach ensures your marketing, whether online, in person or over email, feels trustworthy and professional. And when you add AI into the mix, you can do this more efficiently, even with limited staff and resources.

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Mar. 9-12, 2026
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[ABA TECHSHOW](#)

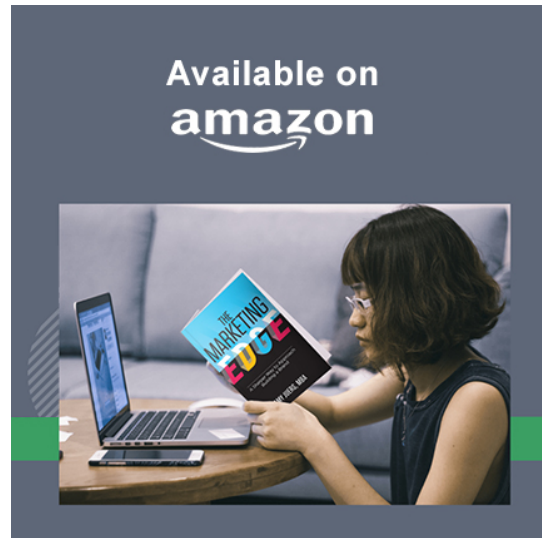
Mar. 25-28, 2026
Chicago, IL

Feb. 24-26, 2026
Gainesville, FL, or
virtual

***"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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