



NEWS WITH EDGE

## March 2025 Newsletter

Greetings from Edge!

On top of our [recent announcement](#) regarding our agency's integration of human-guided AI and our brand refresh, I am proud to announce the launch of [Edge Unscripted](#), our new podcast featuring authentic, candid conversations about marketing and public relations. You can catch the first two episodes now on [YouTube](#), [Apple Podcasts](#) and [Spotify](#). Let us know what you think!

For our article this month, we have [Part 2](#) of our series, "Strategic Evolution: The Future of Marketing and PR." [In Part 1](#), we covered "Is Google Search Dead," pointing to disruption caused by AI; in this installment, we talk about how to thrive in this new AI-driven world.

If you plan to attend [Legalweek](#) later this month, [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](#) and we can talk about how Edge can help you take advantage of the exciting new things happening in 2025.

Looking forward to hearing from you,

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

# EDGE INSIGHT

## The Key to Thriving in a Multichannel, AI-Driven World

*Strategic Evolution: The Future of Marketing and PR, Part 2*

For this month's [News with Edge](#) article, Amy Juers dives into rethinking your strategy to build direct connections with your audience, using platforms that elevate your visibility and focusing on storytelling that resonates.



Click the thumbnail for a brief overview of the article from author and Edge CEO, Amy Juers, MBA, and then check out the full article.

[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.



# EDGE *Unscripted*

We are delighted to announce the launch of [Edge Unscripted](#), our new podcast designed to spark candid conversations about transformative marketing and public relations strategies, evolving industry trends, and the bold, innovative tools reshaping the way brands connect. [Click for the full announcement!](#)

**EPISODE 1: PILOT**  
**INTRODUCTION &  
WHAT'S TO COME**

Get to know the Edge brand and today's hosts, Jennifer Marsnik and Mary Obregon, in this inaugural episode.

We hope you'll join us as we go off script!



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## INDUSTRY BUZZ & EVENTS

### Legaltech News

AI Has Not Yet Changed Many Law Firm-Client Relationships in the US and UK

### Accounting Today

5 megatrends in business process and tax digitalization

### CPA Practice Advisor

### Above the Law

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**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

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



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**Edge Marketing, Inc.**

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