



NEWS WITH EDGE

March 2026

Hello from all of us at Edge!

For all the focus on data, performance, and pipeline, one of the most powerful drivers of growth is still often overlooked: trust.

In this month's article, Mary Obregon explores why trust may be the most underrated marketing metric and how it directly impacts everything from buyer confidence to long-term client relationships. In an environment shaped by AI, automation, and increasing noise, trust is what ultimately differentiates brands and drives decisions.

We also carried this theme into our latest Edge Unscripted episode, which is a compilation of our conversations with industry leaders onsite at Legalweek. A recurring theme that came through loud and clear: trust is foundational; whether it's trust in technology, in data, or in the partners guiding transformation.

From AI innovation to real-world application, these candid conversations offer a snapshot of where the legal industry is heading and what it takes to build credibility in a rapidly evolving landscape.

If you'd like to chat about building trust in your brand, navigating AI in marketing, or connecting strategy across channels, 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 is a candid, conversation-driven podcast for legaltech, legal services, and professional services leaders who are tired of buzzwords and want to hear what is actually working in the market.

Hosted by Amy Juers, CEO of Edge Marketing, each episode features real conversations with innovators, marketers, technologists, and executives who are shaping how legal and professional services firms show up in front of buyers.

For the Legalweek 2026 edition of Edge Unscripted, Amy had a chance to chat with industry experts on what they're really hearing from law firms:

- Cybersecurity and layered defenses, not silver bullets
- Cloud and SaaS migrations that legal is still catching up on
- AI and automation that firms want to adopt, but in a secure way

If you want a ground-level view of what legal IT consultants and vendors are actually being asked to solve in 2026, [this episode is worth checking out](#).

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

Why Trust is the Most Underrated Marketing Metric

Marketing teams track a long list of numbers: impressions, clicks, downloads, MQLs, pipeline. Those metrics are useful, but they don't always capture the factor that ultimately determines whether someone chooses to work with you or keeps working with you.

That factor is trust.

In legal, accounting and other professional services technology markets, firms are selecting partners who will influence workflows, compliance posture, sensitive data, client experience and even brand reputation. The stakes are high, so marketing's real job is building confidence over time that you are a safe, competent, dependable choice.

Put differently: attention gets you evaluated; trust gets you selected.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

Since joining Edge Marketing in 2020, Mary has quickly established herself as a dynamic force in the legal and accounting marketing industries.

With technical expertise and a creative mind, Mary combines ambition, energy, and adaptability to deliver remarkable results for Edge clients.



Legaltech News

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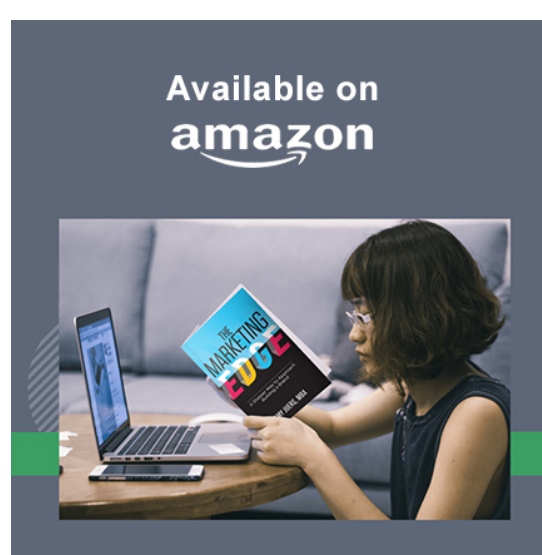
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**"Learn from
one of the best!"**

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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Edge Marketing, Inc.

1234 Minnesota Street, 55077, Inver Grove Heights

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