



NEWS WITH EDGE

May 2025 Newsletter

Greetings from Edge!

Whether in marketing, PR, or branding, crafting effective stories begins with understanding what your audience needs.

In this month's [News with Edge](#) article, Nicolle Martin shares the importance of storytelling in today's marketing.

If you plan to attend [Scaling New Heights](#) or [AICPA & CIMA ENGAGE](#) in June, or [ILTACON](#) in August, 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 craft your success story.

Looking forward to hearing from you,

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

EDGE INSIGHT

Crafting Stories That Convert

Stories have always been at the heart of how we connect, influence, and create change. In a world where the average person is bombarded with literally thousands of marketing messages every day, the ability to tell a compelling story has never been more important or more impactful. But the question is, how do you craft a story that doesn't just resonate but also inspires action?

In this month's [News with Edge](#) article, Nicolle Martin shares the importance of storytelling in today's marketing.

[CLICK TO READ THE FULL ARTICLE](#)

About the Author:

Nicolle joined Edge Marketing in 2007. Today, Nicolle leverages her industry expertise to help clients strategically plan and execute marketing and public relations initiatives that drive growth and align with their business goals. Her ability to navigate the dynamic legal and accounting tech landscapes makes her an invaluable partner for companies looking to gain a competitive edge.



When she's not crafting strategies or driving results for her clients, Nicolle enjoys spending time with her family and their two lovable but energetic boxers, Jax and Louie.



Interested in diving deeper? You can check out the latest episodes of the Edge Unscripted podcast to learn more about such topics as change management, modern PR and media, and AI in marketing.

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!](#)



Legaltech News

How AI Complicates Trademark Protection in the Digital Age

Accounting Today

Firms should start auditing AI algorithms

CPA Practice Advisor

Ranking the Best Accounting and Tax Tech for 2025: Professionals Vote for Their Favorites in the Readers' Choice Awards

LawSites

Inviting you to take this important new survey: Can AI help close the justice gap?

ENGAGE

June 9-12, 2025
Las Vegas, NV

Scaling New Heights

June 22-25, 2025
Orlando, FL

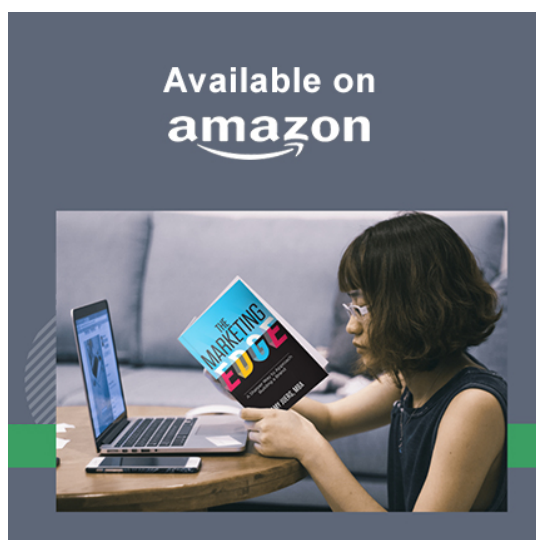
ILTACON

August 10-14, 2025
National Harbor, MD

**"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!



Have your say:

Cast your vote for Edge Marketing and other top vendors serving the nation's legal industry!

**Texas Lawyer's
Best of 2025**

Voting closes on June 6th, 2025.



**The Legal Intelligencer's
Best of 2025**

Voting closes on June 13th, 2025.



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



Edge Marketing, Inc.

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