



NEWS WITH EDGE

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Hello from all of us at Edge!

Today's first client meeting often happens long before a prospect ever contacts you. Buyers are researching through LinkedIn, podcasts, AI platforms, search results, and industry content, meaning your brand is being evaluated long before a sales conversation begins.

In this month's featured article, Jennifer Marsnik explores "the invisible first meeting" and how AEO, GEO, and AI-driven search are reshaping discoverability, credibility, and trust. Jennifer also joins Mary Obregon on the latest Edge Unscripted episode to discuss practical ways organizations can strengthen visibility and expand their digital footprint in today's evolving search landscape.

The brands that stand out today aren't necessarily creating more content, and they're becoming easier to find, trust, and understand.

As this landscape continues to evolve, the opportunity is not simply to create more content, but to become easier to find, easier to trust, and easier to understand. If you'd like to talk about strengthening your digital presence, improving discoverability, or building a smarter visibility strategy for the AI era, please contact me via [email](#), via phone (651.247.7872), or set up a time in my [Calendar](#).

Looking forward to hearing from you,



The Iceberg Under Your Brand: How to Be Findable in a Zero Click World

In this Edge Unscripted episode, host Mary Obregon and B2B strategist Jennifer Marsnik unpack “the invisible first meeting” and what it means for legal, accounting, compliance, and technology providers. They explore how answer engine optimization, generative engine optimization, and multi-channel content change where your next client’s research really starts and how trust is built long before a sales conversation. You will walk away with practical ways to repurpose what you already have and a realistic three step plan to expand your digital footprint without multiplying your workload.

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!](#)



The Invisible First Meeting: How to Win Clients Before You've Said Hello

If you've noticed that your clients and prospects seem to know a lot about you before they ever reach out, you're not imagining it.

Today's B2B buyers, including those in professional services sectors, do extensive research before engaging any vendor, and they do it everywhere:

They're scanning LinkedIn, listening to podcasts, watching YouTube, and querying AI platforms long before they click "Contact Us."

Research consistently shows that most B2B buyers complete more than half their decision-making process before speaking with a sales rep. For marketers targeting professional services audiences, that shift has direct implications for how you approach discoverability.

That's where answer engine optimization (AEO) comes in.

[CLICK TO READ THE FULL ARTICLE](#)



About the Author:

With Edge Marketing since 2007, Jennifer Marsnik specializes in helping clients develop and implement strategic plans that support their overall business goals.



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Have your say:

Cast your vote for the top vendors or providers of services in the Pennsylvania legal industry.

If you agree that Edge is a leader in PR and marketing for the legal industry, please consider voting for us in questions 49-52 and 55.

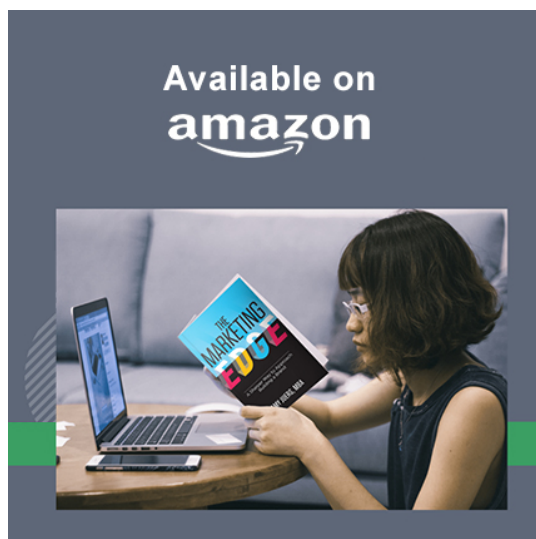
Voting closes on May 29th!



"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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