



November 2025

Hello from Edge!

We're weeks away from 2026. As we plan and strategize for the new year, we recognize that we're in a new era: The marketing world is evolving faster than ever, and we at Edge are evolving along with it!

In this month's article, Cindy Moen shares the takeaways she and Mary Obregon gained by attending HubSpot's INBOUND 2025 conference. From answer engine optimization to shifting email strategies, check out their article for key insights.

Want to dig deeper? Tune in to this month's **Edge Unscripted** podcast in which Cindy and Mary share honest takeaways on what really matters for modern marketers, including actionable ideas and the changes you should be preparing for now.

If you'd like to know how Edge can help you prepare for what is coming next, 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 INSIGHT

Top 5 Takeaways from INBOUND 2025: What Marketers Should Know About AEO, AI and Real-World Shifts

Earlier this fall, Cindy Moen and Mary Obregon had the chance to attend the 2025 INBOUND conference in San Francisco, hosted by HubSpot.

Once they packed away their souvenir magnets and got back to business, INBOUND reminded them just how fast the marketing world is evolving. From AI-driven search to smarter customer journeys, there were plenty of new ideas buzzing around the Moscone Center. After some reflection, here are their top five takeaways from the conference.

[CLICK TO READ THE FULL ARTICLE](#)

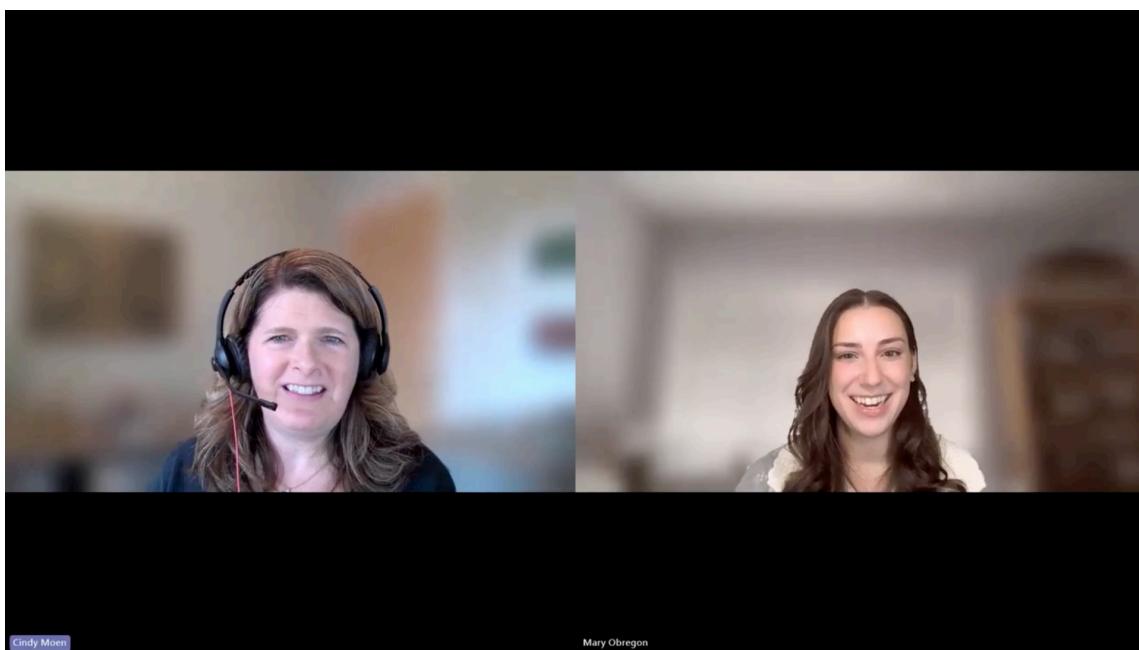
EDGE
Unscripted

INBOUND 2025 Recap: AEO, AI & Real-World Marketing Shifts

In this episode of Edge Unscripted, Mary and Cindy reflect on their recent experience at INBOUND 2025 in San Francisco, HubSpot's signature marketing conference. They share honest takeaways on where marketing is headed: moving beyond traditional SEO to focus on Answer Engine Optimization (AEO – known at Edge as Generative Engine Optimization, or GEO), integrating AI, and adapting to new content and attribution models. From the big announcement about LOOP marketing to practical discussions on how brands must rethink content, email, and video strategies, this conversation cuts through the hype to what really matters for modern marketers.

Whether you use HubSpot or just want to keep your edge in digital marketing, tune in for grounded insights, actionable ideas, and the changes you should be preparing for now.

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!](#)



INDUSTRY BUZZ & EVENTS

Legaltech News

In-House Teams Are Struggling to Measure Impact of Gen AI

Accounting Today

Firms going all-in on marketing to AI bots

CPA Practice Advisor

Technology Predictions Impacting Your 2026 Accounting Firm Strategic Plans

Attorney at Work

Get With the Program! Decoding Legal Technology Abbreviations

Digital CPA

Dec. 7-10, 2025
Washington, D.C. or
online

Legalweek 2026

Mar. 9-12, 2026
New York, NY

ABA TECHSHOW

Mar. 25-28, 2026
Chicago, IL

"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!

Available on
amazon



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

Edge Marketing, Inc.
1234 Minnesota Street, 55077, Inver Grove Heights

This email was sent to {{ contact.EMAIL }}
You've received it because you've subscribed to our newsletter.

[View in browser](#) | [Unsubscribe](#)