NEWS WITH EDGE

September 2026



Hello from the team at Edge!

As we move into fall, we're taking a closer look at how organizations can better understand and communicate the business value of their PR efforts.

First, a sincere thank you to all who voted for Edge in *New York Law Journal's Best of 2026*, announced today. We're grateful for your support and for the trust our clients and colleagues continue to place in our team.

In her latest article, Edge senior account manager Nicolle Martin explains how organizations can connect PR activity with RFPs, demos, speaking invitations, website behaviour and recruiting. Nicolle also joins Tanya Amyote on the latest episode of *Edge Unscripted* to discuss practical ways PR teams can begin tracking these outcomes, including one very simple question: "How did you hear about us?"

I encourage you to read Nicolle's article and check out the podcast episode for actionable ideas on demonstrating the results of PR efforts in terms that executive teams truly value.

To set up a time to chat, 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

Episode 27: Your PR Team is Doing Great Work. Can They Prove It?



PR teams in professional services are landing top-tier placements, winning awards, and filling conference stages. Then they sit down with the managing partner and get the same question: "What did that actually do for us?"

In this episode, Nicolle Martin joins Tanya Amyote to unpack why clip counts and impression reports fall short when leadership wants to see pipeline, revenue, and talent outcomes. Nicolle walks through what firms should be tracking instead: RFP and demo invitations tied to visibility, unsolicited conference invitations driven by thought leadership, branded search spikes after major coverage, and candidate outreach that references your market reputation.

None of this data lives with the PR team alone, and the firms connecting PR to business development and HR are the ones turning skeptical partners into vocal advocates.

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 Importance of PR Metric Tracking

As a PR professional, you answer to a leadership team always wanting to know how PR helps win the attention and trust of potential customers ahead of competitors. Historically, PR has focused on how many “clips” your outreach can secure. Today, executives want to know how that visibility converts into clients and revenue opportunities, which is the outcome they really care about.

Check out the full article for Nicolle's insights into how to show your executive team exactly how visibility, authority and reputation from PR show up in the numbers they already live by: pipeline, revenue and talent.

CLICK TO READ THE FULL ARTICLE

About the Author:

Nicolle Martin is a senior account manager at Edge Marketing, a B2B marketing and PR agency specializing in AI-driven visibility and authority for professional services firms.

Since joining Edge in 2007, Nicolle has partnered closely with clients to create, clarify and align their messaging, strengthen their market position and translate complex expertise into clear, compelling stories that resonate with the right audiences.





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Accounting Today Firm Growth Forum East

Sept 23-24, 2026
Washington, DC

Relativity Fest Chicago

Sept 29 - Oct 1, 2026
Chicago, IL

ACC Annual Meeting

Oct 4-7, 2026
Boston, MA

Intuit Connect

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