PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE

berbay marketing&pr
turning how? into wow!

WANT MEDIA COVERAGE? HERE'S HOW TO GET IT

Journalists only respond to 3% of media pitches they receive and fewer than 8% of pitches become stories. Despite these low percentages, you shouldn't shy away from seeking press coverage as it comes with significant marketing benefits.

READ MORE

WHY GATING CONTENT MAY NOT BE A WINNING STRATEGY

Gating content (requiring users to fill out a form before they can access content) has been a standard marketing strategy used by millions. However, as the digital age marches on, even those who have long championed the virtues of gating content are beginning to rethink this strategy.

READ MORE

SEASON'S GREETINGS

Happy Thanksgiving! We're grateful for our ongoing relationships with each of you. Sending warm holiday wishes from the Berbay team!

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- How segmenting your network's database may improve open rates for marketing material.
- National vs. local media placements: considerations and benefits of both.
- The type of website content needed to maximize your SEO campaign.

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

LISTEN NOW

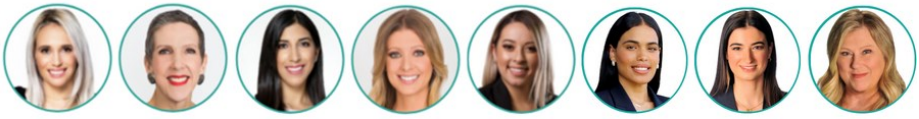
ORGANIC VS. PAID GOOGLE CAMPAIGNS: EACH HAS ITS PLACE

Eric Bersano
Vice President of Business Development at Market My Market

LISTEN NOW

FUELING REVENUE GROWTH FOR PROFESSIONAL SERVICES FIRMS

Berbay Marketing & PR creates the visibility and credibility that fuels revenue growth for law, real estate and financial firms. For almost 30 years, we've implemented results-driven marketing and public relations solutions for our clients so they can concentrate on what they do best—run their firms.



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