

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



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.

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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.

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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:

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ORGANIC VS. PAID GOOGLE CAMPAIGNS: EACH HAS ITS PLACE



Eric Bersano

Vice President of Business Development at Market My Market

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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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