



Creating the *Visibility & Credibility* That Fuels Revenue Growth.

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How Different Generations Consume News and the Impact on Marketing Strategies



Americans have a strong appetite for news consumption, but how and when they get their news varies greatly across generations. Understanding how different age groups seek out news can be beneficial for professional service firms looking to get in front of new markets or stay engaged with a particular audience.

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How Well Do You Know Generational News Consumption Habits?

True or False...

1. Most Boomers use a desktop or laptop to get their news.
2. Facebook is the top social platform for Gen X engagement.
3. Millennials obtain news from approximately two different traditional sources or social media platforms weekly.
4. All age groups except Boomers frequently engage with video content.

[GET THE ANSWERS](#)

From the Latest PR Trends to the Ins and Outs of Buying a Business

Launching Niche Instagram Account Results in New Lead Pipeline and Expanded Presence for Employment Law Firm

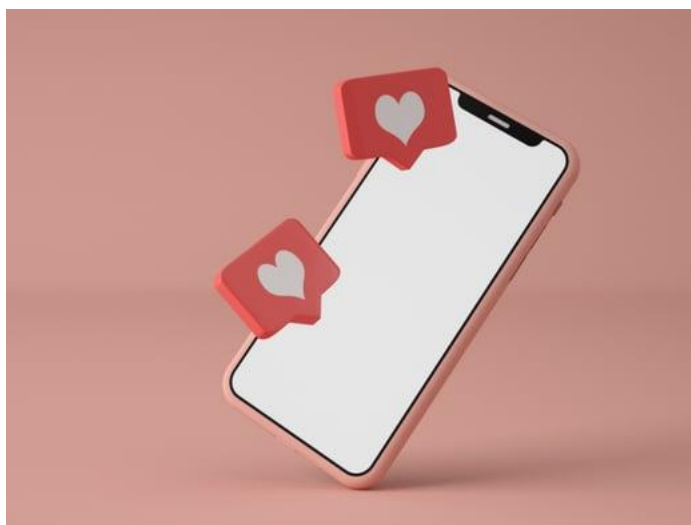


CANVASREBEL

Megan Braverman Discusses Her Journey
in CanvasRebel Q&A

In an interview with CanvasRebel, Principal [Megan Braverman](#) talks about some of the biggest trends shaping the PR industry, her experience buying a business and what it takes to build a strong reputation.

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Case Study: A plaintiff's trial law firm wanted to increase employment leads within a specific market. Berbay rolled out a robust Instagram campaign that secured valuable leads and fostered an engaged community around the firm's expertise and services.

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A Peek Behind the Agency Curtain.

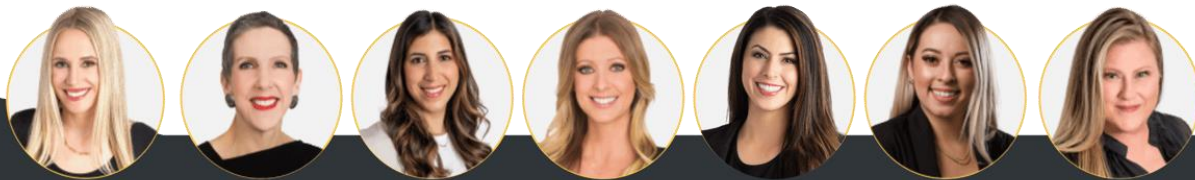
RECENTLY, WE'VE BEEN TALKING WITH CLIENTS ABOUT:

- Lead intake and processing, and why the process is becoming increasingly important.
- Navigating media interviews and whether to participate in "off the record" conversations.
- Leveraging multimedia assets in a marketing campaign.
- Which media outlets to target based on PR objectives.



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 nearly 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.



Berbay Marketing & PR, 2001 S. Barrington Ave., Ste. 315A, Los Angeles, CA 90025

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