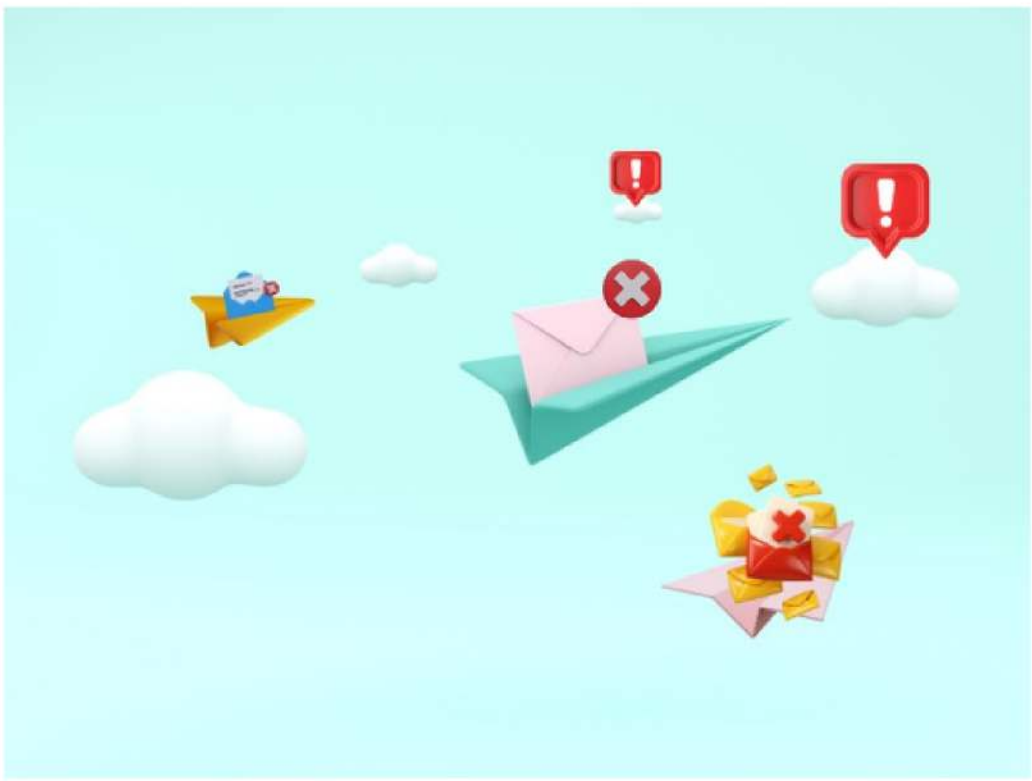
berbay
Marketing & PR

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

LAW | REAL ESTATE | FINANCE

From You've Got Mail to Email Suppression



Most readers of a certain age will remember the iconic AOL alert: "You've got mail!" Back then, email was a novelty and primarily used for personal communication. Today, email marketing has evolved into a sophisticated tool integral to personal and business correspondence.

In this new era of email marketing, there are many components to think about as you send out client alerts, newsletters and other promotional emails to ensure deliverability and engagement. Email marketing requires a careful, strategic approach, from managing contact lists and creating content to deciding which platform to use. We're sharing some email best practices and takeaways from transitioning to a new CRM platform.

READ OUR BLOG

Berbay Ranked as Top PR Agency

We are proud to announce that Berbay Marketing & PR has been recognized as a Top PR Agency for 2024 by The Recorder's Best of List. Best of was developed to help identify the finest legal service providers in California.

LEARN MORE

Let's Talk AI with Alexa Rome

Wondering where to start with AI for your business? Berbay Account Manager Alexa Rome joined Sara Frasca on the Level Up Your Business podcast to share her insights. Find out how AI can transform your strategies with practical steps to get started.

LISTEN HERE

A Peek Behind the Agency Curtain.

RECENTLY, WE'VE BEEN TALKING WITH CLIENTS ABOUT:

- Sharpening your marketing strategy through competitor intelligence.
- How to get visibility on your firm's anniversary.
- How to leverage your nomination and ranking successes to propel recruitment efforts.

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.

review us on Google

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

Unsubscribe Manage preferences