

Creating the Visibility & Credibility
That Fuels Revenue Growth.

LAW | REAL ESTATE | FINANCE

berbay
Marketing & PR

30
YEARS
& Counting

Public Relations in the Substack Era

With five million paid subscribers and site traffic surpassing CBS News and The Wall Street Journal, Substack's reach is now rivaling traditional new outlets, making it a platform your firm shouldn't ignore. Our blog explores how to leverage Substack to obtain media coverage and amplify thought leadership.

LEVERAGE SUBSTACK

Marketing Minute

WITH MEGAN



Is There a Marketing Magic Bullet?

The billion-dollar question: Is there a marketing magic bullet? In short – no.

Marketing success comes down to two key things:

1. Consistency – Stick with it, refine and repeat.
2. Strategic Targeting – Know your audience and tailor your approach.

[HEAR MORE FROM MEGAN](#)

What's New at Berbay



NINA BERIDZE

Account Manager



LEEZA JACKSON

Assistant Account Manager

Berbay Welcomes Two New Team Members

[Nina Beridze](#) joins as an Account Manager with a successful track record delivering high-impact public relations campaigns for a wide range of firms, from Fortune 500 companies and financial services firms to technology and public institutions.

Assistant Account Manager [Leeza Jackson](#) brings a strong foundation in PR and communications, with hands-on experience supporting clients in sectors ranging from healthcare and education to professional services.

Celebrating 30 Years.



[Visit our timeline to see how we got here](#)

A Peek Behind the Agency Curtain

Recently, we've been talking with clients about:

- Why measuring PR success goes beyond the placement, and should include metrics from other channels such as your website and social media.
- How focusing on a niche practice can strengthen your brand positioning, not limit it.
- Leveraging firm anniversaries to tell a bigger story, highlight successes and support other marketing initiatives.
- When setting PR objectives, why you focus on outlets that deliver real value versus solely pursuing vanity placements.



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 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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