



IS EMAIL MARKETING DEAD? No, But...

We hear it all the time: inboxes are crowded, email engagement is down and e-newsletters aren't directly converting to new business.

So is email marketing still worth the effort?

Here's how firms should be thinking about email's role in a broader marketing and PR strategy (and when it might actually be time to pause).

RETHINK YOUR EMAIL STRATEGY



Megan Braverman
Owner & Principal



 Wednesday, February 4

 10 am PT

CliffsNotes from the 33rd Annual Chief Marketing & Business Development Officer Forum

If you're missing out on the [Chief Marketing & Business Development Officer Forum](#), we're back with our 14th year presenting key takeaways from the legal industry's premier conference. [Megan Braverman](#) will cover important discussions from the panels geared toward client development partners, rainmakers and senior-most legal marketing and business development leaders.

[REGISTER NOW](#)



2025 Was One to Remember at Berbay...

From client wins we're proud of, to celebrating 30 years in business, and memorable moments with our families and friends - we're thankful for the relationships behind it all and excited for what's ahead in the coming year.

Marketing & PR Scholarship Program



APPLY NOW >>

[Berbay is awarding a \\$1,000 scholarship](#) to a deserving marketing and public relations student at a four-year accredited university or college. If you or someone you know could use a boost toward their education, we encourage you to apply.

Deadline to submit is March 31, 2026.

A Peek Behind the Agency Curtain

Recently, we've been talking with clients about:

- Building an effective strategic planning process that drives focus and results.
- Motivating your professionals at every level to participate in marketing and business development efforts.
- Working with difficult reporters or those who lack subject-matter familiarity.
- Identifying and assessing nontraditional referral sources to determine where time and effort are best spent.



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 over 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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