



Creating the *Visibility & Credibility*
That Fuels Revenue Growth

LAW | REAL ESTATE | FINANCE

The Problem With Newswire Media Coverage

Distributing your press release via a newswire can look a lot like earned media coverage – but looks can be deceiving.

Newswires have come up repeatedly in recent marketing conversations, raising questions about what firms are actually paying for, what the placement numbers really mean, and why newswire distribution isn't the same as earned media.

Here's our take on when to use a newswire, when to pursue a targeted PR campaign, and when the two can work together.

Newswires vs. Earned Media

A Peek Behind the Agency Curtain

Recently, we've been talking with clients about:

- Why “we’re the best” isn’t a marketing strategy and how specificity creates stronger positioning.
- Best practices for a strong Chambers and Partners submission.
- The importance of having a perspective in media interviews and how to make your commentary more memorable.



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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