

# PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



## SEE THE DIFFERENCE?



## HOW TO GIVE YOUR EMAIL MARKETING A PERFORMANCE UPGRADE WITH A/B TESTING

Email campaigns are an effective and powerful tool to stay in front of your network, but what's the best approach to attract readers? A/B testing allows you to determine what variation or element of your newsletter garners the most attention. While A/B testing can get complex, we've outlined simple tips you can try in your next newsletter.

[LEARN MORE](#)



## HOW TO LAND NEW CLIENTS THROUGH STORYTELLING

We all appreciate a good story. Stories connect us to other people and help us empathize and understand their issues, experiences and perspectives. Here are ways to integrate storytelling into your marketing and land new clients.

[TIPS ON STORYTELLING](#)



## COMPLIMENTARY WEBINAR 2/8: MARKETING PARTNER FORUM HIGHLIGHTS

From building next-generation law firm marketing departments to client retention and quantifying marketing's impact on business – this is what you'll learn from our recap of the Annual Marketing Partner Forum. Join Account Director [Aly Crea](#) in her CliffsNotes™ webinar highlighting this year's key takeaways.

[REGISTER HERE](#)

## A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

*Recently, we've been talking with clients about:*

- How do you distinguish and differentiate yourself from other partners at your firm?
- What ways can associates participate in marketing and business development efforts?
- How to use public relations to help with recruitment.
- Lessons learned from 2022 Chambers season: online surveys, response rates and more.
- What are effective ways to encourage unmotivated associates?

## LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

[LISTEN NOW](#)



## 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.



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