

# PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



## HOW TO CREATE AN EMAIL NEWSLETTER PEOPLE ACTUALLY READ

We are firm believers in the power of email newsletters – keeps you top of mind among your network, positions you as a thought leader, drives people to your website and more. However, most people make the mistake of assuming everyone on your list opens your newsletter and cares about what you have to say. This isn't always the case.

[READ MORE](#)

## WEBINAR MARKETING PARTNER FORUM RECAP



MEGAN BRAVERMAN



ALY CREA

## WEBINAR RECORDING: HIGHLIGHTS FROM THE MARKETING PARTNER FORUM

Watch the recording of our webinar on highlights from this year's Marketing Partner Forum. Our 11th year presenting!

[WATCH NOW](#)



## WE'RE HIRING

We are hiring for an Account Manager and an Assistant Account Manager.

[READ MORE](#)

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

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

- Public relations is not a one-size-fits-all approach. So how do you right-size the PR campaign your firm needs?
- Should you join an editorial board? What should you consider?
- What strategy should be considered with your speaking engagements and conference sponsorships so you get the most ROI?

## LAW FIRM MARKETING CATALYST PODCAST

*Catch up on recent episodes:*

[LISTEN NOW](#)

DON'T WAIT FOR CAREER OPPORTUNITIES TO COME—CREATE THEM YOURSELF



Laura Terrell  
Executive Coach

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 almost 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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