

We Feature You CEO, Zachary Bernard, Announces New Initiative to Help Industry Professionals Maximize Growth Using PR



Moncton, New Brunswick Jul 22, 2022 ([IssueWire.com](https://www.issuewire.com)) - *We Feature You, a leading PR Firm in Canada, announced today the launch of a new initiative geared toward helping industry professionals maximize business growth using PR. The goal of the initiative is to educate them on the best strategies to leverage their media appearance online to maximize their growth.*

Founded in 2021 by Zachary Bernard, [We Feature You](https://www.wefeatureyou.com) has helped various professionals in the real estate space and other industries get featured in the media to then leverage their press into more business, authority, and awareness for their company. The firm is proud to launch a new initiative that has the goal of helping industry professionals grow using public relations.

We Feature You benefit from the fact that their founder, Zachary, has various marketing experience and various field knowledge that has served the firm well since launching. That exact knowledge has prompted the company to launch this initiative in hopes to educate industry professionals on how PR can maximize their business growth.

[We Feature You](https://www.wefeatureyou.com) prides itself on helping clients reach new heights in their careers. They've found that most of the companies they talked with lack the social proof needed to convert a warm lead into a customer. Customers want to work with professionals and having that media presence builds you as an expert.

The company has found that being active on all social channels and providing value to its target market is the key to being seen as an industry leader and standing out. Show statistics

According to Zachary, "We really just want to help professionals in their industry build themselves as thought leaders and credible sources by documenting their extensive industry knowledge in the media, allowing them to be portrayed as experts".

To learn more about the initiative launched by We Feature You, visit wefeatureyou.com

Media Contact

We Feature You

zach@wefeatureyou.co

213-454-7200

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