

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



FIVE WAYS TO USE YOUR MARKETING & PR CAMPAIGN TO BOOST RECRUITING EFFORTS

Many firms have felt the lasting effects of the Great Resignation and are having a hard time finding new talent. If you can relate, now is the time to reassess your recruiting strategies, including how you can use your marketing and public relations campaign to propel recruitment.

[READ MORE](#)



HOW TO WRITE A PRESS RELEASE BOILERPLATE FOR YOUR FIRM

The boilerplate is more than just a formality, it's another opportunity to market your firm, which is one of the reasons you issue a press release. Whether you are writing one from scratch, or it's time to dust off what you have, here are tips on writing an effective boilerplate.

[READ MORE](#)



HOW TO SPEND YOUR MARKETING DOLLARS

To be successful, professional service firms should be running like any other type of business, which means paying attention to more than just billable hours. By monitoring and measuring specific metrics, you'll be able to make educated, data-driven decisions, versus working from a gut feeling.

[READ MORE](#)

BERBAY EMPLOYEES ON THE MOVE

The latest updates from our team:



BERBAY'S NEW OWNER

Megan Braverman acquired ownership in January 2022. Same team, same name and same services, all under new leadership.



JENN MUI'S ELEVATION

Jenn Mui has been promoted to Marketing Director. Jenn brings more than a decade of marketing, design, and communications experience, and will focus on the firm's strategic growth.



WELCOMING PERI WALLENT

Peri joined Berbay as Marketing Coordinator. She is an experienced marketing professional with a background in communications, journalism and social media.

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- How to allocate your marketing across multiple practice areas and offices.
- Are paid media opportunities worthwhile? How to evaluate pay-to-play.
- When should you send out your newsletters? Strategy in the day, time and subject.

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

[LISTEN NOW](#)

"READY-MADE MARKETING" TAKES THE HEADACHE OUT OF SMALL BUSINESS MARKETING



Evon Rosen and Lori Berson

Authors of "Ready-Made Marketing For Business Owners, Business Professionals and Independent Contractors"

[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.



www.Berbay.com
info@Berbay.com
(310) 405-7343

