

PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



THE STATE OF JOURNALISM AND MEDIA

The Results Are In!

The media landscape is constantly evolving, and the pandemic sparked even more evolution. It's key for PR pros and their clients to be mindful of the challenges driving the media, stay on top of emerging trends and break through the clutter.

[READ MORE](#)



5 STEPS TO EXECUTING A SUCCESSFUL WEBINAR

While webinars are fairly inexpensive to host, they can be time-consuming, so it's important to carefully strategize and plan before you launch. Here are five steps to produce a successful webinar program.

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SIX TECHNIQUES TO BOOST CREATIVITY AT YOUR FIRM

Everyone has the capacity for creativity, whether we have a "creative" job or not. Creativity can also be the key to solving problems and innovating, especially with your PR efforts. Here are six ways to infuse creativity into your public relations.

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28th ANNUAL MARKETING PARTNER FORUM

Mark your calendar for one of the best legal marketing conferences – [Marketing Partner Forum](#). As a longtime supporter, Berbay is again sponsoring MPF to further education and networking opportunities for legal professionals. The conference will take place August 18 - 20, 2021.

[REGISTER NOW](#)

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- Should you continue submitting to *Chambers and Partners* even after years of not making the list.
- How to get junior staff or younger professionals involved in marketing efforts.
- How many follow-ups with prospects is too much? Drawing the line between going after business and being annoying.
- Are hard copy newsletters still relevant? Deciding between sending a hard copy or electronic newsletter.

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

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FINDING THE FOCUS TO INCREASE THE BOTTOM LINE

with Sarah Tetlow,
Founder & CEO of Firm Focus

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THE EVOLUTION OF LAW FIRM MARKETING

with Helene Bizar, Director of Administration at
Law Offices of Michels & Lew

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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 25 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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