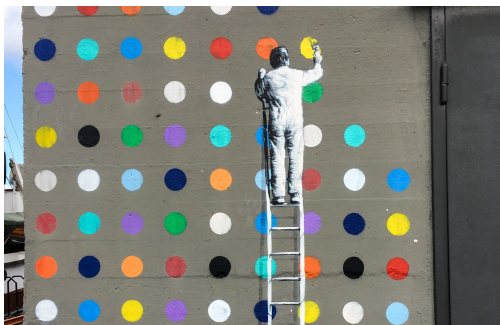


PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



CONNECTING THE SILOS: CROSS-MARKETING VIA YOUR MARKETING & PR CAMPAIGN

If you're trying to move the needle and get attorneys from different practice groups to work together, you can kill two birds with one stone by getting your lawyers involved with marketing *and* getting them to collaborate. How does that work?

[READ MORE](#)



CHARLOTTE GUIDRY JOINS BERBAY AS ASSISTANT ACCOUNT MANAGER

Berbay is excited to announce the addition of Charlotte Guidry as our new Assistant Account Manager. She is a welcomed addition to our growing team.

[LEARN MORE ABOUT CHARLOTTE HERE](#)



WEBINAR 9/9: MARKETING PARTNER FORUM HIGHLIGHTS

If you couldn't make it to this year's [Marketing Partner Forum](#), we've got you covered! Principal [Megan Braverman](#) and Account Director [Aly Crea](#) will be presenting a recap webinar of key takeaways from the conference on September 9, 2021 at 11 AM PT.

[REGISTER HERE](#)



8 KEYS TO RIDING THE WAVE OF CHANGE

Competition with peer firms, alternatives to law firms, emphasis on diversity, and more, are forcing legal marketers to evolve their thinking and take a leadership role to drive effective outcomes. Click below for 8 tips to riding the wave of change.

[READ MORE](#)

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- How can marketing and PR enhance recruiting efforts?
- How do you get the kind of clients you want?
- Does your verdict and settlements have to be a high monetary value to get media coverage?
- How do you support your attorneys' marketing and PR efforts while keeping them loyal to the firm?

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

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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 more than 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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