

PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



IS THIS RANKING OR NOMINATION LEGITIMATE?

Do you get regular emails with the latest and greatest ranking that you've never heard of and find yourself wondering if it's legitimate? Many are in fact scams, so we are here to tell you how to identify what's legitimate and what's not.

[HOW TO SPOT AN AWARD SCAM](#)



YOUR MARKETING STARTS WITH YOUR RECEPTION AREA

A waiting room is the first contact your firm has with a potential client or current client, and you should view it as a marketing opportunity—an opportunity to make a great first impression and to communicate your brand and values.

[TIPS TO USE YOUR RECEPTION AREA TO ITS FULLEST POTENTIAL](#)



MUCK RACK'S "THE STATE OF JOURNALISM" IS NOW AVAILABLE

More than 75% of journalists consider Twitter as the most valuable social network. Also, 60% of journalists say they refer to a company's social media profile when reporting a story.

[SEE MORE SURVEY HIGHLIGHTS AND DOWNLOAD THE COMPLETE RESULTS](#)

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- How to improve recruitment efforts through alumni networking and attract potential candidates.
- The importance of your career page: how to make your firm stand out and ensure you capture candidates' attention.
- How to showcase and tout your firm's culture including DE&I efforts.
- Ways to encourage your professionals and staff to get engaged on social media and reshare the firm's content.

LAW FIRM MARKETING CATALYST PODCAST

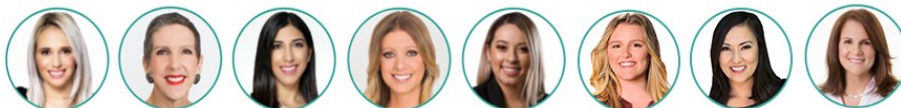
Catch up on recent episodes:

[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 nearly 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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