

# PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



## THE CASE FOR CROSS-SELLING IN LAW FIRMS

One of the most cost effective and efficient ways to generate new business for law firms is to sell additional services to existing clients. Read on as we examine why clients want to work with attorneys who collaborate, difficulties marketing and business development teams face when trying to get their lawyers to cross-sell and strategies to overcome these challenges.

[FOR MORE INFORMATION](#)



## JENN MUI JOINS BERBAY AS MARKETING COORDINATOR

Berbay is excited to announce the hiring of Jenn Mui as our new Marketing Coordinator. She is a welcomed addition to our growing team.

[LEARN MORE ABOUT JENN HERE](#)



## LAUNCH A SUCCESSFUL PODCAST TO DIFFERENTIATE YOUR LAW FIRM

The world of podcasting has erupted with 60 million listeners tuning in each week to hear about an assortment of topics. Find out how law firms can build a successful podcast program to align with their marketing plan and brand.

[CLICK TO READ MORE](#)

## A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

*Recently, we've been talking with clients about:*

- Does the media care about new office openings or anniversaries?
- How do you best leverage new legislation for marketing purposes?
- How do you strategically select the organizations you become a member with?
- What pages on your website are visited the most?

## LAW FIRM MARKETING CATALYST PODCAST

*Catch up on recent episodes:*

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## DEMYSTIFYING DIGITAL MARKETING: LAW FIRM SEO

with Jason Hennessey, SEO Expert, Author, Speaker, and Entrepreneur

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## FUEL YOUR FIRM'S GROWTH BY TAPPING INTO THE HISPANIC MARKET

with Hugo Gomez, Founder of Abogados NOW

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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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