PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE

berbay marketing&pr
turning how? into wow!

July 2019

Secure New Business with Your Blog
7 Steps for Success

INFOGRAPHIC: Ensure your law firm blog is accomplishing its objective of increasing visibility and securing new business with these seven steps. Read More.

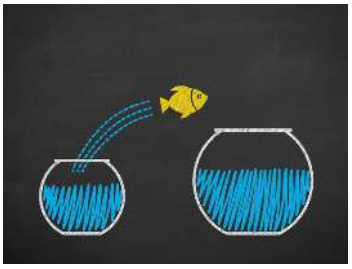
Assessing Your Risks: Clients, Competition and Talent
Law Firm Marketing Catalyst Podcast

Is your firm at risk of losing clients or attorneys? Linda Hazleton, President of Hazelton Marketing & Management, offers strategies for measuring client and attorney satisfaction to ensure firm-wide success. Listen in.

Catch up on recent episodes:

Promoting Diversity and Opportunity in Law Firms

Kim Stuart
Founder and President
Key Group



You CAN Become a Rainmaker
Here's How

BLOG: Selling doesn't always come naturally to lawyers, but with the help of a business development coach, anyone can learn to master it. Read More.

Deadline Approaching
Annual Marketing & PR Scholarship

Our scholarship deadline is approaching soon! If you or someone you know is a marketing or public relations student, submit your application by August 1st. For full details click here.

Recently We've Talked with Clients About

- Timing of rolling out an announcement on firm rebrand and rename.
- How to decide which nominations are worth pursuing and of most value for your firm.
- Updating marketing materials to better reflect the firm's level of expertise and experience.
- How to build relationships by analyzing webinar attendees.

Stay Connected

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