

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



CHANGING YOUR LAW FIRM'S NAME – SHOULD YOU DO IT AND MARKETING CONSIDERATIONS

Ever wonder why nearly every law firm is a series of last names grouped together with no creativity in sight? The reason is because in many states, this is a requirement by the State Bar, not just tradition.

[READ MORE](#)



BERBAY RECOGNIZED ON LOS ANGELES BUSINESS JOURNAL'S 2022 TOP PR FIRMS LIST

Los Angeles Business Journal has again ranked Berbay Marketing & PR among the top public relations firms in Los Angeles County in 2022. This is Berbay's fourth consecutive year on the list.

[READ MORE](#)



MID-YEAR MARKETING RESET

The second half of the year seems to fly by faster than the first, and January will be here before you know it. With the end of summer approaching, it's an ideal time to revisit your marketing wish list from the beginning of the year.

[READ MORE](#)

MISSED OUR WEBINAR? NEW CHAMBERS TOOLS AND HOW THEY CAN IMPROVE RANKINGS

The newly released *Chambers & Partners* tools could be the key to increasing the likelihood of obtaining a coveted ranking or elevating your ranking to a higher band.

[WATCH THE RECORDING](#)

WEBINAR

Hosted by
MEGAN BRAVERMAN
Owner & Principal

CHAMBERS & PARTNERS:

NEW TOOLS
AND HOW THEY
CAN IMPROVE
RANKINGS



A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- Do video testimonials matter, and should you get them done professionally?
- Should you redistribute your newsletter to those who did not open it the first time around?
- How do you promote your firm's culture in your marketing efforts?

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

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WHY GOOGLE MY BUSINESS IS A GAMECHANGER FOR LAW FIRM SEO



Ronnie Deaver
CEO of NoBull Marketing

[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 almost 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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