



Berbay
Marketing
& PR

turning how? into wow!



We make your firm stand out. *Specializing in Professional Services*

June 2015



What Kind of Marketing Help Do You Need?

If you or your firm has ever looked for external marketing support, you may have been puzzled by the available choices. Firms are bombarded with consultants and agencies promoting their ability to generate leads and business. Figuring out what you need is the first step in getting your marketing where you want it to go.

Help Me!

Thought Piece: How Rainmakers Turn Rejection into Resiliency

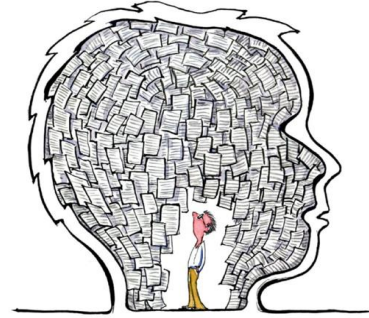


What does it take to be
the ultimate rainmaker?

Running a business can be difficult. In this
thought piece, learn how to bounce back from
rejection and take your business to the next
level.

[Download](#)

Save the Date! Marketing Now and How July 14, 11:00 a.m. PT



The more leads you can generate, the more
opportunity there is for you to acquire
business.

If you want to increase leads and fill your sales
pipeline, join Senior Account Manager **Megan
Braverman** for a complimentary webinar. She
will discuss what works and how to get it done.

[Register](#)

[Download 2015 webinar schedule here.](#)



From Turmoil to Transformation



Missed the latest webinar recapping the Legal Sales & Service Organization 12th Annual Raindance Conference?

- The power of choices
- Four leverage points to become effective as a leader
- How to impact revenue

[View webinar](#)

Shotgun Wedding of PR & SEO Female Dominated Industry vs. Male Dominated Industry



Opposites must truly attract.

Like most marriages, no matter how different you and your spouse may be, you share some similarities. To sum up the relationship between SEO and PR, the age-old phrase says it all: "Men are from Mars, and women are from Venus."

[Read more](#)



Humble Boastings

- Implemented firm-wide lead tracking system for a law firm to better analyze where prospects come from.
- Facilitated production of webinar series for client to engage their audience.
- Obtained national and international media coverage of celebrity custody battle abroad.
- Congratulations to Assistant Account Manager **Michelle Villamor** on getting engaged! Who's next?

We're Talking With Clients About...

- ➔ Submit wisely – Nomination season.
- ➔ Widely disseminate your expertise – Producing webinars.
- ➔ Ensure you're protected – Website security.

Marketing Resource Center

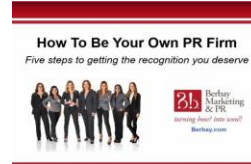
Thought Piece Marketing in the Moment



Articles Helping Experienced Attorneys Find A Digital Voice



Webinars How To Be Your Own PR Firm 2.0



Blogs LMA P3 Conference: Project management for law firms gaining acceptance



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MARKETING**

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Tell us what you'd like to see in our next newsletter.