

PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



LITIGATION PR: UNDERSTANDING LEGAL PRESS CONFERENCES

A press conference is a powerful public relations tactic used to announce a major news story, but when do you decide to host one and how do you ensure it's a success? We've explained.

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TO OUTSOURCE YOUR MARKETING/PR OR NOT

"Should we outsource our marketing by hiring an agency like Berbay, or hire someone to work in-house?" We get asked this question often, and the answer depends on your marketing goals.

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THE IMPORTANCE OF LEGAL DIRECTORIES

Legal directories came onto the scene about 30 years ago as a sort of Yellow Pages for lawyers and law firms. Do they matter anymore?

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A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- When you move your office location, or transition fully to remote work, what impact does it have on your marketing?
- Chambers season is upon us: best practices for your submission, navigating referees, and new updates to the 2023 process.
- How you can leverage your organizational affiliations or leadership positions for marketing purposes.

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

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WHY THE BEST COMMUNICATORS DON'T JUST SPEAK — THEY PERSUADE



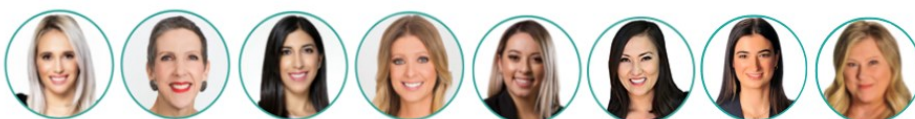
Deborah Shames
Co-Founder of Eloqui

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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 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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