

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



SHOULD YOU USE A NEWswire FOR YOUR PRESS RELEASE? HERE ARE THE PROS & CONS

We often field questions on the difference in using a press release distribution service, (e.g. BusinessWire) versus what Berbay does, which is send a press release to a targeted media list. Here are our pros and cons to using newswires and why we've concluded earned media has greater value.

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Chambers AND PARTNERS



DISAPPOINTED WITH YOUR CHAMBERS & PARTNERS RANKING?

Chambers & Partners rankings were released this month – are you feeling frustrated and disappointed with your ranking? We get it and are here to help. Here are our tips to get your firm ranked. And don't forget that 2023 submissions are coming due!

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SIX WAYS TO POSITION YOURSELF AS A THOUGHT LEADER

It can feel as if millions of professionals just like you are clamoring to be seen as the industry leader in their field. While it can be difficult, there's opportunity to position yourself as a thought leader that others turn to for guidance.

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A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- How to build a plan for growing and nurturing your relationships to produce business opportunities.
- Are you on LinkedIn autopilot? Why neglecting LinkedIn can be a detriment to your marketing efforts.
- Strategies for leveraging your time and attendance at a conference to maximize its marketing value.

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

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HIRING DURING THE "GREAT RESIGNATION": HOW TO FIND TALENT WHEN THE MARKET IS TOUGH



Diane Braverman
Principal and Founder, YourHRedge

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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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