

PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



GUIDE TO GETTING RANKED: *SUPER LAWYERS, BEST LAWYERS & U.S. NEWS BEST LAW FIRMS*

Each year, *Super Lawyers*, *Best Lawyers* and *U.S. News Best Law Firms* release their rankings of top attorneys and law firms across the country, and you may find yourself asking – why am I not ranked? Or, is it even worth getting ranked?

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MEGAN BRAVERMAN SPEAKS AT MANAGING PARTNER ROUNDTABLE

Megan talks with the group about how you get media coverage, how you leverage it so



CASE STUDY: REPURPOSING CLIENT ALERTS CREATES PIPELINE OF MEDIA COVERAGE

you get the most value from it and how you use PR to create opportunities.





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Have you considered turning your client alerts into a media pitch? Learn how Berbay leveraged client alerts into media coverage.

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A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

-  In-person events or webinars? Which brings greater value and is in-person worth the investment today?
-  Why the receptionist role and intake staff can be the decision between you and a competitor.
-  Should you rebrand and if so, when?
-  What journalists find newsworthy versus self-promotion.

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

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FORGET YOUR WEBSITE HOMEPAGE—GOOGLE'S SEARCH RESULTS PAGE IS THE NEW FACE OF YOUR BRAND



Stephanie Chew

Director of Sales, Digital Law Marketing

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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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