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To: Peri Wallent <peri@berbay.com>

PROPEL YOUR FIRM FORWARD

LAW

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What's Shaping PR? Seven Trends in Public Relations

In a professional service firm's marketing toolbox, public relations is a Swiss Army knife. Not only can public relations be used to raise your firm profile and bring in new clients, it can also attract talent, provide an opportunity for your team to cross-market and much more. Knowing the basics is essential, but new PR strategies are cropping up and evolving all the time – think of these as the new extensions to the Swiss Army knife.

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Legal Foresight: What Law Firms Should Do to Prepare for the Future, Prevent Crises and Be Strategic

Foresight is the ability to predict what will happen or be needed in the future. The law firms that use legal foresight will emerge as innovative and invaluable advisors, especially in an increasingly complex and competitive environment.

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From Thought Leadership to Business Growth, Article Lands Coveted Prospect Opportunity

After being hesitant to pursue bylined article opportunities, a published article led to a new client and fostered relationships for ongoing work.

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Angely Levis Elevated to Account Manager

“Angely’s success is a testament to her dedication, passion and hard work, and she is very deserving of this promotion.”

- Megan Braverman, Principal



Angely Levis Elevated to Account Manager

In her new role, Angely will continue spearheading marketing and public relations campaigns for our clients.

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A Peek Behind the Curtain: Agency/Client Conversations

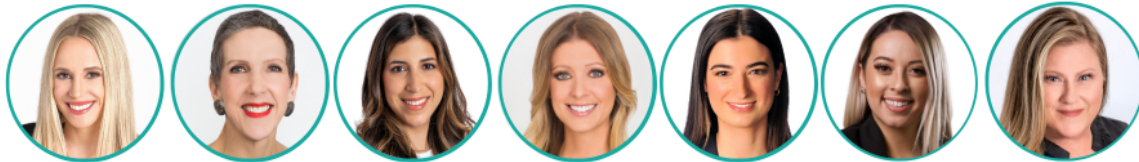
Recently, we’ve been talking with clients about:

- Tackling impostor syndrome with thought leadership and expert positioning via the media.
- How to target the right audience when launching a new social media profile or campaign.
- How do you best measure the impact of your public relations efforts.



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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