

Creating the Visibility & Credibility
That Fuels Revenue Growth.

LAW | REAL ESTATE | FINANCE



Does Your Marketing Go Out the Door When a Partner Leaves?

You've invested in building a partner's visibility—then they leave. Was it all for nothing? A successful marketing campaign needs to strike the right balance between promoting individual professionals and strengthening the firm's reputation. Here's what you need to consider to successfully integrate both strategies into your marketing plan.

[Read More](#)

Marketing Minute

WITH MEGAN



Should I Hire an In-House Marketing Person or an Agency?

The question we get nearly every prospective client discussion: Should we hire an agency like Berbay or a marketing staff member? Principal [Megan Braverman](#) answers this here.

[Watch Here](#)

Celebrating 30 Years.



[Visit our timeline to see how we got here](#)



Berbay...A Love Story Turned Legacy

One of our favorite stories is how Berbay got its name – it's a love story.

Founder Sharon Berman's husband, Jonathan Kramer, gave Sharon the nickname Berman Baby early on. When it came time to name the firm, she took inspiration from that special nickname, shortening it to Berbay.

Sharon would always follow up with, "But that's not how I would recommend anyone name their firm!"

A Peek Behind the Agency Curtain

Recently, we've been talking with clients about:

- The importance and strategy behind a Google review program to boost SEO efforts.
- Tapping into your firm's alumni network to cultivate new contacts and business opportunities.
- Whether legal rankings like Super Lawyers matter and how much emphasis to give them in your nominations mix.
- Referral source management is a learned business development skill and why firms need to be training professionals on it.



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 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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