

Creating the Visibility & Credibility
That Fuels Revenue Growth.

LAW | REAL ESTATE | FINANCE



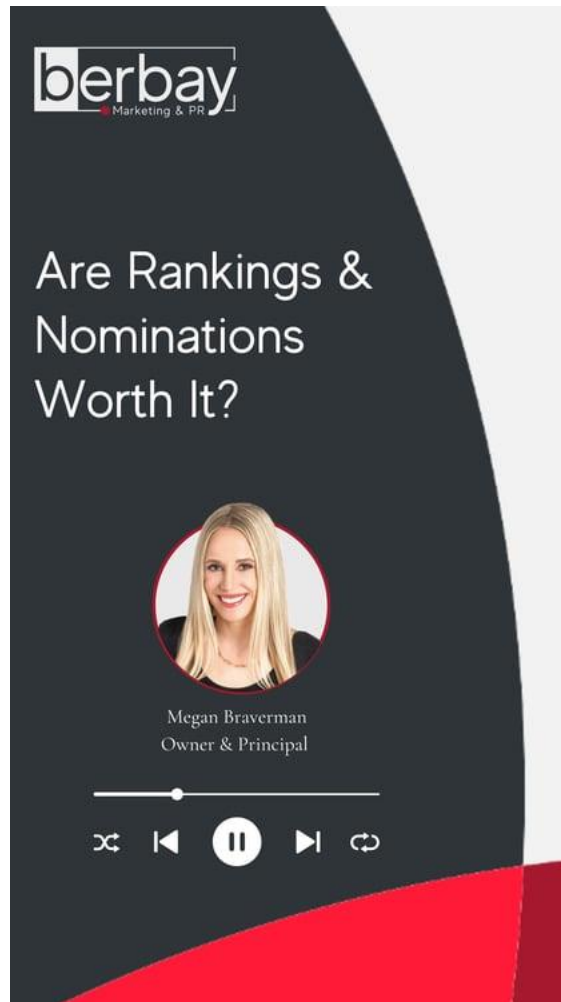
A Modern PR Strategy: Blending Old Rules with New Realities

AI is generating content. Newsrooms are leaner. Substack is the new pressroom. Public relations is evolving fast, but one thing hasn't changed: success still depends on telling a compelling story to the right audience. We've unpacked the latest trends impacting PR and how to future-proof your strategy without losing sight of what actually works.

PR Trends & Your Strategy

Marketing Minute

WITH MEGAN



Are Rankings and Nominations Worth It?

Awards and rankings still bring significant value, but you have to be judicious about which you pursue. Principal [Megan Braverman](#) explains what to consider when selecting which nominations your firm submits to.

[Watch Here](#)

Celebrating 30 Years.



Visit our timeline to see how we got here



The Famous Cookie Box

Throwing it back to 2006 when the iconic Berbay cookie boxes debuted, adding a *sweet* touch to our marketing.

What was considered a donut box then, we came with a box full of cookies for every meeting a Berbay team member attended. This tradition continues today, and there are still times when we are stopped in an elevator with a comment, "Are those the Berbay cookies?"

A Peek Behind the Agency Curtain

Recently, we've been talking with clients about:

- How to diversify where your business comes from.
- What makes a good media spokesperson.
- How to motivate partners to actively engage in marketing efforts.
- What you should consider when deciding whether to invest in paid advertising.



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.



Berbay Marketing & PR, 2001 S. Barrington Ave., Ste. 315A, Los Angeles, CA 90025