



Creating the *Visibility & Credibility*  
That Fuels Revenue Growth  
LAW | REAL ESTATE | FINANCE

# HANDSHAKES VS. HASHTAGS

## Overcoming Generation Gaps in Your Marketing

From budget debates to opposing views on what “professional” looks like, generational perspectives influence – and sometimes stall – a firm’s marketing efforts. Read on to understand how these dynamics may be impacting your strategy, and how to turn generational friction into alignment.

**OVERCOME GENERATION GAPS**

## What’s New at Berbay



Meet **Hannah Shaw**, Berbay's new Assistant Account Manager with a passion for brand storytelling and all things social media. Get to know a little about Hannah in and outside the office.



Berbay is awarding a \$1,000 scholarship to a deserving marketing & PR student. Deadline to apply is March 31, 2026. Please share with anyone who may be interested. [Learn more here.](#)



Berbay is proud to have been named the Top Public Relations Agency in The Recorder's Best Of rankings last year. Voting is now open for 2026 through March 20. Please consider casting your vote for us.

[VOTE HERE](#)

## A Peek Behind the Agency Curtain

### Recently, we've been talking with clients about:

- Why your SEO, PR and paid campaigns must be aligned at the highest level to be effective and address the growing proliferation of AI.
- If you've never had a LinkedIn presence, is it worthwhile to establish one now?
- How to structure your website for both human audiences and AI systems.
- Steps to strategically follow up after networking events to stay visible and top of mind with new contacts.



### 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 over 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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