



Creating the *Visibility & Credibility*
That Fuels Revenue Growth

LAW | REAL ESTATE | FINANCE

Litigation PR Done Right: Your Guide to a Successful Campaign

In high-stakes litigation, winning the case isn't the only battle. Public perception can influence outcomes, but without a clear litigation PR strategy, media coverage can do more harm than good. Here's what law firms should consider before launching a campaign.

Litigation PR Guide

What's New at Berbay

Ella Gage
Assistant Account Manager

Work Passions & Interests

- Creative writing
- Media relations and getting coverage for clients
- Love the challenge of developing campaigns from conceptualization to execution

Lifestyle & Fun Facts

- Big film enthusiast (some may say a snob 🙄)
- Paint, travel and attend concerts
- Ski during winter and hike in the North Cascades in summer

I've always been drawn to storytelling, starting in journalism and growing into a broader interest for all things marketing and public relations.

We are excited to announce our newest Assistant Account Manager, [Ella Gage](#)! Ella brings a journalism background in both news production and reporting and has worked on marketing campaigns across private, public and nonprofit sectors.



[Megan Braverman](#) joined The Bliss Business Podcast to share insights on “Innovative Work Models for the Future” and how effective firm leaders guide teams, collaborate and create value. [Watch here.](#)



[Megan Braverman](#) and [Nina Beridze](#) are heading to the LMA Annual Conference in New Orleans, April 20–22. Hope to see you there.

A Peek Behind the Agency Curtain

Recently, we've been talking with clients about:

- Why firms should leverage communication channels beyond the media to include credible voices like employees, local leaders, influencers and others.
- Overcoming camera freeze, and techniques to be authentic and engaging when shooting video content.
- Navigating AI regulation, establishing firm policies and assessing your insurance stack.



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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