



The Future of PR for Law Firms

Why PR Is Entering a Golden Age

With AI reshaping nearly everything, newsrooms becoming leaner and polished marketing content just a prompt away, it's tempting to think traditional PR is losing its value.

We think the opposite. When content is everywhere, credibility becomes the differentiator.

Our blog looks at why PR's next era may be its most important yet, and what law firms need to know about building authority in this new age.

The Future of PR





Are these two marketing mistakes holding your firm back? On the Judicial Dollars and Cents podcast, Owner & Principal [Megan Braverman](#) shares her perspective on two common marketing missteps, and how firms can refine their strategy to build greater visibility, credibility and revenue through public relations. [Tune in.](#)



Account Executive [Noah Douge](#) is leading an interactive workshop for PRSSA Long Beach, giving students a hands-on look at how Berbay identifies, secures and maximizes media opportunities, including a newsjacking exercise based on recent breaking news. He'll also share how timeliness, precision and creativity can help PR professionals stand out when pitching media. [Learn more.](#)

A Peek Behind the Agency Curtain

Recently, we've been talking with clients about:

- Determining what marketing should stay in-house and where outside resources can add value, especially at larger firms with robust internal teams.
- Why specificity matters in website bios and how to craft a bio that actually differentiates you.
- What happens when your marketing rests on a retiring partner and when to start building a succession plan.



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.



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