



Marketing & Public Relations for Professional Services Firms

December 2014



Keep Your Marketing Efforts Current

Changes in what is effective in marketing seem to happen today at the speed of light. Some concepts and vehicles, like Twitter, were in their infancy just a few years ago but have taken hold and are now pervasive. Others, à la MySpace, burned brightly but are now obsolete. This progression shows how some once-effective marketing tools can essentially disappear, while others continue to evolve.



Some lawyers and firms understand this transformation and have invested resources into keeping pace. They know business development is integral to the success of their practices and firms, not ancillary. Then there are the firms that still underestimate what it takes to keep up with today's marketing practices and technology in order to remain competitive.

[Read full article.](#)



Cliff Notes from Marketing Partner Forum *Complimentary Webinar*

There is still time to register for the [22nd Annual Marketing Partner Forum](#) (January 21 - 24, 2015), the premier event for marketing partners, managing partners, in-house counsel and senior-level marketing and business development professionals.

Unable to attend? Join us for [Senior Account Manager Megan Braverman](#)'s webinar, reporting highlights from the conference, on **Thursday, January 29, 2015, at 11:00 am PST.**

Registration details coming soon!

This Week's Client Success: Visibility Pays Off

The payoff of a public relations effort cannot always be predicted beforehand, but PR is a valuable part of every successful business strategy.



As an example, Berbay pitched a story to the media on how to reevaluate your restaurant's lease and rent. This garnered an exclusive interview with a premier commercial real estate publication, read by 125,000 unique visitors a month.

The business partner of a well-known celebrity chef read the article and remembered that he and our client had spoken a few months earlier, after a mutual friend had introduced them.

In this case, PR was an essential part of the mix. Our client signed a contract to advise the chef on leasing and where to place his next restaurants.

Your situation might be different, but the lesson is universal: There is value in telling your story.

Highlights from the Legal Marketing Association Texas Conference

Senior Account Manager [Megan Braverman](#) reported back from the [Legal Marketing Association \(LMA\) Texas Conference](#), "Think Tank," with a truckload of knowledge on the latest trends in the legal marketing industry.



The conference offered a variety of interesting panels where marketing executives from some of the largest firms in Texas shared their expertise, and below are a few nuggets of their knowledge:

- Mistakes often yield the greatest discoveries.
- Don't just tell the trend, show it! The more you can document a trend, the better.
- Play the ball where the monkey drops it.

[Read more about each panel.](#)



Mark Your Calendar for these Upcoming Conferences

[Marketing Partner Forum](#)

January 21-23, 2015

[REAL Symposium](#)

Stanford Professionals in RE

February 11, 2015

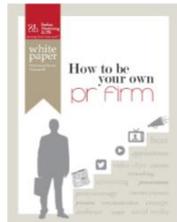
[View full calendar.](#)

Marketing Resource Center

Click below to learn more about the latest marketing trends and more.

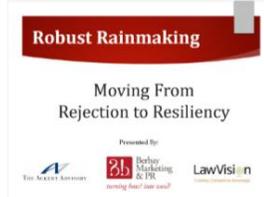
White Papers

How to Be Your Own PR Firm



Webinars

Robust Rainmaking: Moving From Rejection to Resiliency



Articles

Tame the Marketing Beast Before it Devours You



Blog

LinkedIn, the Ne



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Berbay Marketing & Public Relations | 2001 S. Barrington Ave. | Suite 305 | Los Angeles | CA | 90025