



**Berbay  
Marketing  
& PR**

*turning how? into wow!*



**We make your firm stand out.** Specializing in Professional Services

February 2015



## Making Content Marketing Work for You

You may be hearing a lot about content marketing lately, but may not be clear as to what it is and why you need to make it part of your marketing now.

Do a Google search and you find that content marketing has many definitions, all of them with a common thread: providing informative and valuable material that attracts and engages your audience.

While the term itself is seemingly new to the professional services marketing lexicon, content marketing is not actually new at all.

[Learn more about making content marketing work for you.](#)



## Webinar Recap: Marketing ROI, Collaboration and More



Attendees at this year's [Marketing Partner Forum](#) -- law firm marketing partners, in-house counsel and senior-level marketing/business development professionals -- heard the latest in law firm marketing. You can, too.

Senior Account Manager [Megan Braverman](#) recapped conference highlights in our most recent webinar, "Cliff Notes™ from Marketing Partner Forum." Along with a report on the state of the market, the perfect pitch and collaboration, other highlights include:

- **ROI.** According to the 2015 Thomson Reuters Legal Executive Institute Benchmarking Survey, a whopping 75% of lawyers do not track where their business comes from. If you do not track results, you do not know how to invest your business development dollars.
- **Collaboration.** You can't effectively sell your firm unless you know what your firm's other offices and practice areas do.
- **Decluttering.** It's time to declutter your marketing materials and ensure your message is very clear. Don't say what you can show.

[Listen to the webinar.](#)



### Take Your Marketing to The Max 2015 Webinar Series



Take your marketing to the next level with our 2015 webinar series "To the Max"! Webinars include topics such as:

- Tweeting for Business, February 19. [Register here.](#)
- Producing and Packaging Your Niche Practice, March 16.

[Mark your calendars now for the 2015 line-up.](#)

### Before You Attend the Next Conference



Make the most out of your conference attendance. Prepare ahead of time with our checklist: "[10 Steps to Maximize Your Conference Experience.](#)"

Not sure which conference to attend? Check out our [conference calendar](#) for a variety of options for professional services firms.

**Client Success: All Eyes on Me**

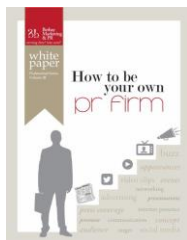


A prominent civil engineering magazine featured Berbay's client, a transportation engineering firm, in a lead cover story. The publication had covered different aspects of the firm's success, but it was Berbay's long-term focus on keeping our client in front of the editors that prevailed. The client benefited from the visibility, and we leveraged the piece extensively to ensure it reached those far beyond the publication's circulation.

## Marketing Resource Center

### White Papers

#### *How to Be Your Own PR Firm*



### Webinars

#### *Cliff Notes from Marketing Partner Forum*



### Articles

#### *Why Your Firm Needs Social Media*



### Blogs

#### *The Top Spot: Cracking the Top 100 Attorney List*



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