



**Berbay  
Marketing  
& PR**

*turning how? into wow!*



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

March 2015



## Tame the Marketing Beast Before it Devours You



The 3-D effects of a Universal Studios ride make you believe you are about to be devoured by a wild monster. Many professionals feel this way about marketing today - having to tame a beast with an increasing number of appendages, such as social media, and with a voracious appetite for content.

Tame your marketing beast.



### "Tweeting for Business" Webinar *Available for Download*



Account Manager **Erica Hess** shows how to make Twitter work for your professional services firm.

### "Switch to a Niche: Packaging Your Niche Practice" Webinar *March 19 at 11:00AM*



Join us for a complimentary webinar on Thursday, March 19, at 11:00 AM PT presented by Principal **Sharon Berman**.

Webinar  
schedule

Register

### Submit for Sales & Service Awards



The **Legal Sales and Service Organization**, a singular organization for law firm leaders responsible for developing the sales and service strategies that will shape their firms' futures, announces its first Sales & Service Awards for the legal industry. Sponsored by Berbay.

Learn more

### That Elusive High Net-worth Prospect Is Looking for You...Online



The rich are not that different from you and me. They surf the web just like the rest of us - that means a marketing opportunity for you. If they are looking for a service, they get online and Google. Not just for plumbers or car repair, but for legal, accounting and wealth management professionals.

Read more



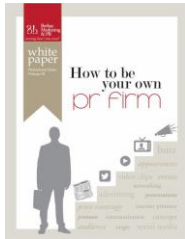
## Shameless Brag Box

- Berbay garnered national media coverage for a client who filed a lawsuit against Target Corporation for false imprisonment and wrongful death of an autistic employee. The employee committed suicide after being subjected to the "Walk of Shame", a Target policy intended to cause embarrassment to those suspected of wrongdoing. Several other employees who endured the same treatment have since come forward.
- We completed a re-branding for a client changing their firm name after nearly 50 years. From a new logo and website to a press release debuting the firm, we developed a solid foundation that reflects their past and positions them to move forward.
- Office Manager **Cindi Goldstein** will become a GLAM-ma (aka stylish/attractive grandma) in just a few weeks.

# Marketing Resource Center

## White Papers

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



## Webinars

***Tweeting for Business***



## Articles

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



## Blogs

***How to Handle a Sony Hack***



**CONTACT BERBAY TO REV UP YOUR MARKETING**

**Didn't see something that sparked your interest?  
Tell us what you'd like to see in our next newsletter.**

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