



**Berbay  
Marketing  
& PR**

*turning how? into wow!*



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

April 2015



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

*Embark on your social media journey*



How much business is your firm willing to hand over to the competition if you do not consistently incorporate blogs and other social media outlets - LinkedIn, Facebook, Twitter and Google+ - into your marketing strategy? By standing still and debating the pros and cons of social media, your firm is giving the competition the opportunity to far outpace you.

**Get in the game!**

## **Get Going: Quick Tips for the First Time Social Media User**



- Choose one social media site to start. We recommend LinkedIn for professional services firms.
- Develop and share one piece of content per week. This might be an article that you authored or an interesting article you read.
- Connect with those you've met at networking events, conferences, etc.



**Upcoming Webinar:  
Highlights from the Legal Marketing  
Association's  
Annual Conference  
April 21 11:00 a.m. PT**



From pricing to content marketing, you won't want to miss this webinar! Join us on Tuesday, April 21, at 11:00 a.m. PT as Principal **Sharon Berman** presents highlights.

[Register](#)

[Download webinar schedule.](#)

**Conferencing with Consistency**



Exhibiting at a conference can be very fruitful, but how can your firm get the most bang for your buck? Consistency!

[Read more](#)

[Download upcoming conference list.](#)

**Last Call for Legal Sales & Service Awards Submissions**

Last call for the Legal Sales & Service Awards submissions! The **Legal Sales and Service Organization**, a singular organization for law firm leaders responsible for developing effective sales and service strategies for firms, will announce the winners of the Sales & Service Team of the Year and Sales & Service Executive of the Year on June 10, 2015, in Chicago, IL, at the 12<sup>th</sup> Annual RainDance Conference.

[Submissions are due by Friday, April 17.](#)



**Humble Boastings**

- We quickly organized press conferences for two clients, which both drew national media attention. We're proud to say that for each conference, we received accolades from journalists themselves regarding the events' organization and efficiency.
- We designed and launched a fresh, contemporary website for a firm whose

website was nearly 10 years old.

- Congratulations to Account Manager Erica Hess for getting hitched on April 4. We'd like to introduce **Mrs. Erica Feher**.

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## We're Talking With Clients About...

- ➔ Developing systems to track leads and new business.
  - ➔ Creative ways to penetrate target markets and prospects.
  - ➔ Building your business when referral sources want you to keep a low profile.
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### Marketing Resource Center

#### White Papers

##### *Marketing in the Moment*



#### Webinars

##### *Switch to a Niche*

Producing & Packaging Your Niche Practice



#### Articles

##### *Tracking Your Leads*



#### Blogs

##### *Lessons Learned from Jury Duty*



**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.