



**Berbay
Marketing
& PR**

turning how? into wow!



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

May 2015



Helping Experienced Professionals Find a Digital Voice

Seasoned lawyers, most often with small or mid-size firms, sometimes profess frustration at being left in the dust from a marketing perspective.

Experienced, successful lawyers who have been practicing for several decades are often dismayed by the fact that younger, less experienced lawyers, some just a few years out of law school, successfully apply their online marketing savvy to get new business through the door.



This way to find your digital voice!

15 Tools to Supercharge Your Marketing Efforts



Generate an abundance of leads for your

The Media Circus - Debunking Myths



PR is the ultimate tool for turning lemons

business by focusing on the following:

-  Reconnect with acquaintances.
-  Prep your "elevator speech."
-  Be consistent.

[Get Supercharged!](#)

into lemonade. Below are some tips to use when you're in a bind:

- Honor your word and tell the truth. If you lie once, a reporter will never believe you again.
- PR can be both offensive and defensive. Sometimes it's not about how much ink you get for your client, it's the right kind of ink or, in a crisis, the less ink the better. All PR is not always good PR.
- If you make a mistake, admit it.
- Respond quickly. PR is all about reaction time.

[Read more](#)



Save the Date!
Highlights from the Legal Sales and Service RainDance Conference
June 18, 11:00 a.m. PT



Join us for our upcoming webinar, "Highlights from the Legal Sales and Service RainDance Conference," where Principal **Sharon Berman** will discuss business development and ways to improve client service.

[Register](#)

[Download webinar calendar.](#)

Takeaways from Legal Marketing Association's Conference



- Embody attunement, clarity and buoyancy.
- Use marketing automation and responsive website design.
- Develop an ownership mindset.

[View webinar](#)

[Download upcoming conference list.](#)



Humble Boastings

- *Los Angeles Business Journal* features Senior Account Manager **Megan Braverman** in the Executive Style column. [Check it out!](#)
- Obtained speaking engagements for client at high profile conferences covering topics such as technology, entertainment and social media.
- Facilitated Martindale-Hubbell Peer Reviews on behalf of two clients, achieving the highest rating possible.

We're Talking With Clients About...

- ➔ We all play a role – Involving associates in marketing.
- ➔ Reinvigorating your marketing – Mid-year tune-up.
- ➔ Improve your aim – Marketing by industry.

Marketing Resource Center

White Papers

Marketing in the Moment



Webinars

How To Be Your Own PR Firm 2.0



Articles

Keeping Your Marketing Efforts Current



Blogs

Virtual Reality Has Marketers Planning in Real Time



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