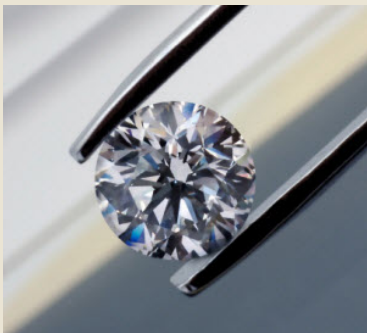




turning how? into wow!



Specializing in Professional Services



Facets of Marketing

While diamond grading and law firm marketing may not have an immediate correlation, selling a diamond or fine jewelry takes the same finesse and skill as selling any professional service.

A diamond has many facets, which, when cut correctly, sparkle and attract the eye. Law firm marketing also has many facets, which, when attended to, can make your firm attract the clientele you want.

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What You Can Do Right Now to Improve Content Marketing

Content marketing is a great strategy for law firms, but it can easily turn into an ineffective time sink if not done well. Firms shouldn't jump into content marketing just because it's the latest trend--content has to be timely, relevant and useful to your audience in order to be effective.



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Highlights from the 2016 Legal Marketing Association Conference

Complimentary Webinar

Date: Thursday, April 21, 2016

Time: 11:00 a.m. PT

From creating the perfect law firm experience to attracting the attention of in-house counsel, Managing Principal **Sharon Berman** will share the latest legal marketing trends from the 2016 Legal Marketing Association Annual Conference.

Topics will include:

- Building the law firm of the future
- Using content to boost your firm's brand
- The intersection

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