

February 2017



Creating the Visibility and Credibility That Fuel Revenue Growth

Are You Crossing the Line: What the State Bar's New Ethics Opinion Means for Your Blog

The State Bar of California recently issued an ethics opinion addressing whether attorney blogs are considered advertising. Here's what you need to know to ensure that your firm's law blog meets all ethical standards.

[Read more.](#)



If You Couldn't Make It, Listen to This!

Cliff Notes™ from the 24th Annual Marketing Partner Forum

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Presented By:
Megan Braverman
Principal

We create the visibility and credibility that fuel revenue growth.



www.berbay.com

In our most recent webinar, Principal [Megan Braverman](#) recaps pearls of wisdom from this year's Marketing Partner Forum, discussing a range of topics from crafting the perfect pitch and transforming cross-selling to strategic alliances and the changing market for legal services.

[Watch it now.](#)

15 Minutes a Day: Five Social Media Steps You Can Take Right Now

Managing social media accounts doesn't have to be a full-time job. In just 15 minutes a day, take small steps to maximize your presence.

[Read five steps you can take.](#)



Congratulations to Our 2016 Scholarship Recipient



Congratulations to Claire Ruder – a Media Culture and Communications student at New York University and the winner of Berbay's annual scholarship program!

Each year, we award a \$1,000 scholarship to a student working toward a professional career in the marketing and public relations industry.

[Read more about our scholarship program.](#)

Humble Boastings

This past month, our clients were:

- Recognized by Governor Jerry Brown.
- Selected for *Engineering News-Record's* Top 20 Under 40.
- Interviewed by the *Wall Street Journal*.
- Listed in *Daily Journal's* Top Verdicts.
- Featured in *The Real Deal* and *Los Angeles Business Journal* for their listing of a late celebrity's former home.
- Interviewed by Rachel Maddow regarding defamation.



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