

FUEL REVENUE GROWTH!



January 2018

Business Development for Litigators: 6 Tips to Create Successful Rainmakers



Unlike their transactional counterparts, litigators don't typically have a natural flow of work coming in the door, and it can be tough to identify a prospective client list. At the recent Legal Marketing Association conference, [Craig Brown](#) with [LawVision](#) spoke on "Business Development for Litigators" and examined key tactics that are effective in helping litigators build their business.

[Read more.](#)

Call for Entries: 2018 LSSO Sales & Service Awards



The Legal Sales and Service Organization (LSSO) and Berbay invite sales, business development and marketing professionals in the legal industry to submit entries for the 2018 Sales & Service Awards. These awards recognize the efforts and results of individuals/teams who have helped their firms drive revenue. Awards will be presented at LSSO's annual [RainDance Conference](#). Nominations must be submitted on or before February 15, 2018.

[Submit now.](#)

8 Ways to Be Great in Law, Leadership & Legal Marketing



The inaugural Legal Marketing Association Southwest Region Conference underscored the need for law firms to become more effective, efficient and energized marketers. Speakers offered 8 ways for law firm professionals to be great in law, leadership and legal marketing.

[Learn more.](#)

Berbay Awards Marketing & Public Relations Scholarship to California University of Pennsylvania Student



Join us in congratulating the winner of our annual marketing and public relations scholarship program – Alyssa Heterbran, a communications student at California University of Pennsylvania!

[Read more.](#)

Upcoming Events - Hope to See You There!

Click through on each event to learn more.



Covering the latest trends affecting the legal marketing technology landscape

LEGAL MARKETING ASSOCIATION ANNUAL CONFERENCE

APRIL 9-11, 2018
Hyatt Regency
New Orleans, Louisiana



Discussing evolutions and innovations within legal services

Save the Date for Our Upcoming Webinar!

More information coming soon.



Humble Boastings

Recently, our clients were:

- Published in *Fox News*, *TechCrunch*, *Real Estate Finance & Investment*, *Business Insider*, *Northeast Real Estate Business*, *HOTELS, LODGING*, *National Association of Hotel & Lodging Engineers*, *Law360*, *California Lawyer* and *The Recorder*.

Recently We've Talked with Clients About:

- Engaging associates in firmwide marketing initiatives.
- Leveraging an office move.
- Implementing SEO/PPC campaigns in an increasingly competitive environment.
- Positioning yourself as an expert via bylined articles.

Stay Connected



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