

FUEL YOUR REVENUE GROWTH!



March 2018

LMA Tech West Conference Recap: 10 Marketing Moves to Make Now!



The Legal Marketing Association Tech West Conference addressed key marketing and business development strategies to build a trustworthy personal brand and emphasize customer service. Learn the ten moves you can make now to develop trust and win more clients.

[Read "10 Marketing Moves to Make Now!"](#)

Webinar: Cliff Notes™ from the 25th Annual Marketing Partner Forum

The 25th Annual Marketing Partner Forum

Driving Revenue through Business Intelligence

If you couldn't make it to this year's Marketing Partner Forum, then check out this webinar with Berbay's Managing Principal [Sharon Berman](#); it features key takeaways that law firm marketers will want to know.

[View "Marketing Partner Forum" Webinar](#)

FOMO Is Killing Your Firm's Profitability – Here's What You Can Do About It



Many law firms still fear specialization because, on the surface, specializing narrows the pool of potential clients. But Fear of Missing Out (FOMO) can actually be unhealthy for the long-term financial health of law firms.

[Read "FOMO Is Killing Your Firm's Profitability"](#)

Upcoming Event

RainDance

Conference

June 6 - 7, 2018
Chicago, Illinois

Join us at the upcoming Legal Sales and Service Organization's **15th Annual RainDance Conference!** RainDance offers high-level interactive sessions, roundtables and lively discussions with industry thought leaders. Learn effective sales and service strategies to take back to your firm and implement now. Berbay is a proud sponsor of the **2018 Sales & Service Awards**, which will be presented at the conference.

Did You Know We Do This?



For a commercial real estate client, we identified organizations and associations of interest to the professionals, and developed a monthly calendar of events for them to attend. This systematized method ensured they stayed on top of key events.

Sound helpful? We can do this for you!

[Contact Us to Learn More](#)

Humble Boastings

- Coordinated a press conference regarding a civil rights case; high-profile opportunities attended, including *The Los Angeles Times* and NBC.
- Obtained multiple media placements for a commercial lender on a historic property loan in downtown LA.
- Secured a radio opportunity for a trend piece on behalf of a plaintiff law firm.
- Obtained interview and article opportunities in *CNNMoney*, *Digital Music News*, *Law360*, *Hypebot*, *USA Today*, *ABC*, *The Real Deal*, *Bisnow*, *Los Angeles Business Journal*, *Inside Counsel*, *Real Estate Finance & Investments*, *GlobeSt*, and *The Wall Street Journal*.

Recently We've Talked with Clients About:

- Embarking on an SEO campaign, with an emphasis on running Facebook ads.
- Generating marketing traction as a mid-size firm in a regional area dominated by large law firms.
- Why, as a general litigator, having industries or specializations in your bio is important to your overall marketing strategy.

Stay Connected

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