

FUEL REVENUE GROWTH!



May 2018

Technology Trends Impacting the Legal Marketing Industry *LMA Tech West Conference Recap*



The 2018 LMA Tech West Conference examined the latest trends and issues affecting the legal marketing technology landscape in all stages of the legal sales cycle. Within this were key strategies marketing and business development professionals could implement in their law firms to stay at the forefront of a rapidly changing industry.

Infographic: "10 Marketing Moves to Make Now"

Read "Technology Trends Impacting the Legal Marketing Industry"

The Unspoken Challenges of Women Rising Through the Legal Ranks *Insights from Women Leaders Forum*



The American Bar Association found that although there are currently more women in law school than men, by the age of 50, 25% of women will have left the legal profession. At this year's **Women Leaders Forum**, ABA's President Hilarie Bass examined the issues women face in the workplace and why the legal industry can be challenging for women

Read "The Unspoken Challenges of Women Rising Through the Legal Ranks"

Facebook's News Feed Continues to Evolve: What Your Law Firm Needs to Know



Earlier this year, Facebook announced a major overhaul to the content that appears in users' feeds. These ongoing changes are liable to affect your marketing efforts; however, there are solutions to potential problems. Learn what steps your firm can take to up your posting game and deliver quality content.

Read "Facebook's News Feed
Continues to Evolve: What Your Law
Firm Needs to Know"

Now Accepting Applications for Our Annual Scholarship!



For the 4th consecutive year, Berbay will award a \$1,000 scholarship to a student pursuing a career in marketing and public relations. We launched a scholarship program in 2015 to support the next generation of marketing, PR and communications professionals. If you or someone you know is interested in applying, please click below for more details.

[Learn More](#)

Humble Boastings

- Our clients were selected to *The Hollywood Reporter's* Power Lawyers.
- Facilitated "meet and greet" lunches with clients and reporters to deepen and cultivate relationships.
- Our clients were published in *Music Business Worldwide*, *Los Angeles Times*, *Variety*, *Forbes*, *Corporate Counsel*, *Spin*, *Law360*, *Newshub*, *Vulture*, *The Recorder*, *The Citizen*, *The Australian*, *Attorney at Law Magazine*, *Long Beach Press-Telegram*, *Lawyer Monthly*, *HR Magazine* and CBS.

Recently We've Talked with Clients About:

- The risks and rewards of posting curated content to social media.
- Revamping a law firm's website content to better reflect the caliber of its work and

practice focus.

- Using media coverage and initiatives to boost a national law firm's recruitment efforts.

Stay Connected

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