

August 2018



Marketing Budgets Are Growing *Invest Wisely*

Where should you invest your marketing dollars for the best return on investment? Here are four ways to make an impact.

[Read More.](#)



Creating a Powerful Online Presence to Generate New Business Opportunities *Law Firm Marketing Catalyst Podcast*

To make the most of search engine optimization and social media, law firms should reinvigorate their web presence. Jason Ciment tells you how. [Listen Now.](#)

[Jason Ciment](#)
[GetVisible](#)

Catch up on recent episodes:



Episode 5:
**From the Outside Looking In: Getting Hired by
In-House Counsel, with Jaimala Pai**



Episode 4:
**Ask for What You Want - Be Proactive in Your
Legal Career, with Olivia Goodkin**



Episode 3:
**It's Chambers Season: What You Need to
Know, with Megan Braverman**



Marketing to Millennials

Four Things Your Law Firm Needs to Do NOW

Millennials are the first generation to grow up with the internet and they make up nearly one-quarter of the population. This means the time is now to get your online marketing in gear if you want to reach this generation. [Read More.](#)

Humble Boastings

- Our professional service clients were featured in *Los Angeles Times*, *Wall Street Journal*, *Bloomberg Law*, *Fortune*, *Commercial Investment Real Estate*, *Law360*, *KABC*, *The Bankruptcy Strategist*, Yahoo Finance and FOX17.
 - Our law firm clients were ranked by *Chambers and Partners - High Net Worth* and named to *National Law Journal's Cannabis Law Trailblazers*.
 - We spearheaded a press conference for a high-profile lawsuit which resulted in nationwide press coverage, including Nightline, Good Morning America, Eyewitness News LA, NBC 4 News and KCAL News LA.
 - Principal [Megan Braverman](#) presented "Harnessing the Power of Social Media" at [The Exchange Los Angeles](#) Westside and Century City Collaborative meeting.
-

Recently We've Talked with Clients About:

- Why social media, particularly Instagram, is influencing today's millennial buyers, and how to leverage this.
 - How to respond to interview questions you don't want to answer, without saying "no comment."
 - Leveraging article content for media pitches, case studies, social media and more.
-

Stay Connected

Email: berman@berbay.com

Phone: (310) 405-7345

Website: berbay.com

