

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



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Want A-List News Coverage? Six Strategies from a Journalism Insider

Wondering why your law firm isn't getting the same media attention as competitors? Follow these 6 strategies to get on reporters' good sides and score those A-list placements. [Read More.](#)

A General Counsel Shares How to Earn His Business Law Firm Marketing Catalyst Podcast



Matt Nolan

VP & General Counsel of Ancra Group and
Director of Heico Global Compliance

Getting your foot in the door with inside counsel can be a competitive and sometimes challenging process. Matt Nolan shares strategies to stay top-of-mind and win over in-house lawyers. [Listen Now.](#)

Catch up on recent episodes:



Opening and Closing the Deal with Sales Professionals

Brenda Pontiff

*Director of Business Development, Diversity and Inclusion
Horvitz & Levy LLP*



Becoming a Different Kind of Chief Marketing Officer

Greg Fleischmann

*Chief Marketing Officer
Lowenstein Sandler*



The Future of Law Firm Marketing & Business Development

Beth Cuzzone

*Chief Business Growth Officer
Goulston & Storrs*



Tell Stories to Market Your Services Here's How

Storytelling can be used as a tool to "humanize" a service by showing how other people have benefited, thus encouraging consumers to buy. Learn how to incorporate storytelling into your marketing with these three guidelines. [Read More.](#)



Berbay Awards Scholarship to University of Missouri-Columbia Student

Join us in congratulating the winner of our annual marketing and public relations scholarship program – Christina Gerecke, a second-year journalism student at the University of Missouri-Columbia. [Read More.](#)

Humble Boastings

- Congratulations to our clients who were selected to *National Law Journal's* Elite Boutique Trailblazers, *Daily Journal's* Top Boutiques and *Los Angeles Business Journal's* Influential Family-Owned Businesses.
- Our clients were quoted in *U.S. News & World Report*, *The Real Deal*, *Los Angeles Times*, *KTLA*, *NBC Los Angeles*, *The Recorder*, *Commercial Real Estate News*, *Law360*, *Intellectual Property Magazine* and *Tech Dirt*.
- We facilitated a financial service client's conference in relation to the release of their annual whitepaper on the nonprofit industry. The conference was attended by major news outlets. We secured media placements with *Philanthropy News Digest*, *Philanthropy Journal*, *Nonprofit Pro*, *KFI-AM*, and *KUCI-FM*.
- Account Manager [Aly Crea](#) led the interactive discussion "Don't Be Spooked by Social Media!" at the [Legal Marketing Association](#) West Region's Los Angeles program in October.

Recently We've Talked with Clients About:

- The importance of keeping news items and accolades up-to-date on their website to improve search engine optimization (SEO).
- Strategies to leverage a webinar beyond the live event.
- How to tailor a website live chat to boost lead-generation tracking.

Stay Connected

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