

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



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Step Up Your Media Relations Game 7 Ways to Get Coveted Media Placements

INFOGRAPHIC: At any given moment, thousands of PR pros are competing for the attention of busy reporters. Here are seven ways to get your pitches and press releases noticed. [Read More.](#)

The Power of Specialization Law Firm Marketing Catalyst Podcast



Donald Snyder
CPA and Partner
Green Hasson Janks

Specializing in one industry doesn't mean you'll lose out on business in other areas. Donald Snyder, CPA and Partner at Green Hasson Janks, discusses how to successfully develop a niche practice. [Listen Now.](#)

Catch up on recent episodes:



Executing a Successful Law Firm Rebrand

Lisa Simon

Chief Marketing and Business Development Officer
Lewis Roca Rothgerber Christie LLP



Hiring the Right Attorneys—And How to Keep Them

Brooke Loesby

Founder
Law Life Coach, Inc.



Showcasing the Value of a Marketing Department

Michael Blachly

Chief Marketing Officer
Gray Reed & McGraw



Creating a Law Firm Sales Department?

6 Things to Consider

BLOG: Increasingly, law firms are realizing the benefits of having a dedicated sales function, but before they can reap the benefits, here are six potential challenges firms need to take into consideration first. [Read More.](#)

Humble Boastings



Our clients have been positioned as experts in *The Wall Street Journal*, *Forbes*, *CNN*, *The New York Times*, *Lawyer Monthly*, *International Business Times*, *Tech Transfer Central*, *Commercial Investment Real Estate*, *Intellectual Property Magazine*, *Restaurant Finance Monitor*, *Realtor Magazine*, *The Real Deal*, *IP Watchdog*, *GlobeSt.com* and *Law360*.



Congratulations to our clients who were selected to *Variety's* Real Estate Elite, *Los Angeles Business Journal's* Most Influential Minority Attorneys and *Daily Journal's* Top Verdicts.

Recently We've Talked with Clients About

- Shifting a firm's culture to a greater focus on cross-selling initiatives.
 - How to respond proactively to negative online reviews.
 - The value of "Best Places to Work" surveys such as gaining insights to improve structure/culture and recruiting.
 - How website optimization and content curation can improve keyword rankings and SEO efforts.
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Stay Connected

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