

PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



MANAGING STAFF WHILE WORKING VIRTUALLY

Managing staff remotely brings unique challenges. Learn how to adjust your management approach to create a productive, seamless transition to working remotely.

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SOFT NEWS MATTERS—EVEN DURING A VOLATILE NEWS CYCLE

Feeling the pressure to get the attention of other



MARKETING TECHNOLOGY FOR ALL YOUR NEEDS

More than ever, technology has played a vital role in

timely and relevant news? Here are some benefits of staying active with media outreach efforts during an otherwise volatile news cycle.

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our marketing. Here are four ways to keep your marketing efforts steady amidst the current climate.

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SHOULD YOU HIRE A PR AGENCY OR IN-HOUSE EMPLOYEE?

"It depends on your goals," said Principal [Megan Braverman](#). In this short video, Megan discusses consideration for each.

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A PEAK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

-  How the pandemic will impact clients' businesses & how to shift marketing to meet the changing needs.
-  Everyone seems to be posting the same content. How do you stand out without being tone deaf?
-  The importance of following up with your network during hard times & how to keep relationships strong.

LAW FIRM MARKETING CATALYST PODCAST

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FUELING REVENUE GROWTH FOR PROFESSIONAL SERVICES FIRMS

Berbay Marketing & Public Relations creates the visibility and credibility that fuels revenue growth for law, real estate and financial firms. For 25 years, we've implemented results-driven marketing and public relations solutions for our clients so they can concentrate on what they do best—run their firms.



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