

PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



HOW MARKETING WILL CHANGE POST-COVID

With COVID challenging every aspect of our business, there's no doubt that the marketing space will change. While no one can predict the future, we can tell you what we know now, and how we think the future of professional services marketing will change post-COVID.

[READ MORE](#)



IS THE JUICE WORTH THE SQUEEZE? GETTING THE MOST OUT OF A TOPIC

You might be surprised how much you can squeeze



GOT TIME ON YOUR HANDS? YOUR MARKETING COULD USE SOME LOVE

Now is the perfect opportunity to revive your

out of a single topic idea. Get the most out of your content by turning one idea into a series. Not sure how to do this or where to begin?

[READ MORE](#)

marketing and business development efforts by getting back to the basics.

[READ MORE](#)



UPCOMING WEBINAR:

What's Left of the Media Industry Post-COVID and How to Get The Media's Attention

The events of 2020 have forever changed the media industry, leaving newsrooms permanently altered. Join our webinar on **September 29 at 1PM PST** as Principal [Megan Braverman](#) and Account Director [Aly Crea](#) take a look at how professional service firms can get the media's attention in this new era.

[REGISTER NOW](#)



ALY CREA PROMOTED TO ACCOUNT DIRECTOR

Aly's new role will include managing and overseeing strategy on client accounts with the goal of enhancing and propelling their campaigns.

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ESTHER QUINTERO ELEVATED TO MARKETING COORDINATOR

Over the last three years, Esther has grown Berbay's brand, including helping launch the Law Firm Marketing Catalyst podcast.

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BERBAY AGAIN RANKED ON LOS ANGELES BUSINESS JOURNAL'S TOP PR FIRM 2020 LIST



A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- 🎙️ Conducting successful virtual press conferences when traditional conferences won't cut it anymore.
- 🎙️ Redesigning sales/prospect material to ensure your deck stands out in a beauty contest.
- 🎙️ Overcoming Zoom fatigue when leading virtual meetings.
- 🎙️ Determining which nominations and rankings are worth pursuing.

LAW FIRM MARKETING CATALYST PODCAST

[LISTEN NOW](#)



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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