

# PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



## EFFECTIVE MARKETING STRATEGIES IN A PENNY-PINCHING ECONOMY

Making the most of your marketing dollars during difficult times is challenging. Here are the key factors to market effectively in a penny-pinching economy.

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## LAW FIRMS! WHICH SOCIAL MEDIA PLATFORM IS BEST?

It's easy to think that your firm must have a profile on every major social media platform to be



## BEWARE OF THE SEVEN DEADLY MARKETING MISTAKES

The Seven Deadly Sins have a counterpart in the professional world. Avoid the seven deadly

successful, but the truth is, you don't. Here's a breakdown of the social media platforms you should be using.

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marketing sins that can keep the worthiest practice from thriving.

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## UPCOMING WEBINAR:

### *Legal Nominations – Are They Worth It?*

The number of legal rankings has grown exponentially over the years, and in turn, so has the time, energy and resources you devote to them — but are they even worth it? Join our webinar on **October 29 at 11AM PST**, as Principal [Megan Braverman](#) explains the benefits of legal rankings and which ones to pursue.

[REGISTER NOW](#)



## MISSED THE LATEST WEBINAR? WE'VE RECORDED IT:

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

Principal [Megan Braverman](#) and Account Director [Aly Crea](#) explore the impact 2020 has had on the media industry and what your PR team can do to get the attention of newsrooms amidst the changing landscape.

[WATCH NOW](#)

## A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

*Recently, we've been talking with clients about:*

- 🕒 How to get press on legislative bills that are affecting your industry and clients.
- 🕒 The importance of preparing for media interviews – no matter how much practice you think you've had.

- Overcoming Zoom fatigue when leading virtual meetings.
- Best practices for revamping your marketing materials during COVID.

# 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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