

# PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



## HOW TO LAUNCH A SUCCESSFUL PODCAST

The world of podcasting has erupted with 60 million listeners tuning in each week. Discover how law firms can build a successful podcast program to align with their marketing plan and brand.

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## WHICH SOCIAL MEDIA PLATFORM SHOULD YOU USE FOR ADVERTISING?

Social media has taken the ad industry by storm.



## WHAT KIND OF EXTERNAL MARKETING HELP DO YOU NEED?

*Legal The Options Broken Down*

The Seven Deadly Sins have a counterpart in

We break down the most effective social media advertising platforms and how they can help your law firm achieve its business objectives.

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the professional world. Avoid the seven deadly marketing sins that can keep the worthiest practice from thriving.

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## WEBINAR

### AMPLIFY YOUR LINKEDIN PRESENCE TO GENERATE NEW BUSINESS

with Principal Megan Braverman  
and Account Director Aly Crea

December 15, 2020 | 11AM PST



## UPCOMING WEBINAR:

### *Amplify Your LinkedIn Presence to Generate New Business*

So, you completed a LinkedIn profile - great. Now it's time to take it to the next level. Join our webinar on **December 15 at 11AM PST**, as Principal [Megan Braverman](#) and Account Director [Aly Crea](#) discuss what steps to take to maximize your profile and generate new business.

[REGISTER NOW](#)

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

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

Principal [Megan Braverman](#) examines the pros and cons of submitting to legal rankings and breaks down the types of nominations your firm should be pursuing.

[WATCH NOW](#)

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

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

- The importance of timing a media topic during "the post-election era."
- How to leverage the promotion of a new partner hire.
- Determining where to allocate your ad dollars.
- How to determine if a video series is worth the time and resources.

# LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

## LEGAL RANKINGS — TO SUBMIT OR NOT TO SUBMIT

with Megan Braverman, Principal at Berbay Marketing & PR

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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