

PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



PLANNING IN UNCERTAINTY: YOUR 2021 MARKETING PLAN

The business world has changed significantly in the last year. While we don't always know what the future holds, having a strategy is still critical to your PR and marketing efforts. Before you apply the "we'll take it day-by-day" approach, we have five tips to consider for this year's strategy.

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5 STEPS TO CONDUCT A SOCIAL MEDIA AUDIT

Analyzing the success of your social media accounts should be done on a regular basis. If they



HIRING A PR AGENCY: CHOOSING WHO TO PARTNER WITH

There's no one-size-fits-all approach for hiring a PR agency. Starting your search with a plan and

are not working for your firm, why are you spending so much time and effort there? Here's how to conduct a social media audit to measure performance.

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parameters on what to consider will make the process smoother and give you a clearer picture of the type of agency you should partner with.

[READ MORE](#)

BERBAY IS GOING VIRTUAL, FOR GOOD

As our world evolves, so do we. That is why Berbay Marketing & PR is happy to announce that we've left our physical office and went virtual...for good. Although our physical address is gone, our phone numbers and email addresses remain the same.

We look forward to the changes ahead and are glad to be moving into the future together.

[REGISTER NOW](#)



Webinar:

Priorities Have Changed & So Should Your Marketing

with Principal
Megan Braverman



MISSED THE LATEST WEBINAR? WE'VE RECORDED IT:

Priorities Have Changed & So Should Your Marketing

How do you demonstrate your value to clients during difficult times? Principal [Megan Braverman](#) shares strategies to ensure your firm doesn't get left behind in this new marketing landscape.

[WATCH NOW](#)

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

-  How to leverage your personal relationships with media without coming across too salesy.
-  The importance of motivating younger staff to be a part of marketing efforts.

- How to get your practice areas (and professionals) to cross market.
- Steps to launch a Google local service ad campaign.

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

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THE EFFECTS OF COVID ON THE MEDIA INDUSTRY

What Law Firms Need to Know

with Aly Crea, Account Director of Berbay Marketing & PR

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THE INVESTMENT THAT MATTERS THE MOST:

Yourself

with Elise Buie, Founder and Head of Elise Buie Family Law

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GETTING THE SEO HELP YOU NEED:

What You Need to Know

with Chris Walker, Founder of Advocate SEO

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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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