

# PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

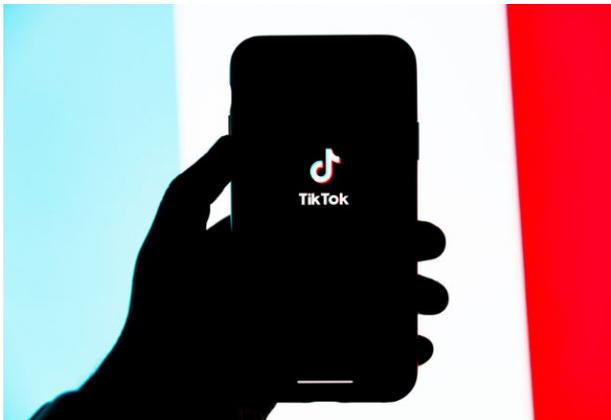
FINANCE



## DON'T BE SCARED OF ONLINE REVIEWS. IN FACT, YOU NEED THEM. HERE'S WHY.

Overlooking the power of a body of positive reviews can impact your firm's marketing tremendously. Here are the benefits of online reviews and how to best approach clients for feedback.

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## SHOULD PROFESSIONAL SERVICE FIRMS USE TIKTOK?

With over one billion active users, here is why law, real estate and financial firms should consider creating a TikTok account.



## LOCAL V. NATIONAL MEDIA:

*Why Local Can Sometimes Yield Better Results*

When it comes to obtaining the visibility your story deserves, targeting local media can be the more strategic choice. Not convinced? Here are some benefits to consider.

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### Webinar:

Are You Prepared for Chambers Season?

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

*Chambers* season is fast approaching. How do you land a spot on the coveted list? Principal [Megan Braverman](#) explains how to strengthen your nomination to increase your likelihood of getting ranked.

[WATCH NOW](#)

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

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

- How the virtual world has impacted relationships with clients and what to do about it.
- Developing a strategic approach to legal nominations: which ones should you really pursue and which professionals should you submit?
- How to survive the SEO dog fight as the online world become more expensive and more saturated.
- What's the best way to use your LinkedIn profile, especially if you don't have the time to devote to it.

## LAW FIRM MARKETING CATALYST PODCAST

*Catch up on recent episodes:*

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NAVIGATING A CRISIS: WHAT  
LAW FIRMS SHOULD KNOW



GAINING A VOICE AT  
THE TABLE



TAKING THE JUMP  
TO VIRTUAL

with Eden Gillott, President of  
Gillott Communications

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with Christina Buensuceso, Director  
of Business Development at  
Eversheds Sutherland LLP

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with Jennifer Schaller, Managing  
Director of the National Law Review  
and Megan Braverman, Principal at  
Berbay

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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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