

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



TO OUTSOURCE YOUR MARKETING/PR OR NOT

“Should we outsource our marketing and hire an agency like Berbay, or hire an in-house marketing person?” This is a great question we often hear when speaking to prospective clients. But there’s no one-size-fits-all answer. Here are some tips to consider when making this decision.

[READ MORE](#)



THE RISE OF LEGAL AWARD NOMINATIONS: ARE THEY WORTH IT?

There are currently an estimated 1,200 legal rankings and awards globally! So, which ones do you dedicate your time to? We broke down the complex nominations world and examined which may give you the best ROI.

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PR STRATEGIES FOR LAW FIRMS – MEGAN BRAVERMAN FEATURED ON ESQUIRE UNIVERSITY PODCAST

Principal [Megan Braverman](#) joined the [Esquire University](#) podcast to discuss how law firms can raise their visibility and credibility via a variety of marketing and public relations tactics. Megan shared strategies for obtaining media coverage, awards and rankings, speaking engagements and more.

[LISTEN HERE](#)



MANAGING PARTNER FORUM RECAP WEBINAR

[Save the date](#)

If you can't make it to this year's [Managing Partner Forum](#), we've got you covered! Principal [Megan Braverman](#) and Account Director [Aly Crea](#) will be presenting a recap webinar of key takeaways from the conference on August 31, 2021, from 11 AM – 12 PM PST. Stay tuned for more details.



BERBAY AGAIN RANKED ON LOS ANGELES BUSINESS JOURNAL'S TOP PR FIRMS LIST FOR 2021

We are proud to be once again ranked by *Los Angeles Business Journal* among...

[BERBAY MARKETING AND PR](#)



HOW TO BE YOUR OWN MARKETING FIRM

Want to grow your legal practice without hiring a marketing firm? Principal [Megan Braverman](#) shared strategies to be your own best advocate by harnessing the power of marketing and PR in a presentation to ProVisors Valley Lawyers Affinity Group on July 20, 2021. Interested in this topic for your group? [Contact Megan](#).

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- How you can further penetrate referral source groups.
- How you can match your growth plan with your marketing plan.
- Do you need a new website before embarking on ongoing marketing?
- How to target an elusive group like high-net-worth individuals.

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

[LISTEN NOW](#)



FUELING REVENUE GROWTH FOR PROFESSIONAL SERVICES FIRMS

[Berbay Marketing & PR](#) 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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