

# PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



## THE INS AND OUTS OF CHAMBERS & PARTNERS: HOW TO GET YOUR FIRM RANKED

Chambers & Partners is one of the most coveted legal rankings, and many lawyers are mystified on how to earn their spot or move up the ranks. Do you need to submit every year? What's the most important part of the nomination? How many lawyers should you put forth?

Listen as Principal **Megan Braverman** answers these questions and much more.

[CLICK TO LISTEN OR READ](#)



## HOLIDAY SEASON IS AROUND THE BEND: ARE BUSINESS HOLIDAY CARDS STILL RELEVANT?

We can't believe we are already talking about the holiday season, but given that it's around the corner, now is the time to consider whether or not you should send a card. Here's some food for thought.

[READ MORE](#)



## MARKETING PARTNER FORUM RECAP VIDEO AVAILABLE ONLINE

If you missed our recent Marketing Partner Forum recap webinar, we've recorded it. Watch Principal **Megan Braverman** and Account Director **Aly Crea** discuss their key takeaways from this year's conference.

[WEBINAR VIDEO AVAILABLE HERE](#)

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

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

- How do you best promote an affiliation or of counsel partnership?
- Are traditional advertising campaigns still worth the money?
- As a younger professional or associate, where should you spend your marketing time and energy?
- How do you showcase multiple practices without one overshadowing the others?
- How important is an intake process as part of your lead generation system?

## LAW FIRM MARKETING CATALYST PODCAST

*Catch up on recent episodes:*

[LISTEN NOW](#)



### WHY DIGITAL MARKETING STARTS WITH YOUR WEBSITE

with Eric Bersano, VP of Business Development at Market My Market

[LISTEN NOW](#)



### READY FOR A NEW CHAPTER? LEGAL EXECUTIVE COACHING MIGHT BE FOR YOU AND YOUR FIRM

with Jan Anne Dubin, Founder and CEO of Jan Anne Dubin Consulting

[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.



[www.Berbay.com](http://www.Berbay.com)

[info@Berbay.com](mailto:info@Berbay.com)

(310) 405 - 7343

