

PROPEL YOUR FIRM FORWARD

LAW

REAL ESTATE

FINANCE



HOW PUBLIC RELATIONS AND SEO AMPLIFY EACH OTHER

If your marketing tactics aren't supporting and propelling each other, your campaign likely isn't working as well as it should be. So, let's examine two very important aspects of your marketing – PR and SEO – and how they work together, and in turn, give you better results.

[CLICK TO LEARN MORE](#)



HOW TO BE YOUR OWN PR FIRM

Complimentary In-House Presentation

9 MARKETING RESOLUTIONS FOR THE NEW YEAR

“Resolution” isn't just something you make in December (and break in January); it also means courage, dauntlessness, steadfastness and staying power—among other qualities many professionals would like to ascribe to their marketing and business development. With those meanings in mind, here are some marketing “resolutions” to stick to in 2022.

[READ MORE HERE](#)

HOW TO BE YOUR OWN PR FIRM? - BERBAY OFFERS COMPLIMENTARY IN-HOUSE PRESENTATION

Successful professionals know that to grow their practice, they have to be their own marketing and business development advocate. This doesn't mean you have to invest in a professional marketing and PR firm—YOU can be your own, and reap the benefits of increased visibility and credibility. Interested in learning how to be your own PR firm? **Contact Berbay** to schedule a complimentary in-house presentation at your firm.

[EMAIL INFO@BERBAY.COM](mailto:info@berbay.com)

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- What are ways to encourage in-person attendance for a hybrid event?
- Should you create an annual marketing calendar and if yes, what are the important elements to include?
- How do you balance highlighting a team versus an individual's contributions to services being offered?

LAW FIRM MARKETING CATALYST PODCAST

Catch up on recent episodes:

[LISTEN NOW](#)



KNOW THE BUSINESS: TIPS ON BUILDING RELATIONSHIPS WITH IN-HOUSE COUNSEL

with Amy Yeung, General Counsel & Chief Privacy Officer for Lotame

[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

info@berbay.com

(310) 405 - 7343

