

PROPEL YOUR FIRM FORWARD

LAW | REAL ESTATE | FINANCE



IS MY MARKETING WORKING? HOW LAW FIRMS CAN USE LEAD TRACKING TO ANSWER THIS AGE-OLD QUESTION

How do we measure marketing results? How do we know our PR campaign is working? Without formal lead tracking, law firms are doing themselves a disservice and missing out on valuable information that can answer these questions.

[HOW TO IMPLEMENT LEAD TRACKING](#)



WEBINAR VIDEO: CLIFFSNOTES™ FROM THE 29TH ANNUAL MARKETING PARTNER FORUM

Listen as Account Director Aly Crea recaps key takeaways from this year's Marketing Partner Forum, including building next-generation law firm marketing departments to client retention and quantifying marketing's impact on business.

[WATCH WEBINAR VIDEO](#)



HOW THE MEDIA LANDSCAPE HAS CHANGED: LISTEN TO MEGAN ON NATIONAL LAW REVIEW'S PODCAST

Principal Megan Braverman was featured on The National Law Review's "Legal News Reach" podcast discussing new challenges for the media industry brought on by the pandemic, and ways to adjust your media strategy to help distinguish your law firm from others.

[LISTEN TO PODCAST](#)

A PEEK BEHIND THE CURTAIN: AGENCY/CLIENT CONVERSATIONS

Recently, we've been talking with clients about:

- How do you expand geographically without diluting your local marketing efforts?
- How do you support the second and third generation of business developers at firms?
- Best practices to motivate lawyers and staff members to participate on LinkedIn.
- Is it necessary to attend and sponsor the same events as your competitors to remain viable?

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 nearly 30 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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