



## Four Marketing Trends Heating Up This Summer



While firms should consistently evaluate their marketing efforts, the midyear mark is a great time to consider what's new and on the horizon. Here are our insights on the must-watch trends for 2024 and how you can leverage these tools to achieve success for the remainder of the year and beyond.

[READ OUR BLOG](#)

## LMA Webinar Recap: Data Analytics for Professional Services Marketing



Harnessing the power of data to streamline and optimize your law firm's – or any professional services' – marketing initiatives is crucial to success. Berbay team members listened to the recent [Legal Marketing Association's](#) webinar and are sharing three tips:

1. **Tell a Story with Your Data:** Use business intelligence tools like Power BI and Tableau to create compelling data narratives that resonate with stakeholders.
2. **Align Data with Firm-Level Objectives:** Set clear, measurable goals and tailor metrics to support your annual objectives, using data to anticipate client needs and proactively offer solutions.

3. **Accessing Necessary Data:** Develop strategic plans to obtain comprehensive data through benchmark meetings, data-sharing agreements and partnerships.

## A Peek Behind the Agency Curtain.

RECENTLY, WE'VE BEEN TALKING WITH CLIENTS ABOUT:

- How clients are preparing their next generation of leaders and how to incorporate this into your succession plan.
- What it means to be active in organizations – which to pursue, at what level and how to maximize involvement.
- Vetting nominations so your time, money and resources are spent pursuing the right lists.



### 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.

