

A grid of circular icons representing various legal marketing channels: a telephone handset, a television set, and a computer monitor. The icons are arranged in a pattern that suggests a progression or evolution of marketing methods.

The Evolution of Legal Marketing: From Tradition to Transformation



Legal marketing has come a long way—from unethical and controversial to commonplace with dynamic digital strategies. In our blog, we trace this journey starting with the landmark *Bates v. State Bar of Arizona* decision, which allowed lawyers to advertise.

[Learn More](#)

Pop Quiz! Test Your Knowledge

1. Why was legal marketing viewed as problematic for lawyers?
2. Why did lawyers hesitate to advertise, even after the *Bates* ruling?
3. Why did TV and radio ads take off?

[Get the Answers](#)

12/18 at 11am PT Webinar: Leveraging Finders, Minders, Grinders & Binders for Success



Megan Braverman
Owner & Principal



Understanding and capitalizing on the powerful framework for team roles – Finders, Minders, Grinders and Binders – is vital to meeting growth goals, ensuring team cohesion and harnessing individual strengths for firm-wide success. Join Principal [Megan Braverman](#) for a complimentary webinar discussing these

roles, how they contribute to the firm's marketing and business development efforts and where to start. The webinar is on **Wednesday, December 18, 2024, at 11 am PST.**

[Register Now](#)

A Peek Behind the Agency Curtain.

RECENTLY, WE'VE BEEN TALKING WITH CLIENTS ABOUT:

- Integrating AI in your marketing tech stack.
- How to get media coverage on end-of-the-year trends and 2025 forecasting.
- Re-engagement strategies for email newsletters and keeping your audience engaged.
- When should you pursue firm visibility versus individual visibility?



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.



www.berbay.com
info@berbay.com

(310) 405 - 7343



Berbay Marketing & PR, 2001 S. Barrington Ave., Ste. 315A, Los Angeles, CA 90025

[Unsubscribe](#) [Manage preferences](#)