

Creating the Visibility & Credibility That Fuels Revenue Growth.



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.



# 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?

Get the Answers

3. Why did TV and radio ads take off?



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 <u>Megan Braverman</u> 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**

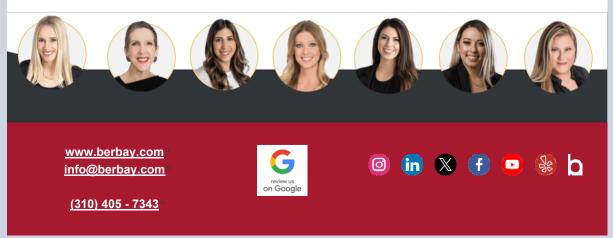
## A Peek Behind the Agency Curtain. RECENTLY, WE'VE BEEN TALKING WITH CLIENTS ABOUT:

- 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.



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