

Creating the Visibility & Credibility  
That Fuels Revenue Growth.

LAW | REAL ESTATE | FINANCE

berbay  
Marketing & PR

30  
YEARS  
& Counting

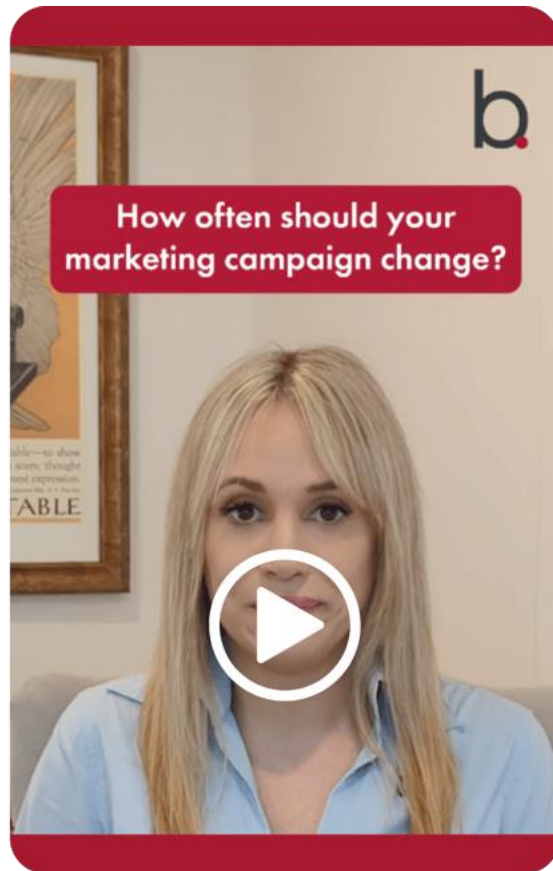
## THE POWER OF ALUMNI NETWORKS: A Strategic Tool for Business Development

When professionals walk out the door, does your firm see this as a closed chapter—or an opportunity? If you're not leveraging former employees to create lasting relationships, you're overlooking a prime source of referrals and potentially new business. Here's how firms can transform employee exits into mutually beneficial relationships, and how to implement relationship mapping to deepen these connections for business growth.

[Read More](#)

## Marketing Minute

WITH MEGAN



## How Often Should Your Marketing Campaign Change?

Your marketing should evolve based on data, not just trends—and you need the right intelligence to guide decisions. Regularly reassess what's working and pivot when necessary. Consistency is key, but stagnation kills growth. Listen to more from Principal [Megan Braverman](#).

[Watch Here](#)



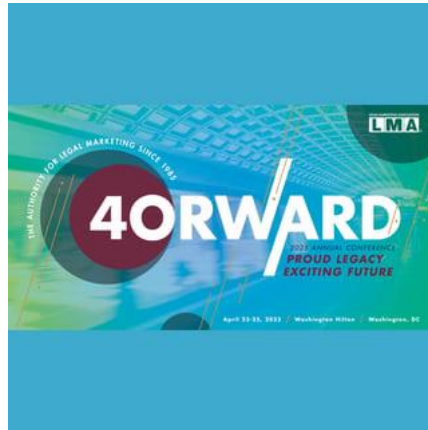
## Webinar Recording Available

Principal [Megan Braverman](#) discussed key takeaways from Marketing Partner Forum 2025, including what GCs want, AI's role in law firm marketing, creating and nurturing a comprehensive referral program, and more. [Watch here.](#)



## Vote for Berbay: The Recorder's "Best Of"

Berbay is proud to have been recognized as a Top PR Agency by The Recorder in 2024. Voting is now open for the 2025 rankings, please consider casting your vote for us. [Vote now.](#)



## See You at LMA Annual

Berbay will be attending the [LMA Annual Conference](#) on April 23-25, in Washington, DC. We hope to see you there!

### A Peek Behind the Agency Curtain.

RECENTLY, WE'VE BEEN TALKING WITH CLIENTS ABOUT:

- Whether you should host a press conference or only issue a press release in a significant litigation matter.
- How to navigate a firm rebranding with subjective opinions from multiple players.
- The importance of developing prospective client qualifiers and how to train your staff.
- What are the critical elements that make newsjacking successful.

### Celebrating 30 Years.



[Visit our timeline to see how we got here](#)



## 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 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.



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

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