

# Podcast: The Future of Law Firm Marketing & Business Development

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Berbay Marketing and PR

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What you'll learn in this episode:

- What surprising results LSSO found in a survey of law firm marketing professionals.
- Why marketing and business development/sales teams are converging within many law firms, and why this trend is set to continue.
- How the merger of marketing and business development is empowering content selling to drive client acquisition.
- Why product knowledge and understanding your firm's pressure points are critical for fulfilling your role in marketing.