

Maximising your Legal Directory Rankings

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Client Listening Exercises and Client Networking

Client feedback, which comprises part of the submission process, can be a great way to offer partners and lawyers the opportunity to see what's working and what's not.

Take note of what clients are saying about you – have their comments changed over the years? Are they identifying the positive attributes you would like them to focus on or should you be engaging with clients for more targeted feedback?

If you feel comfortable, send clients a link to your new ranking, and don't forget to thank those who provided testimonials for you.

Marketing Materials

Make sure you incorporate client feedback and testimonials into marketing materials to showcase the strengths and reputation of your practice. Now is also a good time to update lawyer website profiles and practice area pages so that they reflect the latest rankings.

Social Media

Prepare a personalised post about your recognition and thank colleagues, senior team members, and clients on LinkedIn, as well as other social media platforms you engage with.

Interestingly, posts from individual accounts tend to achieve higher engagement than those from corporate accounts.

Internal Communications

This may seem obvious, but there is no harm in sharing your recognition with teammates. Alternatively, streamline the rankings and have your firm's Head of BD/Marketing prepare a summary email so everyone is aware of how the firm, various practices and individuals were ranked.

This can boost morale as it helps lawyers know that they are part of a wider team that has been externally acknowledged for its merit!

HR and Recruitment

Being ranked in a legal directory can support your firm's recruitment efforts by helping to attract top-tier lawyers and trainees as your reputation in the market will be enhanced.

Don't shy away from including practice area rankings in job postings.

Contact Bonnie (bonnie@interact.law) if you would like further guidance on how to maximise your rankings as part of a broader marketing strategy.

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