

Public Reputation Management Tip for September 9, 2010

You Made “The” Law Firm Ranking List, Now Leverage the Recognition

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You have worked hard to earn a spot on “the” list. Now you need to tell people about it. Achieving *law firm rankings* success should be the beginning, not the end, of the line. For some legal guides like Chambers USA—although there is barely a break between when the results are announced and when the research for the coming guide begins—remember to take a deep breath and make sure you are leveraging this valuable third-party endorsement. Smart firms use *law firm ranking* and *lawyer rating* results as a way to show clients and potential clients that they are not only surviving in this difficult economy, but thriving—and being honored for their achievements. Here’s how:

- Promote the news internally via e-mail or internal newsletter. Marketing rankings results to other practices firm-wide enhances cross-selling efforts.
- Update appropriate attorney bios, social networking profiles and practice group descriptions, and post the news on the firm’s splash page. Online visitors are trying to learn more about the firm, so tell them what they need to know.
- Add achievements to recruiting materials to separate your firm from the competition and attract bright, up-and-coming talent.
- Draft a press release to help the firm gain visibility in the local media, and perhaps even in the national media, depending on the achievement. At the very least, post the information on the firm’s website.

Times are tough. Marketers need to capitalize on every opportunity to build the firm’s brand. Rankings achievements provide powerful testimonials that warrant extensive promotion.