

# Law firm rankings can be a big boost for midsize firms

**RankingsForLawyers®**



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Midsize law firms offer clients the best of both the small- and large-firm experience. These firms, which range in size from 50–150 attorneys, have many of the benefits of smaller firms, such as lower fees, more personalized attention and niche knowledge, yet also have the resources and full-service capabilities of large firms.

The challenge for legal marketers at midsize firms is to effectively communicate these benefits to potential clients. This is particularly challenging given that marketing managers at midsize firms often are asked to provide the same support as their counterparts at larger firms but with a smaller staff.

One tactic that can help legal marketers at midsize law firms highlight the competitive advantages of their firms without necessarily requiring intensive labor, high costs or significant time investment is law firm rankings.

If you're a legal marketer at a midsize law firm, here are some types of legal rankings that you should consider to help promote your firm's brand.

## Rankings for Midsize Law Firms

Annually, the *National Law Journal* publishes its [Midsize Hot List](#), which highlights 20 firms that have excelled above and beyond the competition. According to the *NLJ*:

"As clients demand better value for their legal spend and potential laterals more satisfaction from their careers, these firms know they're in a good spot. They also know that it takes keen business strategy to capitalize on that position. The firms we've selected for our Midsize Hot List are led by forward-thinking attorneys who are guiding their organizations in new practice directions, amassing more business in mainstay practices and spreading into new regions. They all have one thing in common: They're midsize, and they like it."

## Regional Law Firm Rankings and Awards

These lists give regional firms a chance to highlight talent through their "40 Under 40" or "Top Lawyer" rankings – rankings that provide firms the opportunity to build their reputations by focusing on the best and brightest attorneys.

## General Community/Business Recognition

Law firms also can gain recognition through many regional publications that honor workplaces in their “Best Places to Work” awards. Additionally, local bar associations honor firms for their community involvement through pro bono awards. These kinds of accolades can enhance a law firm’s appeal to prospective attorneys, which can turn into new business, particularly if a firm is able to attract an experienced lateral hire.

## Practice Area Rankings

These rankings allow midsize law firms to showcase their experience alongside many large firms that inevitably appear on these lists. By representing outstanding work in a particular area of law, a practice area ranking can help a midsize firm earn its place on in-house counsel short lists.

For strategic advice on how midsize law firms can outshine the competition and achieve top rankings, contact [rankings@jaffepr.com](mailto:rankings@jaffepr.com).