

The silver lining of writing Chambers submissions

RankingsForLawyers®



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We are in the midst of [Chambers rankings](#) season. While I doubt any legal marketers are singing “It’s the most wonderful time of the year,” there is a silver lining to this process.

As you have been compiling information for Chambers rankings, you have learned a great deal about what your law firm’s practice groups and attorneys have been doing. By summarizing matters for Chambers rankings, you’ve developed a deeper understanding of the strength of each attorney and practice group. This knowledge is invaluable to the savvy law firm marketer. It puts you in the enviable position of knowing not only who has accomplished what, but also *how* the biggest successes have happened at your firm.

Armed with this knowledge, there are many aspects of your law firm’s marketing efforts you can help finesse, from the lowest-hanging fruits – like updating the firm’s website with improved attorney bios and practice area descriptions – to beefing up your content marketing strategy with informative e-newsletters and blog posts. The Chambers process can also help inform your [law firm’s public relations](#) efforts. By understanding attorneys’ core competencies, key differentiators and representative matters, you can better position them as thought leaders. This can help you further refine your strategy when it comes to pitches, press releases, bylined article opportunities and social media usage.

As an added bonus, almost everything you use for your Chambers submissions can be repurposed for multiple [law firm rankings](#) submissions. The important thing is to make sure you carefully review the submission requirements so you provide the researchers with exactly the information they need.

Need help with Chambers or other nominations? Contact rankings@jaffepr.com.