

# Rankings offer opportunities to showcase your firm's strengths

## RankingsForLawyers®



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There is no doubt that managing a law firm's response to rankings, surveys and directories is the bane of every marketer's existence. But hidden within the 1000+ rankings that are available to the legal community are a few nuggets of marketing gold.

Placement on the right list helps to highlight a firm's successes, showcases an area of strength and provides an opportunity to brag about recent wins. If you don't spend time homing in on which rankings are important to the firm, your attorneys and your potential clients, though, you could be missing the boat.

Where to start? Begin by reviewing the firm's overall marketing plan. What do you hope to accomplish in 2013? What areas or attorneys are a focus of promotion? Based on that straightforward criteria, you can identify which national and regional rankings will help support those goals. Also consider the firm's biggest wins over the last year, or any particularly compelling pro bono work. Research the publications that are in your firm's practice areas and offer features highlighting this type of work. Identify their deadlines and be sure to submit information on time so you will be considered. And don't discount regional rankings, which can help to attract great employees in your area.

Once you've determined which rankings are the right fit, develop a calendar to manage the numerous submission deadlines and to track submission information. It is important to check the publications' websites frequently for updated information regarding submission deadlines and requirements.

Good luck and, if you have any questions, please contact [rankings@jaffepr.com](mailto:rankings@jaffepr.com).