

You've ranked! Create a buzz.

RankingsForLawyers®



Jaffe Staff

You did it – your firm has been ranked! But developing a winning submission is only the beginning. Now is the time to create a buzz.

Once you've achieved law firm rankings success, the fun begins. Make sure you leverage these valuable third-party endorsements by using [law firm/lawyer rankings](#) to highlight their achievements. But how, you ask?

- Create excitement internally by adding the success to your internal newsletter or email messaging. This not only promotes the success of the honoree(s), but it could also open the doors to other practice area participation in the future. As an added bonus, it creates company-wide excitement: Everyone wants to work somewhere that is doing great things.
- Clients and potential clients are looking for information about your firm, so update the attorney bios, social networking profiles and practice group descriptions. Make sure you post the rankings to the firm's news and events page.
- Update recruitment materials. Use this win to highlight what your firm does well; this is your chance to attract great talent.
- Shout it from the treetops. Send out [press releases](#) to gain visibility in the media, both locally and, when appropriate, nationally.

As a legal marketer, you need to capitalize on these opportunities. This is your chance to build the firm's brand because rankings provide a powerful testimony to the firm's strengths.