

# Helping you stay on top of legal rankings

## RankingsForLawyers®



Jaffe Staff

Outsourcing doesn't always have to be a bad thing. In fact, the way we facilitate outsourcing can help you do great work, improve your productivity and actually increase the number of new hires in the U.S., helping our economy without your firm having to hire a single person. All of this can be done while improving your position in important legal rankings.

Everyone agrees that legal rankings are important. They are critical to [law firm branding](#) and keeping the firm name at top of mind to potential clients, even helping general counsel validate their short list of firms when considering outside counsel. The problem is that determining which rankings are most important and managing the deadlines for thousands of available legal lists and rankings is daunting on a good day. When you add in the myriad of the responsibilities that legal marketers are tasked with, it's nearly impossible to manage. So why do it all yourself?

[RankingsForLawyers™](#) (RFL) provides a turnkey solution to managing the time-consuming and labor-intensive task that law firm marketers and managers face as they try to keep up to date with the constantly changing information on the rankings, listings and surveys looming large in the legal community. [RankingsForLawyers®](#) gives legal marketers the knowledge they need not only to stay on top of all of the directories and ranking opportunities – national, regional and local – but also to better identify those that offer true value to the firm. Additionally, RFL provides useful guidance in managing key deadlines so nothing falls between the cracks.

Jaffe PR's proprietary research has identified over 1,000 legal and business lists that focus on individuals, practice groups, diversity, office space, deals and verdicts, and many other categories. Our research has all of the information that marketing professionals and lawyers need for their rankings/survey management decision-making purposes. We also can help with survey/ranking list management, identifying the right rankings for your needs, alerts to upcoming deadlines, and submission strategy and support.

For more information, visit the [RankingsForLawyer](#) website.

We're here to help when you are ready to outsource your rankings needs.