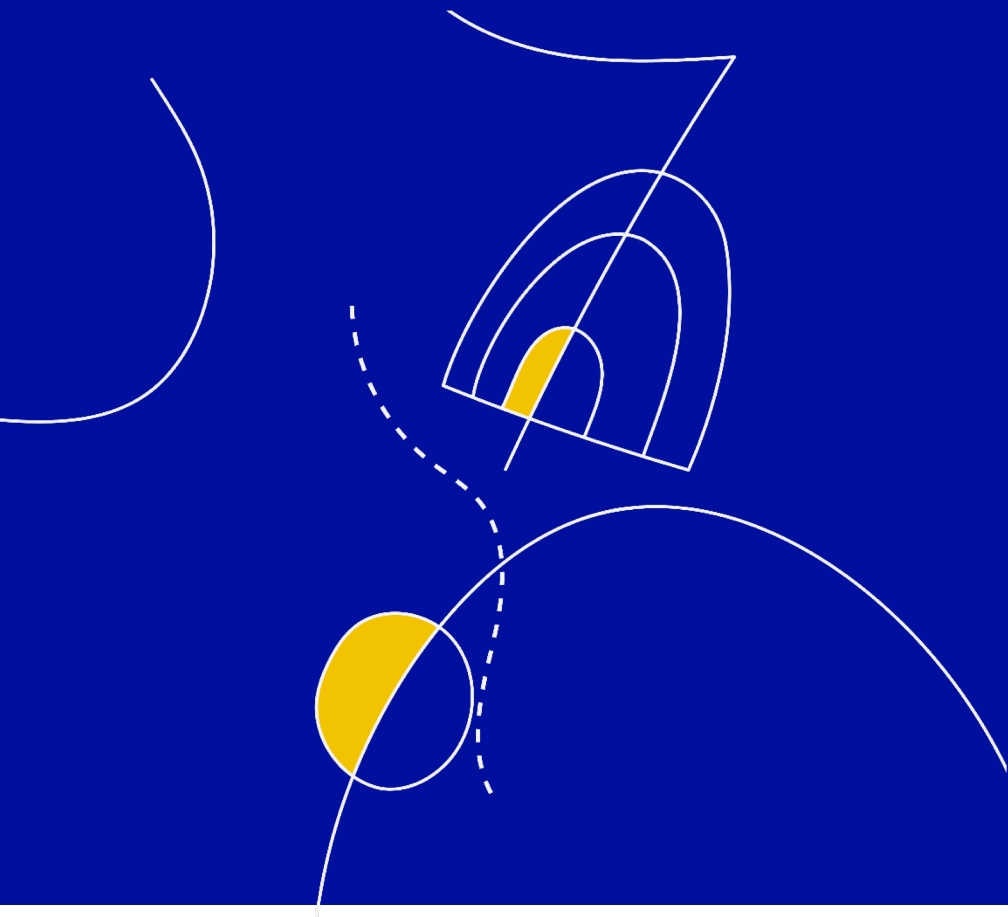
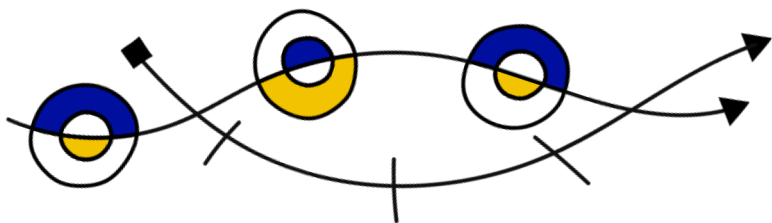


Legal Directories

The dos and don'ts guide



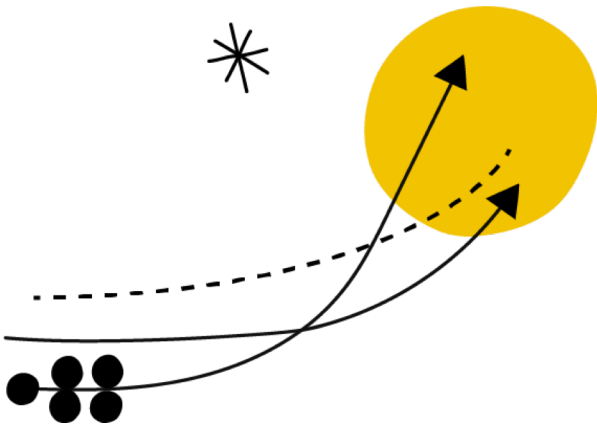
Despite being a ubiquitous marketing tool used in nearly every law firm's marketing strategy, legal directories still bring questions to even the most seasoned legal marketer. This guide presents the dos and don'ts of legal directories in a concise and, hopefully, helpful way.



Dos:

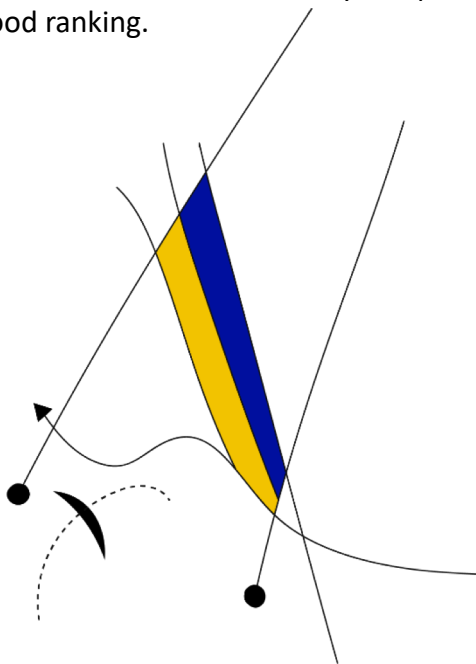
- **Tell a story, but be concise**

Think of your submission as a channel to tell your department's story to the researcher. Every part of the submission should connect to tell the whole story. Each highlight should be short and to the point, explaining what problem the client faced and how you solved it. Be concise: the researchers handle a high volume of information. Help the researcher help you.



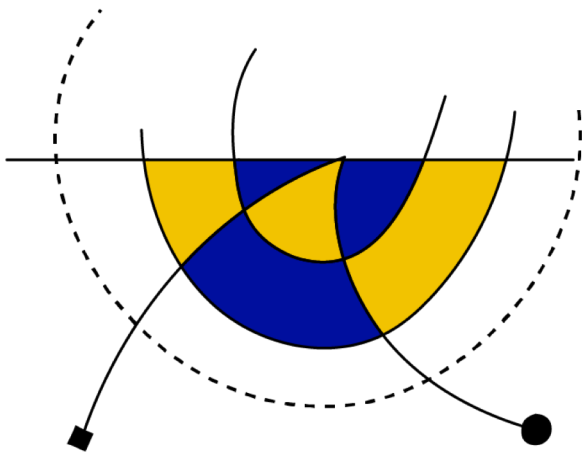
- **Prioritise the work highlights**

They are the most important part of any submission. The highlights show the kind of work your firm is able to handle, helping researchers compare firms and grasp who is doing what in a given practice area. Well-written work highlights featuring cases that are relevant to your practice area are crucial to a good ranking.



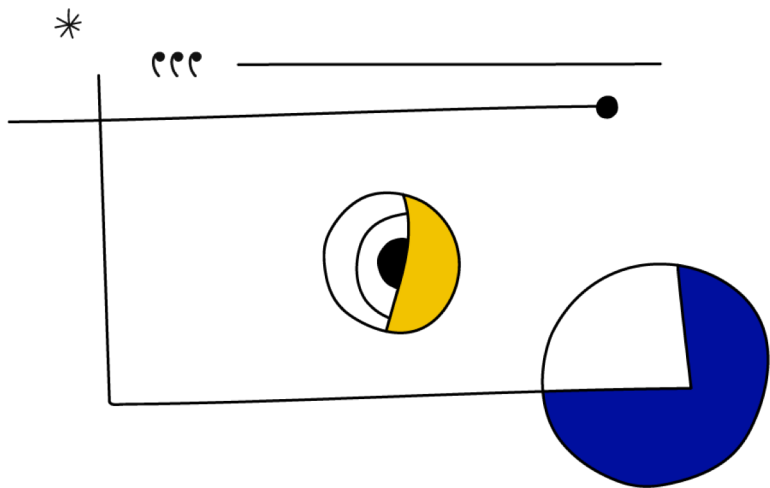
- **Double-check the directory's practice area description**

Legal directories research the whole of the legal market, covering various practice areas. This means they have to systematise the huge amount of information they collect. In some instances, the system used by directories to define the scope of the practice areas they research might be slightly different from the one your firm uses internally to distribute workload. Therefore, it is always important to check if the cases you are sending fit the directory's practice area description.



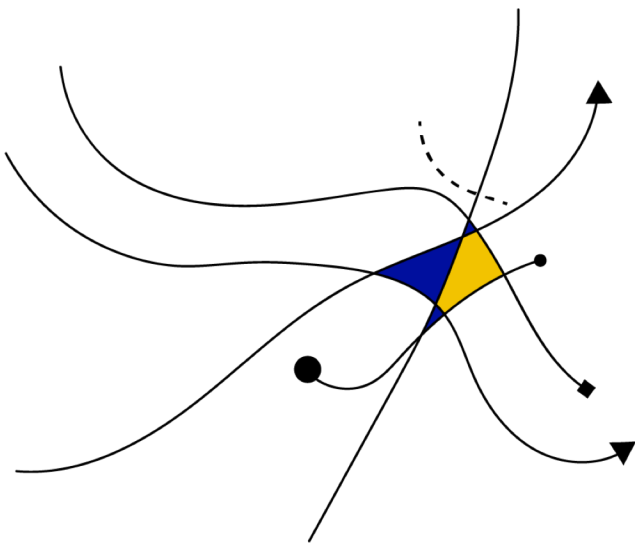
- **Be attentive when it comes to confidential information**

It is crucial that confidential information be marked as such. The main submission forms feature a confidential area. Information included in there will not be published. Ideally, you should not include any confidential information outside of this area (even if you are careful enough to change the text font colour, for example).



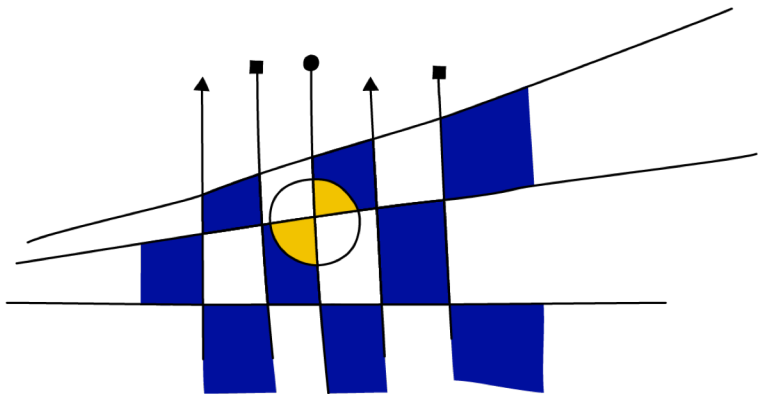
- **Select less senior clients as referees**

The most senior person is not necessarily the best referee. A company's president or CEO is less likely to have spare time to engage with legal directories. A client's job title does not make their feedback more valuable to a researcher. What matters is that your referee participates in the research process and provides glowing feedback about your work.



- **Tell your referees about the start of the research**

Once you have been informed of the start of the research, always share this information with your clients. When the referring lawyers follow up with their clients, the response rates usually increase. Client feedback is a decisive factor in any firm's ranking, therefore, a gentle reminder is always welcome.



Don'ts:

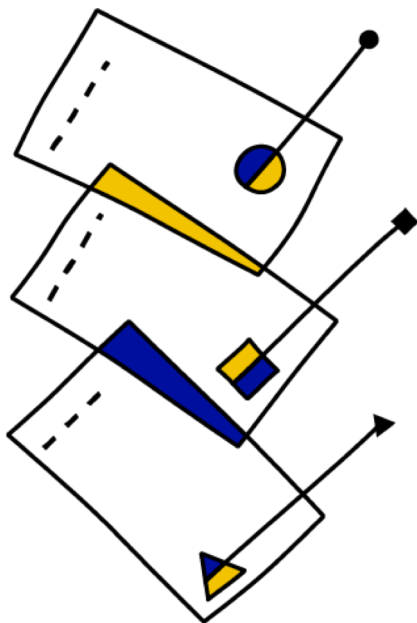
- **Don't miss the submission deadline**

It might seem obvious, but many law firms struggle to meet the submission deadline. It is really important to send both your referee spreadsheet and submission when they are due. Otherwise, the researchers might not have enough time to contact your referees or read your submission.



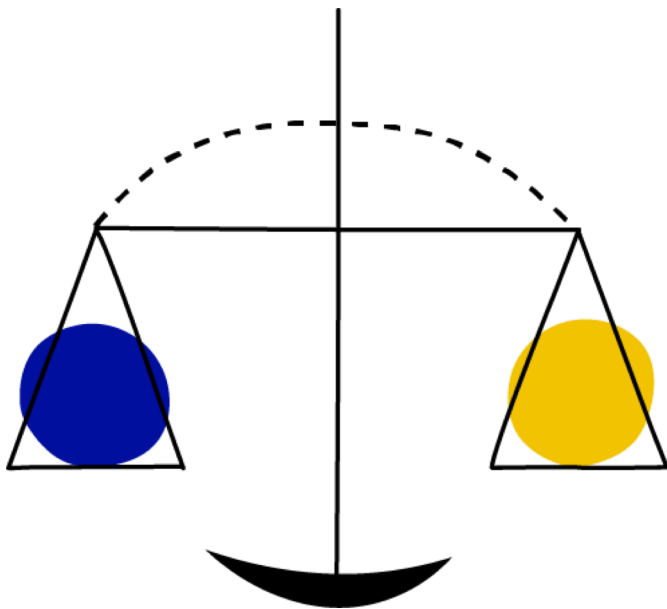
- **Don't repeat your referees**

Don't send the same referees for different practice areas. It is also important not to send the same referees to different directories. Rotating your referees will ease the burden of directories questionnaires on them. It will also increase the likelihood of them being contacted, as many directories automatically filter out referees that were sent more than once within a short period.



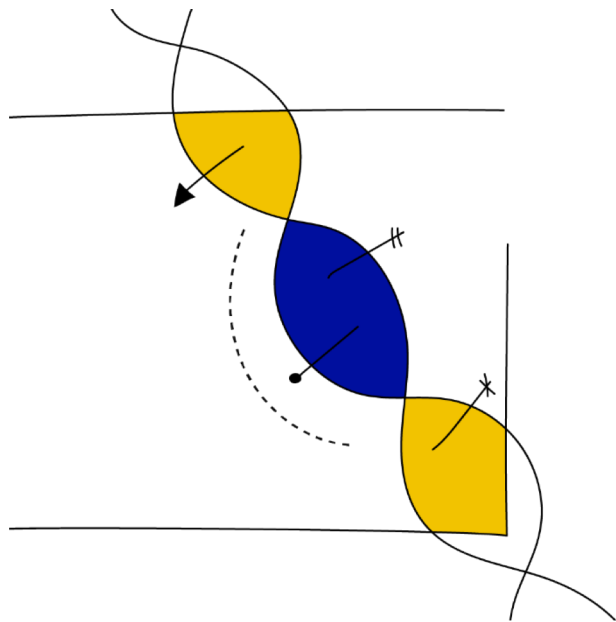
- **Don't use legalese**

A vast number of directories' researchers are not lawyers. Using overly technical legalese will only make your message harder to understand. Help the researcher help you.



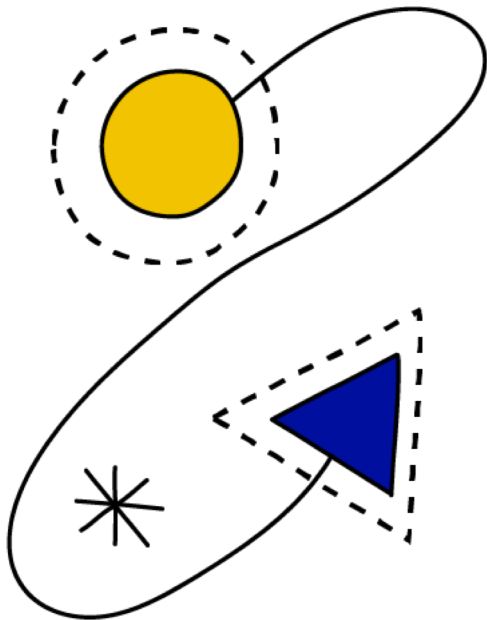
- **Don't mention every single lawyer in the submission**

Unless you have a small team, this issue tends to be a frequent point of contention. Teams who have more than five lawyers may find it hard to choose who to mention in the submission due to the document's limited space. The decision on who to include should be a strategic one, connected with the long-term vision for the department.



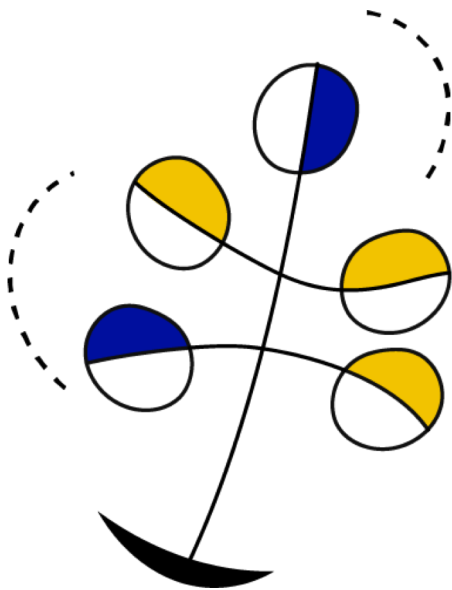
- **Don't place the most eye-catching matter at the end**

Although the researchers will read your whole submission, it is always more advantageous to start your highlights section with an impressive matter. As the saying goes, you only get one chance to make a first impression.



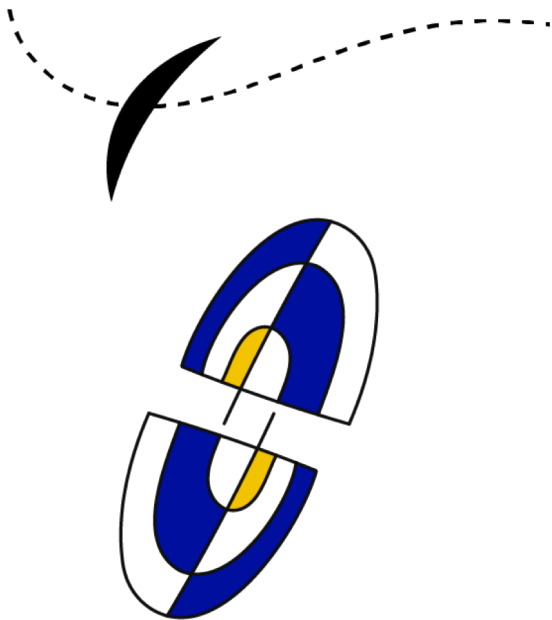
- **Don't send more referees or highlights than requested**

Each directory has its own methodology. The number of referees and work highlights requested by each publication has been well thought out to suit its chosen methodology. Sending more referees or highlights than requested won't improve your rankings.



- **Don't struggle alone**

Engaging with legal directories takes up valuable time from your partners and marketing staff. Even the most experienced team members tend to have questions about the research process. A legal directories consultancy can help your firm achieve the desired results in a smooth and time-efficient way.



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