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and Victoria Zimmon

The Social Law Firm Index 2019

Good2bSocial's annual study of social media marketing adoption, use, and best practices within the legal industry, including our rankings of America's Top 200 law firms for best social media achievement.

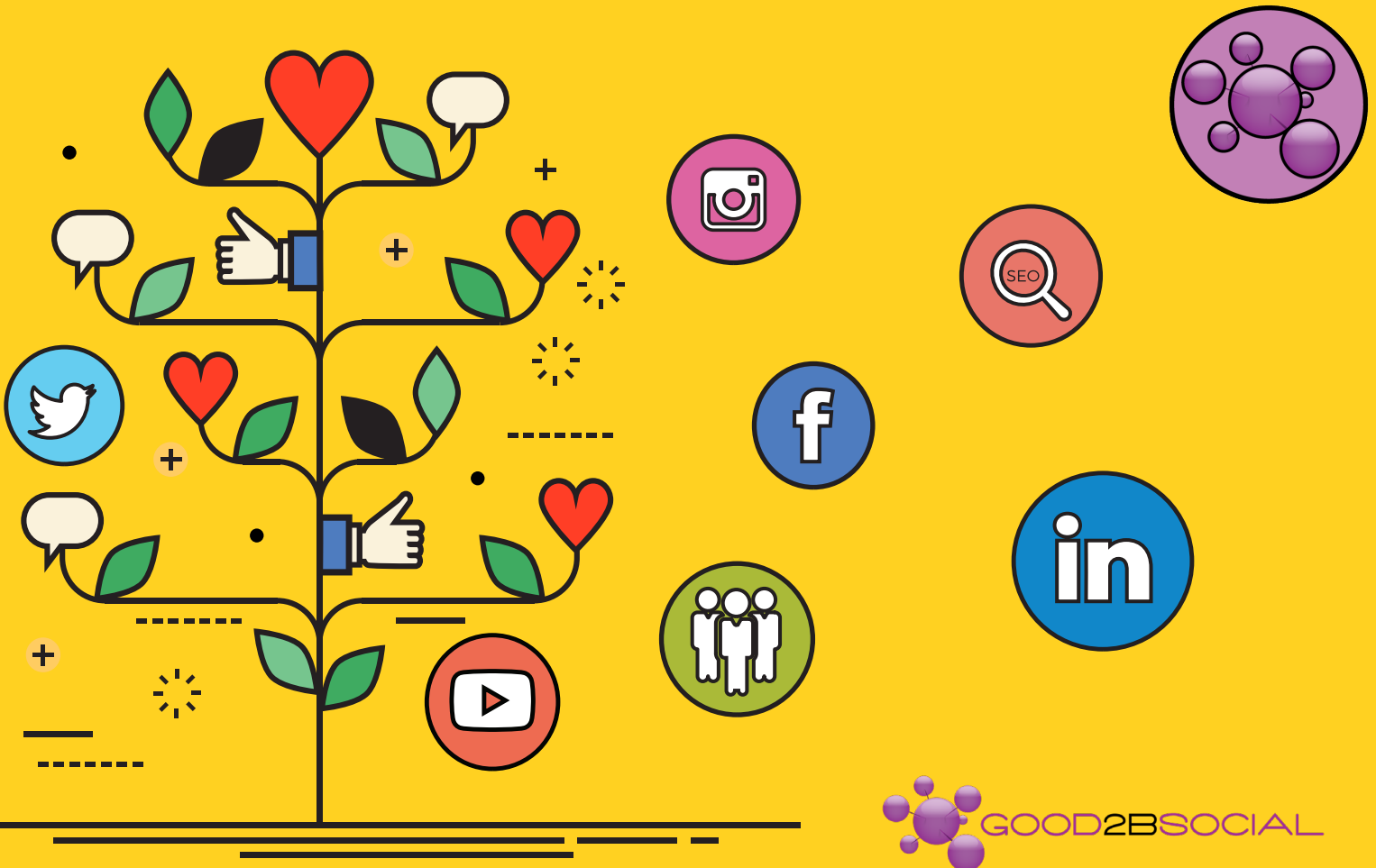
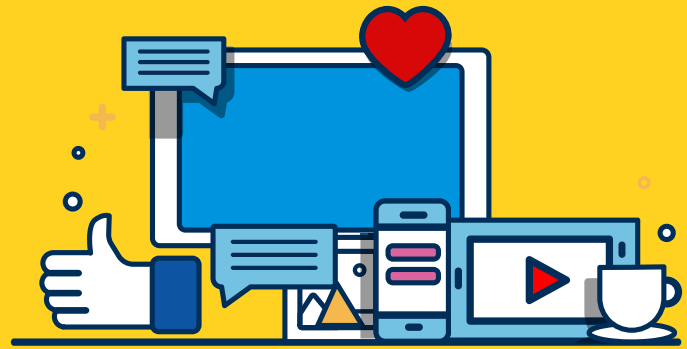


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About This White Paper/ Executive Summer

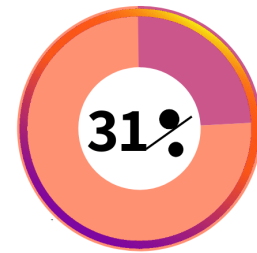
Now in its fifth edition, The Social Law Firm Index explores the success of law firms' digital marketing efforts and includes reviews and rankings of all firms on the 2019 Am Law 200. We reviewed their websites and their presence across all public social media platforms. We assessed firms' publicly available thought leadership content, and their social reach and engagement. Finally, we scored and ranked the effectiveness of their overall efforts in social media across various channels and categories. Our analysis is further informed by the depth of our experience working with law firms, our familiarity with current trends and conditions in the marketplace, and best practices used across digital marketing channels.



We measured social media reach, engagement, and marketing performance on platforms that included Twitter, LinkedIn, Facebook, Instagram, and YouTube. We also looked at other metrics to measure digital best practices. The Social Law Firm Index analyzes each firm's presence on the internet and across social media and evaluates their social usage to extend thought leadership content and to engage with clients and constituents. These factors are reduced to numerical measures, weighted, and incorporated into our algorithm to develop each firm's rank. In addition to scoring and ranking each firm for its overall capability and impact, we also break out performance across the individual social media channels and digital marketing disciplines.

Since our first study in 2013, we've seen a significant increase in the use of social media by American law firms. Most firms now understand the need for social media and digital communications in their marketing and business development strategies. Similar to last year, law firms are using more video and interactive content to engage with prospects and clients, and they're also producing better client-centric educational content. We also saw firms embrace data analytics and start to develop their strategies around measurement and key performance indicators in order to gain a better understanding of their return on investment.

Content is still king when it comes to engagement. Not only does it give law firms an opportunity to demonstrate their lawyers' knowledge and experience, but it allows clients to gain a better understanding of the strengths and competencies of each firm. We define thought leadership as material that communicates, to potential clients and others, information about their business offerings and expert analyses. These communications can take the form of articles, client alerts, toolkits, videos, podcasts, and blogs. They should be educational or help audience members solve a problem. Sharing content that aligns with your firm's goals provides a significant value. The idea is to show that you are knowledgeable and up-to-date in your area of practice, without making your account look like an endless, self-promotional commercial.



of law firms have an Instagram account

Not only does content help promote your capabilities as a firm, but it also goes a long way in enhancing the search engine visibility for law firms websites. For websites, practice area pages, and bios to be discovered, and rank high in search engines, firms need to feature great content that is optimized properly for keywords. Additionally, while content is obviously the first way to optimize your site for search, the growing trend of video and interactive content can enhance search visibility on its own. Search engine optimization is a long-term yet essential investment for a firm. It may take a little time to see the results you want, but the investment will be worth it.

“
**CONTENT IS STILL KING
WHEN IT COMES
TO ENGAGEMENT.**
”





The Social Law Firm Index 2019

WHY THE SOCIAL LAW FIRM INDEX?

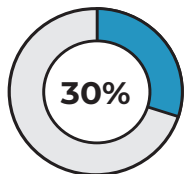
We study and publish our findings on the adoption of digital marketing technologies by law firms to raise awareness about the value of digital marketing for business development. When we first started, six years ago, law firm digital marketing was still in its infancy, and digital marketing strategies weren't a reality for many firms.

The state of digital marketing and social media usage in our industry has significantly shifted since we published our first report. Every Am Law 200 firm now has a presence online, and most use at least two digital media platforms. Digital and social have developed into required components for law firm marketing. The Social Law Firm Index measures the effectiveness of law firm reach and engagement across the variety of online digital media channels.

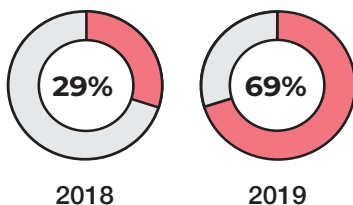
Key Findings for 2019

“
**THOUGHT LEADERS
PRODUCE CONTENT ON
A REGULAR AND
FREQUENT BASIS**
”

Law firms using Paid LinkedIn



Firms with YouTube channels



MEASUREMENT AND ROI

It's imperative that firms identify what their goals are with social media and develop clear metrics to track them. If you're not getting page views, and shares, and visitors aren't engaging with your content, you're not generating any ROI. Some of the goals you may have for social media marketing include brand awareness, traffic to your website, generating new leads for newsletters, and acquiring new clients. Beyond likes and followers, you want to understand how many people interact with your content. You can learn more about engagement by tracking retweets, shares, comments, and views. Benchmark your audience on each platform, and then track the growth or decline. Knowing what you want to measure and establishing time frames help to identify a real, measurable metric. If you want to improve your growth, consider changes to frequency, topics, or content formats.

THINK LIKE A LEADER

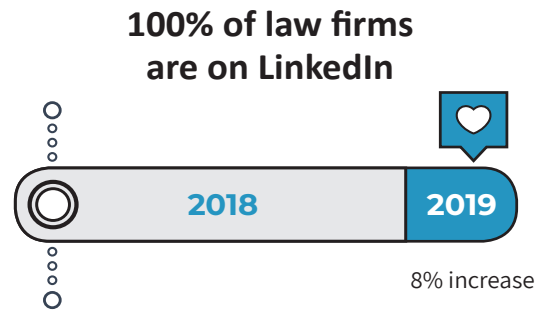
Most Am Law firms produce client-centric content that discusses pain points or issues that their clients are facing. They are also publishing content that provides added value to their existing clients. Thought leaders also produce content on a regular and frequent basis, written in an easy-to-digest and understandable style and length. Most content comes from law firm blogs, which can often be buried on some websites or hard to find. But the leaders in this area keep their content front and center, and easy to locate. We still see a lot of firms publishing too many promotional or firm-centric pieces, as well as publishing in PDFs, neither of which is helping their SEO, since Google robots can't crawl PDFs, nor encourage visitor engagement.

EMPLOYEE ENGAGEMENT

Firms are investing more time and money to properly train their lawyers and employees on the use of social media and digital marketing. Many firms have also invested in employee advocacy tools like LinkedIn Elevate, PostBeyond, and Clearview Social that make it easier for everyone at the firm to participate in social media. Firms utilize these services to empower their employees to regularly share relevant and approved content. These tools can send out prompts to employees to share appropriate content, and artificial intelligence can also dictate when content should be shared, making it even more impactful.

AUTOMATION

More and more firms are investing in marketing automation platforms like HubSpot or Pardot. Both tools help firms improve lead management and segment messaging to their different audiences. More firms have also added chatbots as part of their website experience to engage with any potential new lead and allow for 24/7 responses. Our “instant gratification” society has enabled people to expect responses right away, but technology has also allowed us to capture information through tailored questions in a chat session. The messaging has also been personalized, so the chatbots appear as human as possible. However, the number of firms embracing this technology is still relatively small when compared to corporations.



CHARACTERISTICS OF WORST PERFORMERS

DECISIONS WITHOUT DATA

Many firms do not use the data available to help them improve any of their marketing efforts. Firms should pull their data from Google analytics, social platforms, inbound marketing programs, and paid campaigns on a very regular basis (we suggest monthly or quarterly, at a minimum). Track your progress against any benchmarks you’ve set and look for trends. Undoubtedly there will be opportunities for improvement or tweaking, and success stories where even more resources should be assigned. Remember to test everything from email subject lines to pay-per-click ad copy and use those results to determine your next steps.

HOME AND PRACTICE AREA PAGES WITH LOW CONTENT

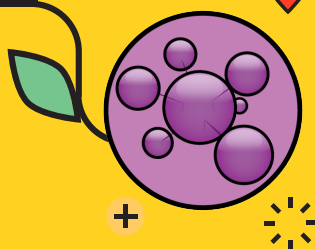
When it comes to a high-ranked home page, Google has identified a few qualities that help to drive its rankings. Does your home page have a high word count? Does your page actually answer the searcher’s query? Or is your page thin on content, or are you duplicating content on various pages? Are you stuffing your page with keywords in an unnatural way? Are you actually writing for your clients, or just robots? Does your home page properly and thoroughly identify the work that your firm does? How easy is your page to navigate? Go back and do a deep dive on your home page to ensure that you’re not making any of these mistakes. In today’s marketplace, firms need more than just a sharply designed website—they also need to make sure that they’re using appropriate key terms, that they have content that is both useful and relevant, and that there is an organized and logical home page.



Social Law Firm Index 2019: The Rankings



THE SOCIAL LAW FIRM INDEX 2019



The Rankings

Firm Name	Rank 2019	Rank 2018
DLA Piper	1	2
White & Case	2	4
Norton Rose Fulbright	3	1
Baker McKenzie	4	3
Orrick, Herrington & Sutcliffe	5	5
Squire Patton Boggs	6	9
Latham & Watkins	7	7
Hogan Lovells	8	6
Fragomen	9	38
Holland & Knight	10	8
Jones Day	11	12
Fox Rothschild	12	16
Quarles & Brady	13	114
McDermott Will & Emery	14	30
Goldberg Segalla	15	113
Shutts & Bowen	16	132
Mayer Brown	17	58
Greenberg Traurig	18	19
Jackson Lewis	19	23
Littler Mendelson	20	33
Greenspoon Marder	21	52
Morgan, Lewis & Bockius	22	10
Skadden	23	37
Reed Smith	24	56
Baker Botts	25	18
Crowell & Moring	26	39
Winston & Strawn	27	14
Sidley Austin	28	15
Kirkland & Ellis	29	77
Baker Donelson	30	20
Proskauer Rose	31	24

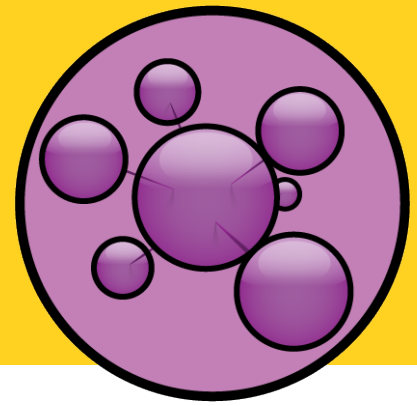
Firm Name	Rank 2019	Rank 2018
Dickinson Wright	32	102
Dinsmore & Shohl	33	97
K&L Gates	34	35
Blank Rome	35	50
Covington & Burling	36	21
Lewis Brisbois	37	150
Troutman Sanders	38	68
Seyfarth Shaw	39	27
Kilpatrick Townsend	40	62
Duane Morris	41	63
Morrison & Foerster	42	28
Cooley	43	44
Akin Gump	44	59
Foley & Lardner	45	41
Husch Blackwell	46	40
Weil, Gotshal & Manges	47	65
Paul Hastings	48	108
Perkins Coie	49	34
Nelson Mullins Riley	50	82
O'Melveny & Myers	51	60
Womble Bond Dickinson	52	
Shearman & Sterling	53	57
Bryan Cave	54	26
Ice Miller	55	47
Robins Kaplan	56	49
Fenwick & West	57	31
Bracewell	58	72
Goodwin Procter	59	13
Polsinelli	60	80
Carlton Fields Jordan Burt	61	83
Lowenstein Sandler	62	115
Alston & Bird	63	51
Clark Hill	64	170
Ogletree Deakins	65	90
Cleary Gottlieb	66	73
Adams and Reese	67	84
Gibson, Dunn & Crutcher	68	86
Debevoise & Plimpton	69	76

Firm Name	Rank 2019	Rank 2018
Wilson Sonsini	70	66
Mintz Levin Cohn	71	46
Nixon Peabody	72	17
Holland & Hart	73	92
Saul Ewing	74	11
Haynes and Boone	75	70
Locke Lord	76	69
Stoel Rives	77	85
Jackson Walker	78	130
Wilmer Cutler	79	43
Vinson & Elkins	80	95
Burr & Forman	81	134
McGuireWoods	82	53
Kramer Levin	83	155
Quinn Emanuel	84	183
Fisher & Phillips	85	71
Dechert	86	25
Finnegan	87	74
Miller Canfield Paddock	88	122
Ballard Spahr	89	55
Katten Muchin Rosenman	90	109
Schiff Hardin	91	140
Loeb & Loeb	92	147
Shumaker, Loop & Kendrick	93	131
Snell & Wilmer	94	101
Drinker Biddle & Reath	95	96
Baker & Hostetler	96	45
Butler Snow	97	
Thompson Coburn	98	136
Bradley	99	36
King & Spalding	100	48
Robinson & Cole	101	79
Milbank	102	149
Fish & Richardson	103	22
Hunton Andrews Kurth	104	
Pillsbury	105	116
Arnold & Porter	106	99
Arnall Golden Gregory	107	125

Firm Name	Rank 2019	Rank 2018
Dorsey & Whitney	108	29
Foley Hoag	109	81
Sheppard Mullin	110	64
Miles & Stockbridge	111	87
Knobbe, Martens, Olson & Bear	112	156
Fried Frank	113	139
Davis Polk & Wardwell	114	166
Cole Schotz	115	169
Bond, Schoeneck & King	116	146
Shook, Hardy & Bacon	117	128
Steptoe & Johnson	118	88
Arent Fox	119	93
Wiley Rein	120	106
Hughes Hubbard & Reed	121	98
Benesch	122	112
Faegre Baker Daniels	123	105
Brownstein Hyatt Farber Schreck	124	123
Patterson Belknap	125	89
Cadwalader	126	144
Thompson Hine	127	129
Goulston & Storrs	128	141
Ropes & Gray	129	103
Willkie Farr & Gallagher	130	117
Smith, Gambrell & Russell	131	124
Nexsen Pruet	132	
Vedder Price	133	133
Stroock & Stroock & Lavan	134	145
Barnes & Thornburg	135	91
Vorys Sater	136	75
Wilson Elser Moskowitz	137	135
Pepper Hamilton	138	100
Paul Weiss	139	138
Kobre & Kim	140	162
Kelley Drye & Warren	141	176
Sullivan & Worcester	142	94
Thompson & Knight	143	178
Jenner & Block	144	153
Davis Wright Tremaine	145	104

Firm Name	Rank 2019	Rank 2018
Curtis Mallet-Prevost	146	179
Stinson Leonard Street	147	127
Dykema Gossett	148	42
Phelps Dunbar	149	167
Cozen O'Connor	150	110
Frost Brown Todd	151	119
Allen Matkins	152	32
McCarter & English	153	126
Williams Mullen	154	158
Day Pitney	155	164
GrayRobinson	156	180
Kutak Rock	157	189
Buchanan Ingersoll & Rooney	158	121
Hinckley, Allen & Snyder	159	148
Manatt, Phelps & Phillips	160	137
Akerman	161	143
Morris, Manning & Martin	162	152
Winstead	163	151
Brown Rudnick	164	142
Michael Best & Friedrich	165	61
Cravath, Swaine & Moore	166	181
Hodgson Russ	167	
Porter Wright Morris & Arthur	168	157
Jeffer Mangels Butler & Mitchell	169	191
Moore & Van Allen	170	184
Lathrop & Gage	171	107
Spencer Fane	172	
Hinshaw & Culbertson	173	160
Lewis Roca Rothgerber Christie	174	78
Eckert Seamans	175	175
Sherman & Howard	176	159
Chapman and Cutler	177	172
Marshall Dennehey	178	173
Procopio Cory	179	120
Sullivan & Cromwell	180	67
Gordon Rees Scully Mansukhani	181	163
Schulte Roth & Zabel	182	171
Armstrong Teasdale	183	168

Firm Name	Rank 2019	Rank 2018
McElroy Deutsch Mulvaney	184	165
Kasowitz	185	190
Honigman	186	177
Buckley	187	118
Choate Hall & Stewart	188	174
Buchalter	189	154
Boies Schiller Flexner	190	188
Simpson Thacher & Bartlett	191	185
LeClairRyan	192	186
Cahill Gordon & Reindel	193	196
Gibbons	194	193
Venable	195	187
Rutan & Tucker	196	195
Munger, Tolles & Olson	197	182
Wachtell	198	192
Irell & Manella	199	197
Williams & Connolly	200	198



Previous first-place winner and 2019 first-place finisher DLA Piper has clearly demonstrated their prowess when it comes to digital marketing. As Erin Dimry, the firm's chief marketing and business development officer, said, "Social media is inherent in our culture. We've embraced it for years."

DLA Piper uses social media to convey the firm's values and brand proposition. The firm's main channels are LinkedIn and Twitter, but it has also embraced Facebook and Instagram to share more of the firm's culture and social responsibility work. According to Dimry, "By sharing imagery on these channels, we hope to share a sense of who we are and what we value. Our commitment to inclusion and service comes to life in the activities of our people."

This past year, DLA Piper underwent a visual identity refresh, which included a redesign of all of their social media cards. "We have always made an effort to share content that offers valuable insight. Our clients are pressed for time, and we wanted to be sure they could quickly identify and access our content on their social media channels," said Dimry.

DLA Piper has known for a long time that their presence on social media has been one of the firm's most effective and viewed platforms. While the firm has only been around since 2005, they've always considered themselves an innovative firm, and they recognized from the start that social media was an excellent tool to share their voice and values with the marketplace. Communications has always been a part of the firm's DNA. "Generating thought leadership is a key element of excellent client service. Our lawyers want to participate and share timely, actionable information," said Dimry.

A consistent and programmatic approach is necessary when talking about a firm with nearly 4,300 lawyers and a presence in more than 40 countries. Additionally, each region brings its own unique cultural and political complexities to a communications strategy. Creating an editorial calendar, and regular collaboration and team meetings between the regions, helps with planning and promotion, which in turn builds credibility with the attorneys. "Market research tells us that our prospects and client's value accessible, actionable information," said Dimry. "We want them to be able to access our knowledge base across their social media channels."

Obviously, DLA Piper's efforts have paid off. Not only is this the firm's fifth first-place win in the Social Law Firm Index, but their quarterly analytics continue to trend upward in terms of shared content, followers, and engagement. On top of regular communications across the firm, the team also provides on-board training so that everyone is aware of their efforts and how they can participate.

"We want to enable our attorneys to share who they are and what they know with the market. We are proud that our efforts here are having an impact," said Dimry.

Top Performers: LinkedIn



Firm Name	Rank 2019	Rank 2018
Baker McKenzie	1	2
DLA Piper	2	3
Hogan Lovells	3	6
Norton Rose Fulbright	4	4
White & Case	5	1
Latham & Watkins	6	7
Fragomen	7	10
Jones Day	8	8
Skadden	9	13
McDermott Will & Emery	10	18
Holland & Knight	11	11
Crowell & Moring	12	17
Jackson Lewis	13	22
Shearman & Sterling	14	25
Greenberg Traurig	15	30
Kirkland & Ellis	16	28
Baker Botts	17	83
K&L Gates	18	19
Orrick, Herrington & Sutcliffe	19	5
Morgan, Lewis & Bockius	20	9
Morrison & Foerster	21	20
Squire Patton Boggs	22	21
Mayer Brown	23	12
Sidley Austin	24	15
Gibson, Dunn & Crutcher	25	26
Alston & Bird	26	68
King & Spalding	27	14
Clark Hill	28	173
Bracewell	29	75
Ogletree Deakins	30	120
Blank Rome	31	98

Firm Name	Rank 2019	Rank 2018
Akin Gump	32	50
Perkins Coie	33	35
Debevoise & Plimpton	34	32
Covington & Burling	35	23
Lewis Brisbois	36	117
Davis Polk & Wardwell	37	24
Wilmer Cutler	38	27
Weil, Gotshal & Manges	39	43
Littler Mendelson	40	52
Reed Smith	41	37
Dechert	42	16
Fox Rothschild	43	74
Troutman Sanders	44	36
Cooley	45	148
Cleary Gottlieb	46	39
Finnegan	47	47
Wilson Sonsini	48	34
Holland & Hart	49	85
Locke Lord	50	99
Winston & Strawn	51	102
Kilpatrick Townsend	52	90
Baker & Hostetler	53	29
Proskauer Rose	54	40
O'Melveny & Myers	55	55
Carlton Fields Jorden Burt	56	91
Vinson & Elkins	57	58
Ice Miller	58	69
Fisher & Phillips	59	72
Fried Frank	60	121
Dorsey & Whitney	61	66
Foley & Lardner	62	42
Fish & Richardson	63	80
Katten Muchin Rosenman	64	110
Arent Fox	65	48
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Patterson Belknap	68	45
Polsinelli	69	156

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Kobre & Kim	73	46
Haynes and Boone	74	57
Willkie Farr & Gallagher	75	38
Miles & Stockbridge	76	61
Seyfarth Shaw	77	125
Paul Hastings	78	67
Womble Bond Dickinson	79	
Cole Schotz	80	142
Sheppard Mullin	81	44
Drinker Biddle & Reath	82	116
Day Pitney	83	112
Robinson & Cole	84	101
Quarles & Brady	85	88
Ballard Spahr	86	78
Hunton Andrews Kurth	87	
Curtis Mallet-Prevost	88	154
Stoel Rives	89	63
Foley Hoag	90	100
Wilson Elser Moskowitz	91	73
Vorys Sater	92	54
Arnall Golden Gregory	93	146
Sullivan & Cromwell	94	33
Ropes & Gray	95	104
Shook, Hardy & Bacon	96	122
Loeb & Loeb	97	153
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Quinn Emanuel	100	161
Baker Donelson	101	60
Faegre Baker Daniels	102	126
Mintz Levin Cohn	103	141
Pillsbury	104	178
Fenwick & West	105	64
Thompson Hine	106	77
Nixon Peabody	107	157

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Kutak Rock	108	172
Knobbe, Martens, Olson & Bear	109	185
Adams and Reese	110	106
Kramer Levin	111	159
Barnes & Thornburg	112	59
Nelson Mullins Riley	113	119
Vedder Price	114	131
Wiley Rein	115	140
Goldberg Segalla	116	92
Thompson Coburn	117	111
Goulston & Storrs	118	147
Cravath, Swaine & Moore	119	171
Bryan Cave	120	177
Jenner & Block	121	103
Hinckley, Allen & Snyder	122	114
Goodwin Procter	123	51
Husch Blackwell	124	87
McGuireWoods	125	41
Spencer Fane	126	
Bradley	127	105
Greenspoon Marder	128	97
Frost Brown Todd	129	56
Lewis Roca Rothgerber Christie	130	115
Smith, Gambrell & Russell	131	81
Benesch	132	144
Williams Mullen	133	130
Hodgson Russ	134	
Winstead	135	89
Akerman	136	139
Porter Wright Morris & Arthur	137	182
Nexsen Pruet	138	
Brown Rudnick	139	95
Sullivan & Worcester	140	65
Chapman and Cutler	141	143
Sherman & Howard	142	108
Brownstein Hyatt Farber Schreck	143	132
Kelley Drye & Warren	144	184
McCarter & English	145	82

Firm Name	Rank 2019	Rank 2018
Dickinson Wright	146	84
Morris, Manning & Martin	147	94
Jeffer Mangels Butler & Mitchell	148	197
Dykema Gossett	149	134
Pepper Hamilton	150	181
Phelps Dunbar	151	149
Stroock & Stroock & Lavan	152	107
Manatt, Phelps & Phillips	153	135
Duane Morris	154	127
Schulte Roth & Zabel	155	167
Allen Matkins	156	53
Stinson Leonard Street	157	136
Butler Snow	158	
Davis Wright Tremaine	159	162
Schiff Hardin	160	155
Snell & Wilmer	161	113
Hinshaw & Culbertson	162	165
Marshall Dennehey	163	151
Moore & Van Allen	164	189
Paul Weiss	165	145
Kasowitz	166	186
Dinsmore & Shohl	167	118
Procopio Cory	168	96
McElroy Deutsch Mulvaney	169	71
Eckert Seamans	170	195
Buchanan Ingersoll & Rooney	171	93
Milbank	172	79
GrayRobinson	173	188
Miller Canfield Paddock	174	164
Steptoe & Johnson	175	175
Lathrop & Gage	176	62
Gordon Rees Scully Mansukhani	177	109
Michael Best & Friedrich	178	152
Cahill Gordon & Reindel	179	187
Armstrong Teasdale	180	138
Shumaker, Loop & Kendrick	181	176
Simpson Thacher & Bartlett	182	168
Jackson Walker	183	124

Firm Name	Rank 2019	Rank 2018
Shutts & Bowen	184	166
Buckley	185	70
Cozen O'Connor	186	163
Buchalter	187	123
Choate Hall & Stewart	188	170
LeClairRyan	189	190
Thompson & Knight	190	183
Bond, Schoeneck & King	191	191
Honigman	192	160
Boies Schiller Flexner	193	169
Munger, Tolles & Olson	194	174
Wachtell	195	179
Rutan & Tucker	196	196
Venable	197	180
Gibbons	198	194
Irell & Manella	199	193
Williams & Connolly	200	198



As LinkedIn has evolved and grown, so too has Baker McKenzie's approach to the business networking site.

"We started viewing LinkedIn as a destination, not just a channel, and actually produced campaigns specifically for LinkedIn," said Leah Schloss, associate director of North America Communications.

The firm created a series of videos featuring conversations between partners, clients, and speakers, all discussing the future of work. "It's definitely something we couldn't have done a few years ago, but we're thinking differently about our audiences and how we can reach them. By promoting the campaign on LinkedIn, we can even tag our own clients, which they appreciate," said Schloss.

Schloss says that LinkedIn is a place where people stay, so the firm has presented a multidimensional approach and has made the firm's page look as organized and put-together as any website. Because of the analytics that LinkedIn offers, the firm can also measure what resonates with people and what they're sharing.

The firm made a big push in 2019 to secure more buy-in from leadership to consistently share, comment, and post their own content. "Content is so much more relevant and engaging when it's an individual posting," said Schloss. "The company page can speak for the brand, but we also need for individuals to connect with their own network."

The firm has also conducted trainings for LinkedIn, in a hands-on approach. "We hosted workshops and taught people how to build a profile, post, and share. We've had great response to those," Schloss said.

All of this has resulted in a very successful presence for Baker McKenzie, growing to nearly 200,000 followers, the largest of law firms. One of the best practices that Schloss said the firm has learned is to feature their own people more, which generates more likes, shares, and comments. The firm has also used sponsored posts for thought leadership and transactional relevant content.

"One of the coolest things about our channel is that it's truly global," said Schloss. "Whether it's profiles, content, or awards, it's from every corner of the world. We try not to post anything that's too niche, but overall it's a super interesting look at what's happening in the firm and around the globe."

THE SOCIAL LAW FIRM INDEX 2019

Top Performers: Twitter



Firm Name	Rank 2019	Rank 2018
Squire Patton Boggs	1	7
White & Case	2	4
DLA Piper	3	6
Hogan Lovells	4	8
Latham & Watkins	5	9
Holland & Knight	6	11
Norton Rose Fulbright	7	1
Greenberg Traurig	8	15
Baker McKenzie	9	2
Jones Day	10	19
McDermott Will & Emery	11	30
Crowell & Moring	12	56
Blank Rome	13	29
Mayer Brown	14	18
Kirkland & Ellis	15	16
Orrick, Herrington & Sutcliffe	16	3
Akin Gump	17	49
Littler Mendelson	18	115
Winston & Strawn	19	14
Morgan, Lewis & Bockius	20	172
Duane Morris	21	46
Fenwick & West	22	21
Reed Smith	23	54
Baker Botts	24	41
Perkins Coie	25	39
Goodwin Procter	26	10
Clark Hill	27	136
Seyfarth Shaw	28	17
Cooley	29	5
Morrison & Foerster	30	25
Fox Rothschild	31	34

Firm Name	Rank 2019	Rank 2018
K&L Gates	32	58
Weil, Gotshal & Manges	33	55
Robins Kaplan	34	45
Husch Blackwell	35	22
Fragomen	36	47
Wilson Sonsini	36	66
Locke Lord	38	37
Kilpatrick Townsend	39	57
Saul Ewing	40	12
Proskauer Rose	41	87
Holland & Hart	42	77
Covington & Burling	43	42
Nelson Mullins Riley	44	24
O'Melveny & Myers	45	38
Polsinelli	46	70
Troutman Sanders	47	73
Alston & Bird	48	36
Baker Donelson	49	35
Nixon Peabody	50	33
Womble Bond Dickinson	51	
Adams and Reese	52	26
Jackson Lewis	53	43
Shearman & Sterling	54	75
Mintz Levin Cohn	55	153
Lewis Brisbois	56	183
Fisher & Phillips	57	71
Steptoe & Johnson	58	67
Vinson & Elkins	59	94
Cleary Gottlieb	60	69
Skadden	61	60
Foley & Lardner	62	48
Wilmer Cutler	63	40
Hunton Andrews Kurth	64	
Bracewell	65	50
Sidley Austin	66	51
Katten Muchin Rosenman	67	82
Finnegan	68	92
Greenspoon Marder	69	107

Firm Name	Rank 2019	Rank 2018
Ballard Spahr	70	80
Ogletree Deakins	71	130
Drinker Biddle & Reath	72	79
Haynes and Boone	73	93
Stoel Rives	74	88
Arnall Golden Gregory	75	96
Arnold & Porter Kaye Scholer	76	102
Debevoise & Plimpton	77	65
Hughes Hubbard & Reed	78	64
Cozen O'Connor	79	84
Thompson Coburn	80	116
Dechert	81	23
Goldberg Segalla	82	117
Ice Miller	83	32
Wiley Rein	84	74
Jackson Walker	85	138
Gibson, Dunn & Crutcher	86	106
Foley Hoag	87	85
Fish & Richardson	88	124
Bryan Cave	89	68
Dickinson Wright	90	120
King & Spalding	91	62
Shook, Hardy & Bacon	92	105
McGuireWoods	93	197
Milbank	94	163
Pillsbury	95	86
Pepper Hamilton	96	78
Stroock & Stroock & Lavan	97	132
Lowenstein Sandler	98	133
Cadwalader, Wickersham & Taft	99	121
Miles & Stockbridge	100	27
Carlton Fields Jordan Burt	101	128
Snell & Wilmer	102	98
Nexsen Pruet	103	
Kramer Levin	104	103
Bradley	105	61
Loeb & Loeb	106	28
Robinson & Cole	107	90

Firm Name	Rank 2019	Rank 2018
Barnes & Thornburg	108	97
Thompson Hine	109	155
Burr & Forman	110	146
Vedder Price	111	101
Wilson Elser Moskowitz	112	151
McCarter & English	113	18
Arent Fox	114	126
Willkie Farr & Gallagher	115	142
Knobbe, Martens, Olson & Bear	116	129
Benesch	117	125
Butler Snow	118	
Sheppard Mullin	119	123
Dorsey & Whitney	120	99
Miller Canfield Paddock	121	140
Buchanan Ingersoll & Rooney	122	131
Frost Brown Todd	123	135
Goulston & Storrs	124	110
Sullivan & Worcester	125	81
Fried Frank	126	114
Cole Schotz	127	118
Shutts & Bowen	128	157
Manatt, Phelps & Phillips	129	59
Davis Polk & Wardwell	130	113
Ropes & Gray	131	91
Brownstein Hyatt Farber Schreck	132	95
Jenner & Block	133	154
Kelley Drye & Warren	134	179
Davis Wright Tremaine	135	76
Akerman	136	112
Kutak Rock	137	189
Paul Hastings	138	109
Baker & Hostetler	139	52
Schiff Hardin	140	145
Quarles & Brady	141	143
Allen Matkins	142	20
Smith, Gambrell & Russell	143	139
Quinn Emanuel	144	191
Williams Mullen	145	162

Firm Name	Rank 2019	Rank 2018
Hinckley, Allen & Snyder	146	127
Kobre & Kim	147	180
Winstead	148	164
Gordon Rees Scully Mansukhani	149	170
Brown Rudnick	150	161
Eckert Seamans	151	158
Morris, Manning & Martin	152	13
Faegre Baker Daniels	153	100
GrayRobinson	154	166
Curtis Mallet-Prevost	155	196
Hinshaw & Culbertson	156	119
Marshall Dennehey	157	108
Paul Weiss	158	104
Procopio Cory	159	111
Stinson Leonard Street	160	159
Patterson Belknap	161	122
Dykema Gossett	162	89
Lathrop & Gage	163	9
Hodgson Russ	164	
Dinsmore & Shohl	165	63
Shumaker, Loop & Kendrick	166	149
Chapman and Cutler	167	167
Sherman & Howard	168	160
Day Pitney	169	171
Jeffer Mangels Butler & Mitchell	170	186
Cravath, Swaine & Moore	171	177
Michael Best & Friedrich	172	72
Phelps Dunbar	173	169
Bond, Schoeneck & King	174	147
Thompson & Knight	175	175
Spencer Fane	176	
Schulte Roth & Zabel	177	148
Moore & Van Allen	178	31
Vorys Sater	179	152
McElroy Deutsch Mulvaney	180	30
Armstrong Teasdale	181	174
Honigman	182	181
Boies Schiller Flexner	183	195

Firm Name	Rank 2019	Rank 2018
Kasowitz	184	176
Gibbons	185	198
Choate Hall & Stewart	186	156
Buchalter	187	144
Buckley	188	178
Sullivan & Cromwell	189	53
Lewis Roca	190	141
LeClairRyan	191	150
Venable	192	193
Munger, Tolles & Olson	193	173
Irell & Manella	194	185
Rutan & Tucker	195	184
Cahill Gordon & Reindel	196	187
Porter Wright Morris & Arthur	197	188
Wachtell	198	192
Simpson Thacher & Bartlett	199	190
Williams & Connolly	200	194

Squire Patton Boggs

TWITTER TOP PERFORMER



Squire Patton Boggs uses Twitter to showcase what is happening across their global network, including their client events, public policy and thought leadership insights, well-being initiatives, and inclusion and diversity projects across the U.S., Asia-Pacific, Europe, and the Middle East.

The firm's thought leaders produce content at a very high rate, which fits perfectly with the fast pace of Twitter. "Working with multiple teams improved our synergy and enabled us to showcase all aspects of the firm, about who we are and the work that we do," said Dawn Lewis, director of marketing at Squire Patton Boggs. "Our global feed offers a snapshot of the firm, and we think there is something for everyone."

The firm took steps to address how they can best serve their Twitter audience by adopting a clear approach to content collation and what they post. Educating and informing is the central element to their messaging, and they work constantly to ensure that their content is current and topical.

Due to the rapidly changing nature of social media and never-ending developments across the digital landscape, the need to evolve across all platforms is critical to success. "We are continuously learning what works and what doesn't for our audience and for the firm—and if it doesn't work, we change it," said Lewis. "Ultimately, we know social media is all about being flexible and nimble."

The firm has embraced analytics to be more audience-focused and has also successfully incorporated visuals and video into their feed. Their team works closely across all channels, adopting best practices in a pragmatic way, to ensure that everyone understands what clients and contacts want, need, and expect, knowing that this will equate to engagement.

"We work to tailor our program to provide a unique and progressive experience for our audience," said Lewis. "We are lucky to have great content to share and promote, and we encourage everyone across our network to play a part in #TeamSPB."

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**ULTIMATELY, WE KNOW
SOCIAL MEDIA IS ALL
ABOUT BEING FLEXIBLE
AND NIMBLE.**
——— ” ———

THE SOCIAL LAW FIRM INDEX 2019

Top Performers: SEO



Firm Name	Rank 2019	Rank 2018
Baker McKenzie	1	2
Hogan Lovells	2	9
Jones Day	3	4
Skadden	4	7
Morrison & Foerster	5	10
Greenberg Traurig	6	5
K&L Gates	7	1
Latham & Watkins	8	8
Mayer Brown	9	16
King & Spalding	10	52
Proskauer Rose	11	13
Littler Mendelson	12	24
Orrick, Herrington & Sutcliffe	13	20
Bryan Cave	14	47
Baker & Hostetler	15	19
Kilpatrick Townsend	16	15
DLA Piper	17	6
Ropes & Gray	18	23
Holland & Knight	19	112
Foley & Lardner	20	28
Alston & Bird	21	37
Womble Bond Dickinson	22	172
Gibson, Dunn & Crutcher	23	31
Wilmer Cutler	24	21
Blank Rome	25	74
Weil, Gotshal & Manges	26	29
McDermott Will & Emery	27	96
Kirkland & Ellis	28	33
Nixon Peabody	29	35
Ogletree Deakins	30	25
Fox Rothschild	31	17

Firm Name	Rank 2019	Rank 2018
Duane Morris	32	26
Ballard Spahr	33	36
Akerman	34	65
Finnegan	35	88
Sheppard Mullin	36	42
Faegre Baker Daniels	37	43
Davis Wright Tremaine	38	53
Covington & Burling	39	34
Arnold & Porter	40	198
McGuireWoods	41	27
Venable	42	146
Haynes and Boone	43	18
Jackson Lewis	44	44
Arent Fox	45	51
Saul Ewing	46	174
Paul Hastings	47	45
Debevoise & Plimpton	48	54
O'Melveny & Myers	49	58
Baker Donelson	50	49
Manatt, Phelps & Phillips	51	48
Davis Polk & Wardwell	52	82
Perkins Coie	53	30
Katten Muchin Rosenman	54	38
Pepper Hamilton	55	41
Quinn Emanuel	56	69
Hunton Andrews Kurth	57	139
Pillsbury	58	73
Locke Lord	59	68
Mintz Levin Cohn	60	32
Paul Weiss	61	72
Cleary Gottlieb	62	11
Akin Gump	63	61
Stoel Rives	64	67
Squire Patton Boggs	65	22
Winston & Strawn	66	55
Baker Botts	67	60
Cozen O'Connor	68	50
Drinker Biddle & Reath	69	66

Firm Name	Rank 2019	Rank 2018
Jenner & Block	70	62
Morgan, Lewis & Bockius	71	14
Cadwalader	72	76
Dorsey & Whitney	73	63
Loeb & Loeb	74	93
Fish & Richardson	75	39
Clark Hill	76	100
Norton Rose Fulbright	77	3
Wilson Sonsini	78	71
Nelson Mullins Riley	79	79
Holland & Hart	80	78
Foley Hoag	81	80
Fragomen	82	85
Steptoe & Johnson	83	59
Husch Blackwell	84	56
Buchanan Ingersoll & Rooney	85	64
Dykema Gossett	86	92
Robins Kaplan	87	122
Wiley Rein	88	101
Frost Brown Todd	89	81
Hinshaw & Culbertson	90	77
Fried Frank	91	103
Fenwick & West	92	83
Lowenstein Sandler	93	108
Sullivan & Cromwell	94	84
Williams & Connolly	95	102
Wilson Elser Moskowitz	96	95
White & Case	97	70
Simpson Thacher & Bartlett	98	113
Milbank	99	109
Dickinson Wright	100	97
Thompson Coburn	101	89
Carlton Fields Jorden Burt	102	123
Dechert	103	57
Willkie Farr & Gallagher	104	115
Jackson Walker	105	87
Vorys Sater	106	134
Williams Mullen	107	75

Firm Name	Rank 2019	Rank 2018
Miller Canfield Paddock	108	94
Burr & Forman	109	114
Michael Best & Friedrich	110	104
Gordon Rees Scully Mansukhani	111	106
Munger, Tolles & Olson	112	135
Arnall Golden Gregory	113	120
Jeffer Mangels Butler & Mitchell	114	86
Kramer Levin	115	117
Kutak Rock	116	110
Kasowitz	117	148
Thompson & Knight	118	143
Cooley	119	46
Brown Rudnick	120	119
Thompson Hine	121	99
Reed Smith	122	121
Seyfarth Shaw	123	111
Troutman Sanders	124	169
Dinsmore & Shohl	125	91
Ice Miller	126	116
Lewis Roca Rothgerber Christie	127	147
Lathrop & Gage	128	126
Nexsen Pruet	129	
Hughes Hubbard & Reed	130	127
Sidley Austin	131	151
Quarles & Brady	132	90
Winstead	133	131
Fisher & Phillips	134	140
Phelps Dunbar	135	133
Procopio Cory	136	149
Robinson & Cole	137	118
Vinson & Elkins	138	12
Moore & Van Allen	139	128
Patterson Belknap	140	125
Adams and Reese	141	107
Goldberg Segalla	142	132
Schulte Roth & Zabel	143	129
Buchalter	144	145
Crowell & Moring	145	141

Firm Name	Rank 2019	Rank 2018
Butler Snow	146	
Benesch	147	142
Polsinelli	148	153
Goodwin Procter	149	163
Rutan & Tucker	150	165
Shearman & Sterling	151	40
Brownstein Hyatt Farber Schreck	152	166
McElroy Deutsch Mulvaney	153	167
Barnes & Thornburg	154	161
Snell & Wilmer	155	138
McCarter & English	156	189
Knobbe, Martens, Olson & Bear	157	137
Armstrong Teasdale	158	130
Eckert Seamans	159	164
Hodgson Russ	160	
Marshall Dennehey	161	150
Shutts & Bowen	162	157
Porter Wright Morris & Arthur	163	136
Goulston & Storrs	164	162
Wachtell	165	170
Morris, Manning & Martin	166	144
Shumaker, Loop & Kendrick	167	180
Stinson Leonard Street	168	98
GrayRobinson	169	190
Smith, Gambrell & Russell	170	176
Cravath, Swaine & Moore	171	171
Sherman & Howard	172	173
Hinckley, Allen & Snyder	173	177
Shook, Hardy & Bacon	174	158
Greenspoon Marder	175	175
Kelley Drye & Warren	176	154
Schiff Hardin	177	179
Bond, Schoeneck & King	178	160
Boies Schiller Flexner	179	187
Bracewell	180	152
Irell & Manella	181	178
Stroock & Stroock & Lavan	182	183
Cole Schotz	183	155

Firm Name	Rank 2019	Rank 2018
Vedder Price	184	184
LeClairRyan	185	195
Honigman	186	188
Lewis Brisbois	187	186
Choate Hall & Stewart	188	159
Spencer Fane	189	
Bradley	190	182
Allen Matkins	191	181
Miles & Stockbridge	192	192
Chapman and Cutler	193	191
Buckley	194	168
Day Pitney	195	185
Gibbons	196	193
Curtis Mallet-Prevost	197	194
Sullivan & Worcester	198	124
Cahill Gordon & Reindel	199	196
Kobre & Kim	200	197

Baker McKenzie

SEO TOP PERFORMER



Baker McKenzie's approach to SEO is to take a long view. The firm understands that their visitors are not only sophisticated, but also looking for valuable and insightful content. "Our content needs to engage; it has to be accessible and available in various formats," said Leah Schloss, associate director of North America Communications.

The firm has deliberately designed a site that users can navigate intuitively. They've focused and learned from how visitors interact on their site, so they can make enhancements to the user interface and experience. The firm has also produced a lot of original, research-based thought leadership, which drives a lot of their SEO.

"Additionally, we have a very large site that's updated multiple times a day with fresh content," said Schloss. "We know that's driving some of our SEO performance."

Over the years, the firm has invested in producing content for multiple mediums, including videos, infographics, podcasts, and interactive tools such as Turtl, which is a secure notebook. "It's imperative that we create strong, authoritative content, and make sure that it's also linkable and shareable," said Schloss. "These are all positive SEO signals."

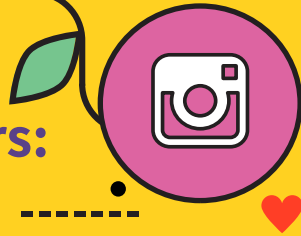
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**OUR CONTENT NEEDS TO
ENGAGE; IT HAS TO BE
ACCESSIBLE AND AVAILABLE IN
VARIOUS FORMATS**

——— ” ” ———



Top Performers: Instagram



Firm Name	Rank 2019
DLA Piper	1
White & Case	2
Norton Rose Fulbright	3
Greenberg Traurig	4
O'Melveny & Myers	5
Squire Patton Boggs	6
Husch Blackwell	7
Winston & Strawn	8
Proskauer Rose	9

Firm Name	Rank 2019
Paul Hastings	10
Weil, Gotshal & Manges	11
Bradley	12
Baker Botts	13
Bracewell	14
Quinn Emanuel	15
Goodwin Procter	16
Fried Frank	17
Nelson Mullins Riley	18
Duane Morris	19
Fenwick & West	20
Fish & Richardson	21
McGuireWoods	22
Haynes and Boone	23
Burr & Forman	24
Baker & Hostetler	25

INSTAGRAM HIGHLIGHTS

Instagram has grown steadily, and adoption is widespread; this year, all of the firms in the survey created a presence on Instagram. While the average demographic of Instagram users may skew younger, the increase of adults embracing the photo sharing site has made it a viable part of firms' social media strategy. Firms can recruit new talent to their firm, stay engaged with former and current clients, and even target prospective clients. Instagram, at its core, is an excellent tool to tell stories. Firms that are successful at creating powerful Instagram accounts also use the platform to post information that people can relate to. Additionally, we audited firms for their followers to ensure that none have bots, and that they have actual humans following them. With an authentic profile, a consistent aesthetic strategy, and plenty of engagement, firms can make their Instagram a positive place for folks to learn more about why they'd want to hire them or work there. Here are eight Am Law 200 firms that are maximizing the power of Instagram:

DLA PIPER, one of the largest law firms worldwide, has a large following and high engagement on Instagram. They've reached more than 5,000 followers, and they earn about an average of 100 likes per post. The majority of their posts feature their employees and highlight accomplishments, office events, and outings. They also incorporate a great use of relevant and meaningful hashtags. DLA Piper tags almost all of their posts with #proudtobedlapiper to show their pride in their work as a law firm and to create a community among their many branches across the globe. The firm scored highest for doing an excellent

job focusing on their own people, working together in and out of the office.

WHITE & CASE, a law firm with offices in more than 30 countries, has an equally large Instagram presence, with just under 5,000 followers. Their account has a consistent and aesthetically pleasing feed; all of the posts are color-coordinated to match the firm's branding of azure and black. The majority of these posts are employee-centric videos documenting the culture of the firm, employee testimonials, and even how to apply for jobs there. They also employ their most popular hashtag, #TogetherWeMakeaMark, across all of their social media accounts.

NORTON ROSE FULBRIGHT continues to approach their Instagram feed by documenting photographs taken by their own employees. Featuring photos taken across the world of iconic images like the London Bridge and the Empire State Building, the firm's account includes beautiful photography from the far-reaching corners of the world. Norton Rose Fulbright has more than 3,300 followers and consistent engagement across all their posts. They share their brand's hashtag, #lawaroundtheworld, in their Instagram bio, which becomes a live link that leads to a hashtag page.

GREENBERG TRAURIG's Instagram, with 2,000 followers, features employee-based content. Besides posts on employees attending company events and spending time together outside of work, it also includes testimonials on working at Greenberg Traurig, all of which generate about 50 likes per post. The firm uses the platform, both the feed and stories, to promote their podcast with short audio snippets. Greenberg Traurig also covers topics such as pro bono, mentoring, and even their 2019 summer associates—which can attract millennials who might want to learn about what it's like to work at a major law firm.

O'MELVENY & MYERS's Instagram page targets millennials through their use of Stories highlights and coverage of their corporate social responsibility. Their Stories feature their summer associate program, with one highlight for each location of their six major offices: associates exploring their city, attending conferences, even a trip to Disneyland. O'Melveny & Myers uses the hashtags #cOMMitment2cOMMunity and #OMMgivesback on their posts that showcase their employees giving back to the community. Some examples include employees and their families participating in the Coastal Cleanup Day and donating supply-filled backpacks to a Bay Area children's nonprofit.

SQUIRE PATTON BOGGS, a global law firm, uses their Instagram, with a following of about 1,000 people, to post about their employees and to feature videos on different topics every week, with an average of 40 likes per post, and using the hashtag #TeamSPB. Employees are shown attending events and participating in charity events. The posts average 150 likes and use fun hashtags like #WednesdayWisdom, #FeatureFriday, and #TraineeTuesday. Overall, Squire Patton Boggs's Instagram has an eye-catching and colorful feed, while still remaining business-focused and showcasing their employees.

HUSCH BLACKWELL uses Instagram to illustrate to their 700 followers what it's like to work for them. Using posts about their attorneys attending cooking classes, diversity expos, and seminars, they show potential summer associates what their time at Husch Blackwell could be like. Husch Blackwell does not have a hashtag that is used on every post, but one that is used often is #HBGivesBack for their posts on their volunteer work and corporate social responsibility.

WINSTON & STRAWN posts #ChooseWinston on Instagram about employees' experiences and achievements. With posts about hosting programs for Hispanic Heritage Month and holding an annual alumni cocktail reception, Winston & Strawn wants to show their nearly 1,000 followers what it's like to work for them. They mix in a good variety of still images and video, documenting employees' personalities and their work culture. They also engage the Stories highlight to feature stories on the firm's corporate social responsibility, diversity, training, wellness, and events, allowing followers to keep up with what Winston & Strawn is doing in real time.

DLA Piper

INSTAGRAM TOP PERFORMER



DLA Piper created their presence on Instagram only four years ago, but the firm has already successfully used it as a tool to let the images speak to the culture of the firm.

In the last year, the firm has been focused on letting their attorneys tell the story of the firm. “We created the ‘Voices of DLA Piper’ campaign to enable our people to share what they love about the firm,” said Erin Dimry, the firm’s chief marketing and business development officer.

The firm stays on top of trends and other ways to utilize Instagram as an opportunity to reflect the culture of the firm. “Naturally, we want more adoption, and we look for ways to do it better,” said Dimry. “But overall we’re going to keep building on what we’ve created, and work to build more awareness of the great work and great people we have at DLA Piper.”



Top Performers: Thought Leadership

Firm Name	Rank 2019	Rank 2018
Norton Rose Fulbright	1	1
K&L Gates	2	5
White & Case	3	172
Reed Smith	4	110
Jones Day	5	74
Baker McKenzie	6	159
Jackson Lewis	7	13
Skadden	8	171
Foley & Lardner	9	18
Latham & Watkins	10	98
Fox Rothschild	11	6
Kirkland & Ellis	12	158
Squire Patton Boggs	13	8
Crowell & Moring	14	45
Seyfarth Shaw	15	19
Troutman Sanders	16	15
Sidley Austin	17	83
Kramer Levin Naftalis & Frankel	18	146
DLA Piper	19	4
Hogan Lovells	20	7
Sullivan & Cromwell	21	142
Proskauer Rose	22	3
Duane Morris	23	29
Holland & Knight	24	40
Husch Blackwell	25	32
Covington & Burling	26	11
Goldberg Segalla	27	156
Littler Mendelson	28	35
Pillsbury Winthrop Shaw Pittman	29	24
Womble Bond Dickinson	30	10
Morgan, Lewis & Bockius	31	55

Firm Name	Rank 2019	Rank 2018
Orrick, Herrington & Sutcliffe	32	34
Ogletree Deakins	33	9
McDermott Will & Emery	34	173
McGuireWoods	35	43
Mayer Brown	36	28
Robinson & Cole	37	20
Greenberg Traurig	38	50
Debevoise & Plimpton	39	175
Carlton Fields Jordan Burt	40	77
Dorsey & Whitney	41	25
Mintz Levin Cohn	42	14
Baker & Hostetler	43	26
Kelley Drye & Warren	44	36
Brownstein Hyatt Farber Schreck	45	154
Cleary Gottlieb	46	68
Davis Wright Tremaine	47	42
Cole Schotz	48	
Snell & Wilmer	49	63
Faegre Baker Daniels	50	22
Patterson Belknap	51	30
Adams and Reese	52	194
Foley Hoag	53	27
Greenspoon Marder	54	90
Haynes and Boone	55	78
Robins Kaplan	56	56
Ropes & Gray	57	44
Gibson, Dunn & Crutcher	58	96
Smith, Gambrell & Russell	59	
Bradley	60	2
Bryan Cave	61	39
Bracewell	62	108
Knobbe, Martens, Olson & Bear	63	38
Allen Matkins	64	69
Winston & Strawn	65	58
Fisher & Phillips	66	37
Paul Weiss	67	161
Dickinson Wright	68	59
Kilpatrick Townsend	69	62

Firm Name	Rank 2019	Rank 2018
Finnegan	70	53
Goodwin Procter	71	41
Drinker Biddle & Reath	72	61
Sheppard Mullin	73	21
Saul Ewing	74	48
Loeb & Loeb	75	186
Nixon Peabody	76	60
Cozen O'Connor	77	51
Stinson Leonard Street	78	118
Blank Rome	79	65
Nelson Mullins Riley	80	76
Quinn Emanuel	81	162
Wilmer Cutler	82	105
Perkins Coie	83	16
Holland & Hart	84	66
Simpson Thacher & Bartlett	85	160
Stephoe & Johnson	86	31
Eckert Seamans	87	71
Stoel Rives	88	72
Wiley Rein	89	52
Nexsen Pruet	90	
Jeffer Mangels Butler & Mitchell	91	112
Vinson & Elkins	92	73
Venable	93	84
Barnes & Thornburg	94	47
Katten Muchin Rosenman	95	148
Dechert	96	126
Arent Fox	97	33
Davis Polk & Wardwell	98	17
Alston & Bird	99	135
Burr & Forman	100	67
Sullivan & Worcester	101	93
Wilson Sonsini	102	176
Polsinelli	103	82
Pepper Hamilton	104	97
Shearman & Sterling	105	70
Frost Brown Todd	106	120
Benesch	107	196

Firm Name	Rank 2019	Rank 2018
Dykema Gossett	108	91
Willkie Farr & Gallagher	109	177
Baker Botts	110	179
Buchanan Ingersoll & Rooney	111	106
Butler Snow	112	
Lewis Brisbois Bisgaard & Smith	113	131
Dinsmore & Shohl	114	138
O'Melveny & Myers	115	163
Miles & Stockbridge	116	54
Clark Hill	117	124
Gordon Rees Scully Mansukhani	118	103
Cooley	119	57
Vorys Sater	120	107
McElroy Deutsch Mulvaney	121	92
Arnold & Porter	122	151
Stroock & Stroock & Lavan	123	188
Curtis Mallet-Prevost	124	111
Thompson Coburn	125	127
Ice Miller	126	122
Lewis Roca Rothgerber Christie	127	86
LeClairRyan	128	75
Baker Donelson	129	79
Lowenstein Sandler	130	85
Porter Wright Morris & Arthur	131	104
Weil, Gotshal & Manges	132	87
Locke Lord	133	181
Thompson & Knight	134	115
Morrison & Foerster	135	95
Thompson Hine	136	153
Fish & Richardson	137	114
Schiff Hardin	138	113
Manatt, Phelps & Phillips	139	137
Jackson Walker	140	133
Phelps Dunbar	141	195
Paul Hastings	142	94
Akin Gump	143	64
Hinshaw & Culbertson	144	88
Gibbons	145	

Firm Name	Rank 2019	Rank 2018
Shutts & Bowen	146	101
Hodgson Russ	147	
Fenwick & West	148	123
Spencer Fane	149	
Day Pitney	150	140
Michael Best & Friedrich	151	141
McCarter & English	152	149
Goulston & Storrs	153	119
Ballard Spahr	154	23
Hunton Andrews Kurth	155	12
Kobre & Kim	156	168
Fragomen	157	136
Jenner & Block	158	182
Shook, Hardy & Bacon	159	165
Morris, Manning & Martin	160	169
Fried Frank	161	164
Akerman	162	102
Vedder Price	163	187
Moore & Van Allen	164	116
Procopio Cory	165	150
Choate Hall & Stewart	166	190
GrayRobinson	167	147
Shumaker, Loop & Kendrick	168	100
Williams Mullen	169	143
Hinckley, Allen & Snyder	170	157
Wilson Elser	171	129
Winstead	172	99
Honigman	173	139
Sherman & Howard	174	144
Hughes Hubbard & Reed	175	166
Marshall Dennehey	176	167
Brown Rudnick	177	145
Schulte Roth & Zabel	178	132
Bond, Schoeneck & King	179	134
Armstrong Teasdale	180	170
Miller, Canfield, Paddock and	181	121
Williams & Connolly	182	183
Quarles & Brady	183	117

Firm Name	Rank 2019	Rank 2018
Chapman and Cutler	184	192
Lathrop & Gage	185	155
King & Spalding	186	109
Arnall Golden Gregory	187	
Cahill Gordon & Reindel	188	185
Buchalter	189	125
Kutak Rock	190	191
Cadwalader	191	128
Boies Schiller Flexner	192	184
Irell & Manella	193	193
Kasowitz	194	152
Rutan & Tucker	195	197
Buckley	196	49
Milbank	197	174
Munger, Tolles & Olson	198	189
Wachtell	199	178
Cravath, Swaine & Moore	200	180

Norton Rose

THOUGHT LEADERSHIP TOP PERFORMER



NORTON ROSE FULBRIGHT

The Norton Rose global team has embraced a thought leadership position across all their social media channels. With a digital team spread throughout the

world, ideas and issues are quickly resolved through regular communication.

The firm makes a concerted effort to talk about the topics and trends that matter to their clients' business and engaging with them on the platforms they prefer, knowing that this will change from client to client. "Our goal is to be nimble, engaged, and engaging," said Lisa Salazar, senior digital marketing manager. While content has always been an important part of the firm's marketing strategy, their social media practices have allowed them to push it out even beyond traditional venues.

"Social media is a new medium, but at the crux of it, it's just another way to share information," said Salazar. "The rules of communications and public relations are still the same. Stay informed, and measure results."

Norton Rose also keeps a close eye on new developments in technology across the entire industry. The firm believes that innovation comes not from competitors, but from within. Salazar said that they've developed a mantra of "develop locally, grow locally, then engage globally."

From a marketing perspective, the firm has taken the approach of "digital first." They keep their clients' demands top-of-mind—demands of their time and attention—and know that they need to meet them where they are.

Finally, the firm pays close attention to the analytics and constantly reviews what's working and what's not. "Test, review, and analyze," said Salazar. "Then do it again. And again. What worked five years ago doesn't work this year. What worked last week may not work this week. We are always building toward the future."



Top Performers: Facebook



Firm Name	Rank 2019	Rank 2018
Quarles & Brady	1	50
Shutts & Bowen	2	26
Fragomen	3	171
Goldberg Segalla	4	59
Dinsmore & Shohl	5	94
Greenberg Traurig	6	32
Greenspoon Marder	7	12
Latham & Watkins	8	11
Dickinson Wright	9	62
Fox Rothschild	10	13
DLA Piper	11	6
Baker Donelson	12	8
Norton Rose Fulbright	13	25
White & Case	14	4
Shumaker, Loop & Kendrick	15	2
Baker McKenzie	16	19
Jones Day	17	24
Sidley Austin	18	5
Miller Canfield Paddock	19	171
Bond, Schoeneck & King	20	22
Bryan Cave	21	106
Schiff Hardin	22	41
Jackson Walker	23	54
Paul Hastings	24	79
Lowenstein Sandler	25	10
Milbank	26	98
Butler Snow	27	
Ice Miller	28	55
Lewis Brisbois	29	21
Skadden	30	38
Littler Mendelson	31	44

Firm Name	Rank 2019	Rank 2018
Thompson & Knight	32	73
Holland & Knight	33	9
Kilpatrick Townsend	34	61
Snell & Wilmer	35	57
Carlton Fields Jordan Burt	36	30
Mayer Brown	37	52
Jackson Lewis	38	53
Orrick, Herrington & Sutcliffe	39	15
Nelson Mullins Riley	40	20
Burr & Forman	41	115
Polsinelli	42	27
Morgan, Lewis & Bockius	43	149
Porter Wright Morris & Arthur	44	14
Baker Botts	45	3
Quinn Emanuel	46	131
Cooley	47	17
Loeb & Loeb	48	47
Stoel Rives	49	77
Womble Bond Dickinson	50	
Adams and Reese	51	37
GrayRobinson	52	92
Ballard Spahr	53	51
Phelps Dunbar	54	67
Thompson Coburn	55	154
Winston & Strawn	56	28
Benesch	57	31
Covington & Burling	58	45
Knobbe, Martens, Olson & Bear	59	83
Paul Weiss	60	78
Nixon Peabody	61	1
K&L Gates	62	43
Michael Best & Friedrich	63	88
Robins Kaplan	64	29
Vorys Sater	65	16
Sheppard Mullin	66	46
Lewis Roca Rothgerber Christie	67	18
Goulston & Storrs	68	95
McGuireWoods	69	75

Firm Name	Rank 2019	Rank 2018
Morrison & Foerster	70	69
Buckley	71	23
Dykema Gossett	72	7
Mintz Levin Cohn	73	108
Smith, Gambrell & Russell	74	171
Brownstein Hyatt Farber Schreck	75	70
Arnall Golden Gregory	76	65
Bracewell	77	64
Moore & Van Allen	78	142
Stinson Leonard Street	79	35
Miles & Stockbridge	80	39
Lathrop & Gage	81	36
Duane Morris	82	105
Honigman	83	145
Proskauer Rose	84	162
Bradley	85	113
Troutman Sanders	86	48
Robinson & Cole	87	90
Squire Patton Boggs	88	63
McDermott Will & Emery	89	58
Nexsen Pruet	90	
Armstrong Teasdale	91	74
Fenwick & West	92	33
Drinker Biddle & Reath	93	104
Dechert	94	56
Rutan & Tucker	95	136
Hogan Lovells	96	80
Sullivan & Worcester	97	116
Kramer Levin	98	126
Williams Mullen	99	93
Hunton Andrews Kurth	100	71
Vedder Price	101	101
Jenner & Block	102	117
Faegre Baker Daniels	103	169
Step toe & Johnson	104	40
Gibson, Dunn & Crutcher	105	153
Buchanan Ingersoll & Rooney	106	97
Goodwin Procter	107	156

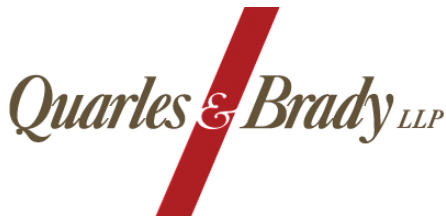
Firm Name	Rank 2019	Rank 2018
Cleary Gottlieb	108	138
Thompson Hine	109	68
Reed Smith	110	85
Stroock & Stroock & Lavan	111	171
Katten Muchin Rosenman	112	120
Seyfarth Shaw	113	107
Vinson & Elkins	114	128
Haynes and Boone	115	34
Allen Matkins	116	72
Shook, Hardy & Bacon	117	96
Morris, Manning & Martin	118	76
Perkins Coie	119	125
Foley & Lardner	120	112
Wilson Sonsini	121	66
Baker & Hostetler	122	168
Arnold & Porter	123	111
Cole Schotz	124	103
Pepper Hamilton	125	121
Alston & Bird	126	84
Davis Wright Tremaine	127	60
Saul Ewing	128	42
McCarter & English	129	100
Finnegan	130	49
O'Melveny & Myers	131	139
Brown Rudnick	132	81
Dorsey & Whitney	133	119
Foley Hoag	134	82
Shearman & Sterling	135	130
Debevoise & Plimpton	136	118
Weil, Gotshal & Manges	137	150
Cravath, Swaine & Moore	138	109
Pillsbury	139	102
Cozen O'Connor	140	86
Manatt, Phelps & Phillips	141	91
Kirkland & Ellis	142	148
Fish & Richardson	143	99
Procopio Cory	144	87
Curtis Mallet-Prevost	145	171

Firm Name	Rank 2019	Rank 2018
Crowell & Moring	146	133
Wilson Elser Moskowitz	147	159
Winstead	148	171
Arent Fox	149	127
Kobre & Kim	150	146
Jeffer Mangels Butler & Mitchell	151	132
Hinshaw & Culbertson	152	144
Kelley Drye & Warren	153	171
McElroy Deutsch Mulvaney	154	123
Frost Brown Todd	155	129
LeClairRyan	156	141
Day Pitney	157	114
Buchalter	158	134
Munger, Tolles & Olson	159	171
Kutak Rock	160	170
Sullivan & Cromwell	161	171
Akin Gump	162	171
Simpson Thacher & Bartlett	163	151
Kasowitz	164	147
Wilmer Cutler	165	110
Ropes & Gray	166	171
Davis Polk & Wardwell	167	140
King & Spalding	168	137
Wachtell	169	171
Willkie Farr & Gallagher	170	171
Fried Frank	171	124
Venable	172	143
Locke Lord	173	163
Ogletree Deakins	174	164
Blank Rome	175	157
Schulte Roth & Zabel	176	155
Williams & Connolly	177	158
Cadwalader	178	171
Boies Schiller Flexner	179	171
Barnes & Thornburg	180	165
Akerman	181	135
Cahill Gordon & Reindel	182	171
Husch Blackwell	183	152

Firm Name	Rank 2019	Rank 2018
Gordon Rees Scully Mansukhani	184	171
Hughes Hubbard & Reed	185	166
Clark Hill	186	171
Choate Hall & Stewart	187	122
Holland & Hart	188	171
Wiley Rein	189	160
Marshall Dennehey	190	167
Chapman and Cutler	191	161
Fisher & Phillips	192	89
Patterson Belknap	193	171
Irell & Manella	194	171
Eckert Seamans	195	171
Spencer Fane	196	
Sherman & Howard	197	171
Hinckley, Allen & Snyder	198	171
Hodgson Russ	199	
Gibbons	200	171

Quarles & Brady

FACEBOOK TOP PERFORMER



Over the past year, we have seen a steady decline in Am Law 200 firms' use of Facebook. The decline can probably be attributed to two main factors. First is the negative publicity that Facebook has received, because of the various privacy scandals, including the Cambridge Analytica scandal.

The second factor affecting Facebook is a result of Facebook's algorithm, and how hard it has become for companies and law firms to reach their target audience through methods that do not include paid promotion.

Nonetheless, this year we saw a couple of firms that made good use of Facebook to promote their firm's culture, as well as their involvement in their community. This year we recognize two firms for their use of Facebook, Quarles & Brady and Shutts & Bowen.

Both firms did a great job of posting highly engaging content that resonated well with their target audience.

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**...WE HAVE SEEN A STEADY
DECLINE IN AM LAW 200
FIRMS' USE OF FACEBOOK.**

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Top Performers: YouTube



Firm Name	Rank 2019
Jones Day	1
Mayer Brown	2
Latham & Watkins	3
White & Case	4
Baker McKenzie	5
DLA Piper	6
Hogan Lovells	7
Norton Rose Fulbright	8
Weil, Gotshal & Manges	9

Firm Name	Rank 2019
Reed Smith	10
McDermott Will & Emery	11
Perkins Coie	12
Baker Botts	13
Pillsbury	14
Nixon Peabody	15
Womble Bond Dickinson	16
Lowenstein Sandler	17
Bracewell	18
Arent Fox	19
Snell & Wilmer	20
Holland & Hart	21
Saul Ewing	22
Nexsen Pruet	23
Kirkland & Ellis	24
Morgan, Lewis & Bockius	25

YOUTUBE HIGHLIGHTS

In examining and ranking videos from YouTube for law firms, we looked at engagement via views, subscribers, and frequency of posts. If done well, video can be a powerful marketing tool that can build an emotional connection to the brand. With so many formats and topics, it's also a great opportunity to capture your audience's attention for longer than the usual eight seconds. Effective marketing videos present your services in a conversational form, making them easier to understand and digest. Some firms that really stood out for the last year include Jones Day, Mayer Brown, Latham & Watkins, and White & Case.

JONES DAY scored the highest because they consistently produced high-quality, compelling content. Their videos demonstrated an authority and credibility that you expect from a high-profile firm. Additionally, the videos focused on their clients and their needs, serving a purpose and driving engagement. The videos were conversational, and they avoided legalese and jargon, making the content easy to digest. And they featured real people, who came off as experts, but not in an overly promotional way. Jones Day did an excellent job producing useful videos covering topics like trends, educational/deep dives, and more.

MAYER BROWN has built up a massive community on their YouTube channel. With more than 1,000 subscribers, they consistently receive engagement on their robust library of videos. They've also designed a visually appealing and easy-to-navigate channel with organized playlists for their subscribers to

browse through. The channel features actual Mayer Brown attorneys, which brings a necessary human component. Additionally, their videos highlight topics and trends relevant to their clients all around the world. Professionally produced and with closed-captioning text, Mayer Brown's YouTube channel is a great example of how to use video as an extension of your brand.



LATHAM & WATKINS has done an excellent job of taking complicated legal issues and breaking them down into easy-to-understand short videos. The firm's YouTube page is full of videos featuring a diverse cast of men and women and focused on sharply produced educational content. One of their more popular series breaks down health care and science terminology, explaining legal and regulatory terms. Additionally, a playlist helps keep the topics organized and easy to choose from for their subscribers.

WHITE & CASE's YouTube channel features an organized playlist of short, beautifully produced videos. With nearly 1,000 subscribers, the channel's videos offer cultural and firm insights, profiles on their women's initiatives, and educational pieces discussing complex topics. A lot of the firm's videos include captions, which is helpful for SEO and excellent for repurposing on other social media platforms.

Q&A with Guy Alvarez

We know that digital marketing is here to stay, and firms are more efficiently and effectively differentiating themselves. To help firms better understand digital marketing practices, we shifted gears a bit this year, and interviewed Guy Alvarez, G2BS's CEO, to explain the journey that digital marketing has taken, and what the future has in store.



1: What are the major differences you've seen from 2018 to 2019?

We continue to see law firms step up their game when it comes to social media and digital marketing. Firms are investing more heavily in paid social (especially paid LinkedIn), and they're also improving their search engine visibility, especially as they launch new websites. We've continued to see a decrease in the use of Facebook and a significant increase in the use of Instagram, particularly as a recruiting tool. Video use continues to grow, and there has also been an explosion in podcasts.

2: Now that most law firms have embraced digital media for a few years, what observations/changes have you seen since the start of this study?

Firms are creating more content than ever before. Law firms that "get it" focus on producing client-centric thought leadership content, as opposed to firm-centric promotional content. Over the years, we've seen an increase in the use of paid social media and a need for an overall strategy that focuses on ROI and tangible business results.

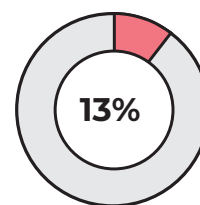
3: How do you measure what content is effective or high quality?

We examine whether the content is client-facing, educational, and easily digestible online. We also look to see if the content is easy to find on their website and easily shareable.

4: Is video still a solid tool for engagement in 2019?

Video is cheaper than ever to produce, and many firms are investing in videos as an effective and engaging medium to tell their stories. Video is a great tool for law firms, because it enables them to visually explain complicated concepts or methods, while at the same time lends a bit of personality and authenticity to their content. The use of video will only continue to increase, as more and more people use their mobile devices to access content.

Am Law firms that use YouTube for recruitment



5: How are firms measuring their engagement or ROI?

I think this is the year of measurement and ROI. Most firms produce content and participate on social media, and they're also looking for ways to measure the ROI of their digital marketing and content efforts.

Legal marketers are facing increased pressure from leadership, who want to know what real business results are being generated from their investment in digital marketing. I also think that the savviest of firms are beginning to think in terms of individual marketing campaigns instead of a firm wide marketing approach in order to properly measure results.

6: Has Google updated its algorithm, or has it changed the way law firms handle their marketing?

Google is constantly making changes to its algorithm. It continually evolves, which makes it difficult for legal marketers to stay on top of the changes and how the changes affect the search visibility of their websites. Google has also changed the content that shows up on search engine results pages. In addition to ads and organic results, you now have things like featured snippets and other types of content show up, which adds another level of complexity to a firm's SEO strategy.

7: What is an important, but possibly overlooked area on the website that can help with SEO performance?

One area that law firms can pay more attention to is their attorneys' bios. Bios help with search engine ranking directly through keywords, and indirectly by helping to build trust in your firm. We suggest writing bios that can be reworked and adapted for other contexts, bios that tell your attorneys' stories and include links to their works.

——— “ ———
**PAID SOCIAL IS SOMETHING MORE
AND MORE FIRMS ARE ADOPTING,
ESPECIALLY ON LINKEDIN**
——— ” ———

8: Has anything changed with Facebook from last year? How are firms still engaging on the site?

There has been a significant decline in the use of Facebook by most Am Law 200 firms. That is partly due to all the negative publicity and privacy concerns that Facebook has experienced over the past year. The other reason for the decline is that Facebook keeps making it harder and harder for firms to connect with their target audience without paid promotion. As a result, firms that still consider Facebook an important network are using paid Facebook in order to connect and engage with their audience.

9: Is paid social still a major component of marketing activities? Any changes with the way that firms are using their budgets for that?

Yes, paid social is something that more and more firms are adopting, especially on LinkedIn. Paid social gives firms that ability to expand their reach in an extremely targeted way. This will be the year of paid social, as more firms develop campaigns and increase their spend in order to up their game.

10: What are new missed engagement opportunities?

Firms that are still using social media as a one-way channel to distribute their press releases and news are only getting half the available value of social media. Social media is called social for a reason, and firms that are not using social media to engage with their audience and to develop new relationships are really missing an opportunity.

Predictions for 2020



INCREASED USE OF PAID SOCIAL, AND ESPECIALLY PAID LINKEDIN

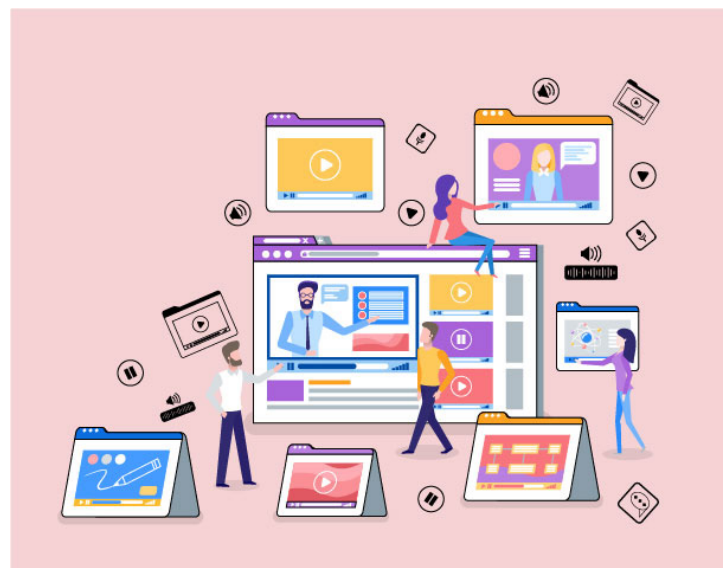
LinkedIn is unique among the social media platforms because its user base is educated, affluent, and already in a professional position. According to Hootsuite, 80 percent of B2B leads generated digitally come from LinkedIn. Prospects can immediately research you or your firm; browse your network, content, and endorsements; and easily connect. We found that 30 percent of the Am Law firms use paid LinkedIn, which is a significant increase from only 10 percent just a year ago. LinkedIn data shows that nearly 80 percent of B2B marketers consider the platform to be an effective source for gaining leads, and 92 percent favor the business networking site over other social media outlets. Video posts are five times more likely to get comments, and they also earn three times the engagement of text-only posts.

DECREASE IN THE USE OF FACEBOOK AND INCREASE IN THE USE OF INSTAGRAM

The Infinite Dial study from Edison showed that among Americans from age 12 to 34, usage of Facebook declined sharply between 2017 and 2018, but Instagram steadily grew in that same time frame. From a marketing standpoint, the constant changes to Facebook's display algorithm for News Feed make it increasingly difficult to try to gain organic reach for company posts. In comparison, the brand/user experience on Instagram is much more enjoyable. Facebook is still a giant, but Instagram is turning into a better social network. If that continues, it's likely that Instagram will surpass Facebook in popularity in the United States by 2020.

MORE VIDEO AND MORE PODCASTS

Marketers who use video grow revenue nearly 50 percent faster than non-video users. Video is everywhere: More than 80 percent of Twitter users watch video, YouTube has more than 1 billion users, and more than 50 percent of people watch more than an hour of video on Facebook or YouTube a week. The 25-34 age group watches the most online videos. Additionally, an optimized video increases the chance of your brand making the front page of a Google search result by 53 times. To stay competitive on social media, video is now a required platform. And more platforms mean a bigger reach.



Podcasts have been on a meteoric rise in popularity over the last couple of years. No matter the genre, topic, or industry, there's a podcast for you. It's an excellent format and an advanced content marketing strategy to establish thought leadership. Nearly one-quarter of Americans listen to podcasts weekly. Podcasts offer a hyper-focused audience that chooses to listen to your content, and listeners have been shown to be the most loyal and engaged audience of any digital medium. Additionally, podcast listeners are 20 percent more likely to connect and engage with a brand on social media. Podcasts are a great opportunity to build a more personal and stronger relationship with your audience.

CONTINUED INVESTMENT ON MARKETING AUTOMATION.

With marketing automation, your law firm can utilize various tools to save time, free up bandwidth, and ultimately improve ROI. Time-consuming processes can be replaced by a system that can automatically send out emails based on an email response or website visit. Certain automation programs can even send a pending agreement if the prospect agrees to hire you. Law firm CRMs (Customer Relationship Management software) can automate routine marketing tasks so that marketing professionals can focus on strategy. Even content can be automated and targeted, allowing law firms to focus not only on securing new clients, but also on retaining your current set. By combining content—blog posts, email alerts, webinars, and more—with marketing automation, you can then analyze what your clients engage with, and how. By knowing more about your client, you can deliver better customer service.

METHODOLOGY

The Social Law Firm Index ranks are based upon a proprietary methodology developed to assess the effectiveness of a firm's use of digital marketing and social media. We refined our algorithm once again for this year's review in order to capture the idea of quality over quantity and client-centricity. In addition to measuring prowess with reach and engagement, we measure SEO, Twitter, LinkedIn, Instagram, and Facebook, and we assess thought leadership content on a firm's website. The thought leadership component allows us to evaluate a firm's ability to consistently present, communicate, and broadcast its expertise across various online media channels.

Our ranking for each category is from 1 to 200, excluding two firms that recently merged with others. The ranking is based upon dozens of unique measures per law firm social media property, aggregated in combination with performance indicators drawn from other digital real estate, including the firm's corporate website and practice-area microsites. We captured all digital activities across all these platforms for the Am Law 200 firms from April 1 to August 30, 2019. For each medium, we applied measures of reach, engagement, and conversion, and we also scored for the application, or absence, of key best practice indicators.

Note: For entities not active on social media, certain platforms like Facebook will automatically generate a place-card page on behalf of the firm. As these pages are not owned by or monitored by the firms, they are excluded from consideration in this study.

Note: In cases where firms received the same score, a secondary ranking based on the Am Law 200 rank was applied.

About the Authors

Guy Alvarez
Founder and CEO,
Good2bSocial



Guy Alvarez is the founder and Chief Engagement Officer of Good2bSocial. Guy, a former practicing attorney, is one of the top digital marketing consultants in the legal industry. Guy's experience includes leading senior digital marketing roles at KPMG, ALM, and The Practising Law Institute. With a background in technology and marketing, Guy emerged as an early adopter and advocate of social media. Guy went on to cultivate his social media expertise as a consultant for a broad range of clients, including consumer goods specialists, such as Pernod Ricard, as well as legal industry leaders, such as Lexis-Nexis and LMA.

Guy has advised Fortune 100 companies and Am Law 100 law firms on all aspects of digital marketing, including social media training, search engine optimization, content marketing, measurement and analysis, and the development of thought leadership platforms and microsites.

Victoria Zimmon,
Communications Strategist

Victoria Zimmon has spent nearly 20 years working in public relations and communications. With extensive experience in legal, corporate, education, nonprofit and agency environments, Victoria has expertise in media relations, writing/editing, social media, collateral development, account management and event planning. She is the owner and principal at VWZ Communications where she provides strategic public relations, content marketing and social media support in the legal industry.



Kevin Vermeulen
Chief Operating Officer,
Good2bSocial

Kevin Vermeulen is partner and Chief Operating Officer for Good2bSocial. He has over 30 years of marketing and advertising experience, including 22 years working in various senior management roles, including Chief Revenue Officer and Chief Marketing Officer for ALM Media, a leading legal publisher, helping lawyers, law firms, consultants, and vendors grow their business. During Kevin's tenure at ALM, he worked with professional services companies in the financial, digital, real estate, and legal industries.

Over the course of his career, Kevin has played a key role in the design and development of dozens of websites, digital revenue streams, publishing products, webinars, and conferences, as well as strategic partnerships globally. Kevin is generally recognized as an expert and thought leader in marketing strategy and implementation in the legal industry and was honored by B2B Media Business as "Innovator Of The Year."



ALLOW GOOD2BSOCIAL TO POWER AND TRANSFORM YOUR PRACTICE.



Good2bSocial works with law firms, legal marketers, companies and associations in the legal industry to help them understand and leverage the power of digital marketing. By combining our unmatched industry experience with the latest technology we are able to deliver and execute measurable marketing and business development strategies.

Good2bSocial offers a full suite of digital marketing services including high-impact content marketing, PPC, SEO, paid social, email marketing, marketing automation, website/microsite development, social media management and training.

LEARN MORE AT GOOD2BSOCIAL.COM

