

By: Guy Alvarez, Kevin Vermeulen,  
and Victoria Zimmon

# The Social Law Firm Index

# 2 0 2 0

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.



# TABLE OF CONTENTS



- |           |  |           |                                      |
|-----------|--|-----------|--------------------------------------|
| <b>3</b>  | About This White Paper/<br>Executive Summary | <b>28</b> | Feature Profile:<br>White & Case     |
| <b>5</b>  | Why The Social Law<br>Firm Index?            | <b>29</b> | Thought Leadership<br>Top Performers |
| <b>6</b>  | Key Findings                                 | <b>32</b> | Feature Profile: Reed Smith          |
| <b>9</b>  | The Rankings                                 | <b>34</b> | Facebook Top Performers              |
| <b>13</b> | Feature Profile:<br>Baker McKenzie           | <b>37</b> | Feature Profile:<br>Baker McKenzie   |
| <b>15</b> | LinkedIn Top Performers                      | <b>38</b> | YouTube Top Performers               |
| <b>18</b> | Feature Profile: DLA Piper                   | <b>39</b> | Feature Profile: Mayer Brown         |
| <b>19</b> | Twitter Top Performers                       | <b>40</b> | Podcast Top Performers               |
| <b>22</b> | Feature Profile:<br>Squire Patton Boggs      | <b>41</b> | Feature Profile:<br>Steptoe          |
| <b>23</b> | SEO Top Performers                           | <b>42</b> | Q&A with Guy Alvarez                 |
| <b>26</b> | Feature Profile: Jones Day                   | <b>45</b> | Predictions for 2021                 |
| <b>27</b> | Instagram Top Performers                     | <b>48</b> | About the Authors                    |

# ABOUT THIS WHITE PAPER/ EXECUTIVE SUMMER

This was an unprecedented year in every way possible. We saw firms lean on social media more than ever before to reach their audience. They shifted their priorities, pivoted to connect in new ways, and did it all while working from home under the backdrop of a global pandemic.

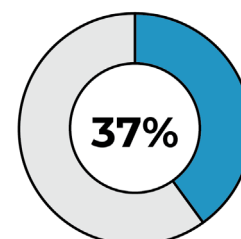
Social media is still relatively new in terms of marketing, but we know it's here to stay. And while you won't see a global law firm leader doing the renegade on TikTok anytime soon, social media has challenged firms to go outside their comfort zones to engage with and reach their existing and new clients.



Our Social Law Firm Index highlights the successes, reviews, and rankings of all firms on the 2020 Am Law 200. We studied each of the firms' websites and followed their presence across all public social media platforms. We assessed the 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 in the industry, our familiarity with current trends and conditions in the marketplace, and best practices used across digital marketing channels. Our sample size remained the same this year, and the results continue to demonstrate that size does not necessarily equate to social media success.

We measure reach, engagement, and marketing performance on platforms including Twitter, LinkedIn, Facebook, Instagram, and YouTube. New this year: We included the performance of firms in producing podcasts.

**37% of firms are leveraging LinkedIn Advertising**



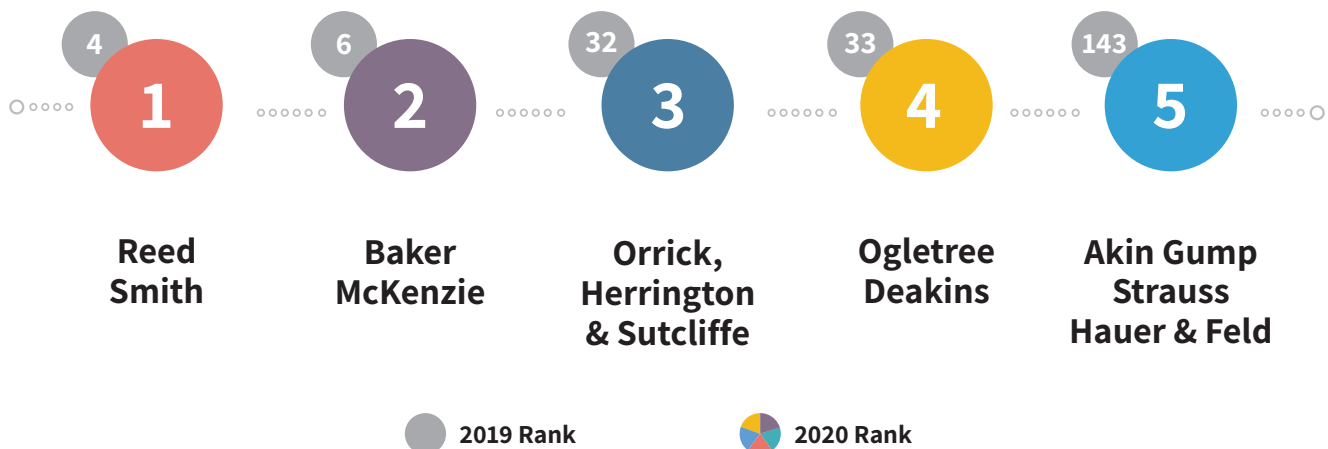
The Social Law Firm Index analyzes each firm's presence on the internet and across social media and evaluates their social media usage to extend thought leadership messages and engage with clients and constituents. These factors are reduced to numerical measures, weighted, and incorporated into our algorithm 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.

Firms understand the use and need for social media and digital communications in their marketing and business development strategies better than before. Law firms expanded their traditional marketing activities by creating webinars, podcasts, and other unique campaigns. Law firms have created more targeted and relevant content to engage with clients and prospective clients. Content is still the best way to communicate with and share their expertise and thought leadership. It's crucial that law firms ensure that their content goes out to the right audience at the right time. Firms that embrace this are succeeding.

Firms are reviewing their analytics and adjusting their strategies around engagement, measurement, and ROI. They pivoted this year, moved their efforts online, and studied their efforts closely. Law firms are digging into the analytics beyond just likes and retweets. What's being shared? Is there engagement beyond a click? When firms pay close attention to what's working and what's not, they see stronger results and effectiveness of their social media activities.



THE SOCIAL LAW FIRM INDEX | 2020 TOP FIVE, THOUGHT LEADERSHIP



The background of the page is a close-up, angled view of a computer keyboard. The keys are rendered in a 3D style with a soft, pastel color palette of pinks, purples, and oranges. Various social media and digital marketing icons are embossed on the keys, including a play button, a magnifying glass, a heart, a thumbs-up, a speech bubble, a shopping cart, and a Wi-Fi symbol. The lighting is soft, creating a clean and modern aesthetic.

# *The Social Law Firm Index 2020*

## Why The Social Law Firm Index?

We study and publish our findings on the adoption of digital marketing technologies by law firms to demonstrate the value of digital marketing for business development.

When we first started seven 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 2020

## THE YEAR OF WEBINARS

When the global pandemic shuttered offices and sent employees home, law firms scrambled to find a way to continue marketing and providing valuable content to their clients and prospective clients. Enter the year of webinars. Webinars have always played an important role in increasing brand awareness and delivering content to an engaged audience, but none more so than in 2020. It became one of the most effective and innovative tools at a business's disposal. From featuring relevant content to a very targeted audience to marketing a new attorney, webinars offered something for both the law firms and the clients.

Law firms can gather an audience that is spread out geographically. Webinars also allow firms to establish trust and build authority by highlighting your attorneys' subject-matter knowledge and expertise. It's a targeted approach to engage with an already committed audience. Attendees can chat, ask and answer questions, and share opinions. The audience is focused and learning, so long as the firm and attorneys provide valuable and relevant content.

## RISE OF PODCASTS

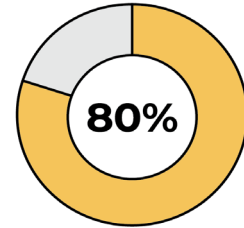
Podcasting allows brands to communicate to a captive audience. Law firms can tell their story at any time and demonstrate expertise and subject-matter authority in their industry, building advocates along the way. Top law firms around the world have become more active in creating more podcasts. Starting one allows firms to not only build relationships with their existing client base, but potentially reach a brand-new audience.

The convenience and appeal of podcasts is that people already carry around an entire library of podcasts in their pockets, so your captive audience can listen to you whenever they want. Additionally, after engaging with your podcast, people are more likely to visit your website, increasing traffic and referrals. Make sure to create show notes for each episode, so that listeners can reference back to that for additional links or information.

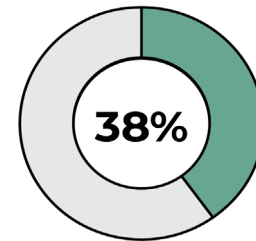
## INCREASED INTEREST IN SEO

The Google 2019 BERT update forced SEO professionals to put the focus more on optimizing content based on search intent instead of keywords. Websites that publish content that matches what users are

**80% of law firms leveraging webinars**



**38% of law firms have podcasts**



B2B marketers report that 80 percent of their social media leads come from LinkedIn and it's **277% MORE EFFECTIVE THAN FACEBOOK** in generating leads.





searching for now could be given higher priority in searches. Now firms need to focus on the intention behind the search, not how often a specific keyword is used in your content. To benefit from this shift, law firms should emphasize their efforts on creating the most useful, relevant, and targeted content.

Now more than ever, marketers need to create content that answers users' questions and provides as much value as possible. Identifying what is currently ranking can give firms a better idea of the type of content they need to create. While SEO is no longer a "set it and forget it" strategy, it does have the potential to drive traffic and leads on autopilot. But by digging in and better understanding what your audience actually needs, and optimizing your website for high-traffic keywords, you can expand your reach and boost your authority online.

## PAID LINKEDIN GOES MAINSTREAM

More than 30 million companies use LinkedIn for business. And with nearly 700 million members, brands have to break through the competition and generate engagement and ROI.

An ad on LinkedIn can reach more than 10 percent of the population over the age of 13-years-old. And even if this isn't the highest overall percentage of all social media sites, LinkedIn has the distinct advantage of a self-selected and targeted user base. So as long as law firms identify the right audience to reach, LinkedIn ads are worth the investment. B2B marketers report that 80 percent of their social media leads come from LinkedIn and that it's 277 percent more effective than Facebook in generating leads. The platform's major selling point for marketers is its ability to target an audience by their job, job title, work experience, and more, not just their demographics. LinkedIn is a platform where people expect and seek out work-related content. The site is also considered more trustworthy than other social platforms.



## CHARACTERISTICS OF WORST PERFORMERS

### WEBSITES AREN'T OPTIMIZED FOR CONVERSIONS

For your site to reach its highest potential, it has to rank highly in search results. And beyond just some basic SEO, law firm websites need to ensure that they are focused on including strong content, keyword targeting, and valuable backlinks. Implementing an SEO campaign creates a process of improving your website so that it has the ability to rank among the highest in search results. Also, firms should conduct keyword research to make sure that their content targets the terms their audience is searching for. They must write and publish compelling content that includes their most valuable keywords. Finally, firms should also add internal linking so that Google can index pages faster to make sure they reach as many people as possible.

The legal industry has been **NOTORIOUSLY SLOW TO EMBRACE NEW TRENDS**, especially when it comes to technology and digital media.



## **NO TRUE CLARITY ON TARGET AUDIENCE OR BUSINESS GOALS**

We can't be everything to everyone. Business owners will make many excuses as to why they have not identified a specific audience, because they believe that targeting limits their opportunities. But in this day and age, too many law firms are generalizing or merging and expanding. On the one hand, the audience has their pick of the litter. But the law firm needs to figure out who their ideal audience is, and why that company would choose to do business there. Firms need to lay out what their primary offering is, and why they're better than the competition. Lawyers need to understand what their audience needs, what they're lacking, and why this law firm can provide a better service. Law firms need to focus their offerings on what they truly do best and work to differentiate themselves from the competition.

## **NOT USING DATA/ TECHNOLOGY TO EVOLVE**

The legal industry has been notoriously slow to embrace new trends, especially when it comes to technology and digital media. But as firms realize the necessity of technology, they have started to recognize the benefits too, like efficiency, better communication, and time and cost savings. Shrinking revenues, smaller margins, and a consolidating industry demonstrate that the firms that don't evolve won't make it. Those who have embraced technology, data, and social media have proven to their clients that they can provide more than their competition. Law firms that focus on collaborating, improving the client experience, and offering more transparency will continue to lead the pack and pull the rest of the industry with them. Clients expect personalized and digitally proficient service from their law firms. Looking ahead to 2021 means finally embracing technology solutions and best practices that enable communication and client service anywhere, anytime.

## **ONLY FOCUSING ON THE TOP OF THE FUNNEL**

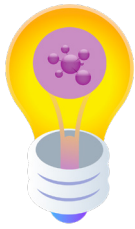
Marketing departments spend almost their entire budget on top of funnel activity, trying to tackle one of their biggest challenges: generating traffic and leads. But marketers have focused so much on the top of the funnel, they have ignored the middle-of-funnel prospects. Middle-of-funnel prospects are already in the buying funnel and are perfect candidates for targeted marketing campaigns. They need attention that is unique and relevant to them. When law firms build a collaborative relationship with the prospect, they can acquire more data about them to better understand their problems and needs and offer them the personalized approach to close the deal.





A stack of four colorful wooden blocks (red, light blue, dark blue, and yellow) is the central focus, resting on a weathered wooden plank. Other blocks in various colors (green, orange, red, blue) are scattered around, some in the foreground and some blurred in the background. The lighting is soft and natural, highlighting the texture of the wood and the vibrant colors of the paint.

# SOCIAL LAW FIRM INDEX 2020: THE RANKINGS



# TOP PERFORMERS: OVERALL

Firm	Rank 2020	Rank 2019
Baker McKenzie	1	4
Orrick, Herrington & Sutcliffe	2	5
DLA Piper	3	1
White & Case	4	2
Norton Rose Fulbright	5	3
Latham & Watkins	6	7
Reed Smith	7	24
Jones Day	8	11
Akin Gump Strauss Hauer & Feld	9	44
Fox Rothschild	10	12
Skadden	11	23
Hogan Lovells	12	8
Mayer Brown	13	17
Weil, Gotshal & Manges	14	47
Ogletree Deakins	15	65
Little Mendelson	16	20
Sidley Austin	17	28
Bracewell	18	58
Stoel Rives	19	77
Thompson & Knight	20	143
Ropes & Gray	21	129
Kirkland & Ellis	22	29
Seyfarth Shaw	23	39
Cooley	24	43
Mintz Levin Cohn	25	71
Morgan, Lewis & Bockius	26	22
Dinsmore & Shohl	27	33
Holland & Knight	28	10
Paul Weiss	29	139
Sullivan & Cromwell	30	180
Greenberg Traurig	31	18

Firm	Rank 2020	Rank 2019
K&L Gates	32	34
Nixon Peabody	33	72
Quinn Emanuel	34	84
Jackson Lewis	35	19
Morrison & Foerster	36	42
McDermott Will & Emery	37	14
Foley & Lardner	38	45
Proskauer Rose	39	31
Cole, Scott & Kissane	40	
Milbank	41	102
Haynes and Boone	42	75
Paul Hastings	43	48
Gibbons	44	194
Curtis Mallet-Prevost	45	146
Gibson, Dunn & Crutcher	46	68
Fragomen	47	9
Sheppard Mullin	48	110
O'Melveny & Myers	49	51
Vedder Price	50	133
Irell & Manella	51	199
Lowenstein Sandler	52	62
Baker Botts	53	25
Butler Snow	54	97
Fisher & Phillips	55	85
Venable	56	195
Jenner & Block	57	144
Akerman	58	161
Foley Hoag	59	109
Brownstein Hyatt Farber Schreck	60	124
Gordon Rees Scully Mansukhani	61	181
Frost Brown Todd	62	151

Firm	Rank 2020	Rank 2019
Troutman Pepper	63	38
Goldberg Segalla	64	15
McGuireWoods	65	82
Clark Hill	66	64
Womble Bond Dickinson	67	52
Covington & Burling	68	36
Squire Patton Boggs	69	6
Buchanan Ingersoll & Rooney	70	93
Debevoise & Plimpton	71	69
Jackson Walker	72	78
Katten Muchin Rosenman	73	90
Winstead	74	163
Cleary Gottlieb	75	66
Husch Blackwell	76	46
Baker Donelson	77	30
Ballard Spahr	78	89
Davis Wright Tremaine	79	145
Bryan Cave	80	54
Dechert	81	86
Goodwin Procter	82	59
Polsinelli	83	60
Wilson Elser Moskowitz	84	137
Adams and Reese	85	67
Greenspoon Marder	86	21
Hinshaw & Culbertson	87	173
Duane Morris	88	41
Cravath, Swaine & Moore	89	166
Hunton Andrews Kurth	90	104
Shearman & Sterling	91	53
Shutts & Bowen	92	16
Bradley	93	99
Snell & Wilmer	94	94
Dickinson Wright	95	32
Dykema Gossett	96	148
Faegre Drinker	97	95

Firm	Rank 2020	Rank 2019
Hughes Hubbard & Reed	98	121
Fenwick & West	99	57
Step toe & Johnson	100	118
King & Spalding	101	100
McElroy Deutsch Mulvaney	102	184
Robins Kaplan	103	56
Lewis Brisbois	104	37
Pillsbury	105	105
Kilpatrick Townsend	106	40
Boies Schiller Flexner	107	190
Choate Hall & Stewart	108	188
Stinson LLP	109	147
Goulston & Storrs	110	128
Quarles & Brady	111	13
Marshall Dennehey	112	178
Blank Rome	113	35
Winston & Strawn	114	27
Simpson Thacher & Bartlett	115	191
Baker & Hostetler	116	96
Fried Frank	117	113
Arent Fox	118	119
Rutan & Tucker	119	196
Alston & Bird	120	63
Willkie Farr & Gallagher	121	130
Lewis Roca Rothgerber Christie	122	174
Saul Ewing	123	74
Wilmer Cutler	124	79
Kobre & Kim	125	140
Perkins Coie	126	49
Nelson Mullins Riley	127	50
Vorys Sater	128	136
Knobbe, Martens, Olson & Bear	129	112
Barnes & Thornburg	130	86
Cole Schotz	131	115
Robinson & Cole	132	101



Firm	Rank 2020	Rank 2019
Kelley Drye & Warren	133	141
Porter Wright Morris & Arthur	134	168
Chapman and Cutler	135	177
Procopio Cory	136	179
Carlton Fields	137	61
Finnegan	138	87
Kutak Rock	139	157
GrayRobinson	140	156
Dorsey & Whitney	141	108
Locke Lord	142	76
Wilson Sonsini	143	70
Buckley	144	187
Smith, Gambrell & Russell	145	131
Burr & Forman	146	81
Shook, Hardy & Bacon	147	117
Crowell & Moring	148	26
Williams & Connolly	149	200
Holland & Hart	150	73
Morris, Manning & Martin	151	162
Eckert Seamans	152	175
Manatt, Phelps & Phillips	153	160
Wiley Rein	154	120
Arnold & Porter	155	106
Moore & Van Allen	156	170
Vinson & Elkins	157	80
Cozen O'Connor	158	150
Davis Polk & Wardwell	159	114
Allen Matkins	160	152
Thompson Hine	161	127
Buchalter	162	189
Hinckley, Allen & Snyder	163	159
Miles & Stockbridge	164	111
Stroock & Stroock & Lavan	165	134
Michael Best & Friedrich	166	165
Kasowitz	167	185

Firm	Rank 2020	Rank 2019
Armstrong Teasdale	168	183
Sherman & Howard	169	176
Ice Miller	170	55
Thompson Coburn	171	98
Loeb & Loeb	172	92
Miller Canfield Paddock	173	88
Fish & Richardson	174	103
Benesch	175	122
Phelps Dunbar	176	149
Munger, Tolles & Olson	177	197
Brown Rudnick	178	164
Schiff Hardin	179	91
Cadwalader	180	126
Pryor Cashman	181	
Shumaker, Loop & Kendrick	182	93
Kramer Levin	183	83
Bond, Schoeneck & King	184	116
Spencer Fane	185	172
Day Pitney	186	155
Williams Mullen	187	154
Lathrop GPM	188	171
Cahill Gordon & Reindel	189	193
Arnall Golden Gregory	190	107
McCarter & English	191	153
Honigman	192	186
Patterson Belknap Webb & Tyler	193	125
Sullivan & Worcester	194	142
Hanson Bridgett	195	
Hodgson Russ	196	167
Schulte Roth & Zabel	197	182
Wachtell	198	198

# BAKER MCKENZIE

## TOP PERFORMER: OVERALL

2020 first-place finisher Baker McKenzie has an approach that revolves around clients and prospective clients. The firm sees their role on social media as providing content that adds value; is relevant, interesting, and timely; and generates engagement.

“We watch our engagement closely,” said Leah Schloss, Baker McKenzie’s associate director for North American communications. “We want our content to resonate with people. We don’t want to put out content that people aren’t engaging with; [we want content] that’s proved to be a winning strategy for us.”

The firm jumped up a few spots from 2019 to their first-place finish, something Schloss appreciates.

“It’s always great when there’s recognition for our efforts,” said Schloss. “And it’s even better coming from peers and colleagues.”

Baker constantly adjusts and tweaks their content based on their engagement. Specifically related to events, instead of sharing on their main company profile, it’s sent to a targeted or isolated audience or pushed out on an individual attorney’s profile.

“We’ve learned that certain content is more relevant to a targeted or specific audience than a broad audience,” Schloss said.

Baker has a full mix of services and builds on that in how they market themselves. They think more in terms of campaigns and themes they can pull out to help refine their strategy. They use LinkedIn as their main broadcast channel and push content related to the full breadth of the firm’s services, which often means thinking beyond practice areas to industries and multidisciplinary service lines that reflect client needs. They’ll use pull quotes, engaging photos, or video with a targeted approach, but it’s a steady drumbeat of content to keep engagement high.

Their newly developed “Three Rs podcast” (resilience, recovery, and renewal) is multidisciplinary and touches every group. The podcast is relevant to the current time and addresses topics like disruption due to COVID-19 and adjusting and thriving in the new normal.

“The content we put out there is for our clients and what they say they need from us,” said Schloss. “We think of our content as part of a conversation with our clients and audience.”

# Baker McKenzie.

We want our content to resonate with people. We don’t want to put out content that people aren’t engaging with and that’s proved to be a **WINNING STRATEGY** for us.



When it comes to social media, the firm has received buy-in from their senior leadership and promotes employee advocacy to share content.

“Training and then retraining is super important,” said Schloss. “We’re constantly training employees on sharing on social media. I also really impress on people that the more personal the post, the better. They need to make it relevant to the people they’re posting to.”

“We’ll hear from clients that one of our pieces of thought leadership was helpful, or it spoke to them on their end,” said Schloss. “We love hearing that sort of feedback.”







# TOP PERFORMERS: LINKEDIN

Firm	Rank 2020	Rank 2019
DLA Piper	1	2
Baker McKenzie	2	1
Weil, Gotshal & Manges	3	39
Orrick, Herrington & Sutcliffe	4	19
White & Case	5	5
Hogan Lovells	6	3
Cole, Scott & Kissane	7	
Bracewell	8	29
Ropes & Gray	9	95
Sullivan & Cromwell	10	94
Stoel Rives	11	89
Quinn Emanuel	12	100
Irell & Manella	13	199
Latham & Watkins	14	6
Vedder Price	15	114
Curtis Mallet-Prevost	16	88
Paul Weiss	17	165
Jones Day	18	8
Norton Rose Fulbright	19	4
Akin Gump Strauss Hauer & Feld	20	32
Paul Hastings	21	78
Nixon Peabody	22	107
Cravath, Swaine & Moore	23	119
Sidley Austin	24	24
Gibbons	25	198
Jenner & Block	26	121
Mayer Brown	27	23
Fragomen	28	7
Morgan, Lewis & Bockius	29	20
Akerman	30	136
Buchanan Ingersoll & Rooney	31	171

Firm	Rank 2020	Rank 2019
McElroy Deutsch Mulvaney	32	169
Reed Smith	33	41
Hughes Hubbard & Reed	34	98
Gibson, Dunn & Crutcher	35	25
Shearman & Sterling	36	14
Haynes and Boone	37	74
King & Spalding	38	27
Fisher & Phillips	39	59
Milbank	40	172
Winstead	41	135
Butler Snow	42	158
Dinsmore & Shohl	43	167
Willkie Farr & Gallagher	44	75
Greenberg Traurig	45	15
Boies Schiller Flexner	46	193
Marshall Dennehey	47	163
Sheppard Mullin	48	81
Rutan & Tucker	49	196
Lowenstein Sandler	50	71
Morrison & Foerster	51	21
Katten Muchin Rosenman	52	64
Wilson Elser Moskowitz	53	91
Hinshaw & Culbertson	54	162
Frost Brown Todd	55	129
Gordon Rees Scully Mansukhani	56	177
Kirkland & Ellis	57	16
Choate Hall & Stewart	58	188
Cleary Gottlieb	59	46
O'Melveny & Myers	60	55
Chapman and Cutler	61	141
Seyfarth Shaw	62	77

Firm	Rank 2020	Rank 2019
Jackson Walker	63	183
Fried Frank	64	60
Stinson LLP	65	157
Goulston & Storrs	66	118
McDermott Will & Emery	67	10
Husch Blackwell	68	124
Foley & Lardner	69	62
Foley Hoag	70	90
Simpson Thacher & Bartlett	71	182
Cooley	72	45
Skadden	73	9
Shutts & Bowen	74	184
Ballard Spahr	75	86
Kobre & Kim	76	73
Proskauer Rose	77	54
Williams & Connolly	78	200
Troutman Pepper	79	44
Goodwin Procter	80	123
Dechert	81	42
Fox Rothschild	82	43
Brownstein Hyatt Farber Schreck	83	143
K&L Gates	84	18
Goldberg Segalla	85	116
Debevoise & Plimpton	86	34
Little Mendelson	87	40
Step toe & Johnson	88	175
Davis Wright Tremaine	89	159
Baker Donelson	90	101
Baker Botts	91	17
GrayRobinson	92	173
Ogletree Deakins	93	30
Bryan Cave	94	120
Jackson Lewis	95	13
McGuireWoods	96	125
Shook, Hardy & Bacon	97	96

Firm	Rank 2020	Rank 2019
Lewis Brisbois	98	36
Porter Wright Morris & Arthur	99	137
Dorsey & Whitney	100	61
Quarles & Brady	101	85
Wilmer Cutler	102	38
Womble Bond Dickinson	103	79
Mintz Levin Cohn	104	103
Polsinelli	105	69
Procopio Cory	106	168
Winston & Strawn	107	51
Vorys Sater	108	92
Arent Fox	109	65
Nelson Mullins Riley	110	113
Thompson & Knight	111	190
Eckert Seamans	112	170
Dickinson Wright	113	146
Buchalter	114	187
Squire Patton Boggs	115	22
Sherman & Howard	116	142
Dykema Gossett	117	149
Blank Rome	118	31
Adams and Reese	119	110
Kutak Rock	120	108
Morris, Manning & Martin	121	147
Holland & Knight	122	11
Barnes & Thornburg	123	112
Saul Ewing	124	67
Covington & Burling	125	35
Baker & Hostetler	126	53
Smith, Gambrell & Russell	127	131
Munger, Tolles & Olson	128	194
Buckley	129	185
Fenwick & West	130	105
Lewis Roca Rothgerber Christie	131	130
Kilpatrick Townsend	132	52

Firm	Rank 2020	Rank 2019
Miller Canfield Paddock	133	174
Knobbe, Martens, Olson & Bear	134	109
Vinson & Elkins	135	57
Michael Best & Friedrich	136	178
Bradley	137	127
Spencer Fane	138	126
Snell & Wilmer	139	161
Davis Polk & Wardwell	140	37
Cozen O'Connor	141	186
Arnold & Porter	142	66
Stroock & Stroock & Lavan	143	152
Lathrop GPM	144	176
Clark Hill	145	28
Venable	146	197
Hinckley, Allen & Snyder	147	122
Brown Rudnick	148	139
Robins Kaplan	149	72
Kelley Drye & Warren	150	144
Benesch	151	132
Phelps Dunbar	152	151
Burr & Forman	153	99
Alston & Bird	154	26
Pryor Cashman	155	
Faegre Drinker	156	82
Holland & Hart	157	49
Moore & Van Allen	158	164
Pillsbury	159	104
Fish & Richardson	160	63
Finnegan	161	47
Cadwalader	162	70
Ice Miller	163	58
Cole Schotz	164	80
Perkins Coie	165	33
Day Pitney	166	83
Honigman	167	192

Firm	Rank 2020	Rank 2019
Loeb & Loeb	168	97
Hunton Andrews Kurth	169	87
McCarter & English	170	145
Armstrong Teasdale	171	180
Locke Lord	172	50
Crowell & Moring	173	12
Thompson Coburn	174	117
Manatt, Phelps & Phillips	175	153
Thompson Hine	176	106
Duane Morris	177	154
Robinson & Cole	178	84
Wilson Sonsini	179	48
Schiff Hardin	180	160
Allen Matkins Mallory & Natsis	181	156
Greenspoon Marder	182	128
Kasowitz	183	166
Arnall Golden Gregory	184	93
Shumaker, Loop & Kendrick	185	181
Kramer Levin	186	111
Hanson Bridgett	187	
Williams Mullen	188	133
Wiley Rein	189	115
Cahill Gordon & Reindel	190	179
Bond, Schoeneck & King	191	191
Miles & Stockbridge	192	76
Hodgson Russ	193	134
Sullivan & Worcester	194	140
Carlton Fields	195	56
Schulte Roth & Zabel	196	155
Patterson Belknap Webb & Tyler	197	68
Wachtell	198	195

# DLA PIPER

## TOP PERFORMER: LINKEDIN

LinkedIn has become an integral component to any firm's marketing strategy, and DLA Piper stands apart from the group with their engaging presence. They have always followed the same approach: "Demonstrate who we are, what we do, and how we do it to benefit our clients and to better the communities where we live and work," said Erin Dimry, chief marketing and business development officer.

The firm uses one account to ensure brand consistency and to minimize the risk of fragmenting their audience. They also manage showcase pages to push out targeted content to relevant audiences and consistently promote the use of LinkedIn individually by their lawyers through both group and one-on-one social media training.

"Our people are brand ambassadors for the firm," said Dimry. "Our lawyers have embraced LinkedIn as a business development tool and a meaningful way to share thought leadership and connect with their networks. Our people's engagement on the platform is key to our success."

Firm leadership has historically been extremely supportive of the firm's embrace of LinkedIn and social media as an integral part of its communications strategy and encourages its use in more creative ways. Engagement is now more important than ever, given that nearly everyone is working in a virtual world as a result of the COVID-19 pandemic.

"We currently have more than 160K followers on our LinkedIn channel," said Dimry. "Our followers, and their engagement with our content, continue to grow from year to year, demonstrating the value of what we are sharing. Additionally, our lawyers receive as much engagement collectively on their individual shares as we do on the shares we post to our company channel."

Attorneys consistently share thought leadership content valuable to their own personal connections, which drives brand awareness and establishes them as a knowledge resource in a particular area of practice.

The firm also analyzes their analytics to track what followers respond to and what resonates, including a comparison of historic performance and A/B testing to determine which wording or calls to action perform better on posts.



"Our lawyers have **EMBRACED LINKEDIN** as a business development tool and a meaningful way to share thought leadership and connect with their networks.





# TOP PERFORMERS: TWITTER

Firm	Rank 2020	Rank 2019
Squire Patton Boggs	1	1
Orrick, Herrington & Sutcliffe	2	16
Norton Rose Fulbright	3	7
Holland & Knight	4	6
Baker McKenzie	5	9
Hogan Lovells	6	4
DLA Piper	7	3
Morgan, Lewis & Bockius	8	20
Saul Ewing	9	40
Fox Rothschild	10	31
Greenberg Traurig	11	8
White & Case	12	2
Latham & Watkins	13	5
Jackson Lewis	14	53
Baker Botts	15	24
Goodwin Procter	16	26
McDermott Will & Emery	17	11
Troutman Pepper	18	47
Perkins Coie	19	25
Davis Wright Tremaine	20	135
Mintz Levin Cohn	21	55
Locke Lord	22	38
Kirkland & Ellis	23	15
Cooley	24	29
K&L Gates	25	32
Little Mendelson	26	18
Husch Blackwell	27	35
Gibbons	28	185
Faegre Drinker	29	72
Winston & Strawn	30	19
Covington & Burling	31	43

Firm	Rank 2020	Rank 2019
McGuireWoods	32	93
Adams and Reese	33	52
Seyfarth Shaw	34	28
Blank Rome	35	13
Clark Hill	36	27
Haynes and Boone	37	73
Reed Smith	38	23
Mayer Brown	39	14
Akin Gump Strauss Hauer & Feld	40	17
Foley & Lardner	41	62
Polsinelli	42	46
Alston & Bird	43	48
Jones Day	44	10
Womble Bond Dickinson	45	51
Proskauer Rose	46	41
Lowenstein Sandler	47	98
Morrison & Foerster	48	30
Nelson Mullins Riley	49	44
Kelley Drye & Warren	50	134
Manatt, Phelps & Phillips	51	129
Wilson Sonsini	52	37
Bracewell	53	65
Crowell & Moring	54	12
Dickinson Wright	55	90
Ballard Spahr	56	70
Baker Donelson	57	49
Dinsmore & Shohl	58	165
Shearman & Sterling	59	54
Wilmer Cutler	60	63
Fisher & Phillips	61	57
Cleary Gottlieb	62	60

Firm	Rank 2020	Rank 2019
Wiley Rein	63	84
Sidley Austin	64	66
Bradley	65	105
Bryan Cave	66	89
Dykema Gossett	67	162
Holland & Hart	68	42
Skadden	69	61
Fenwick & West	70	22
Hunton Andrews Kurth	71	64
Duane Morris	72	21
Baker & Hostetler	73	139
Stroock & Stroock & Lavan	74	97
Arnold & Porter	75	76
Nixon Peabody	76	50
Vinson & Elkins	77	59
Steptoe & Johnson	78	58
Shumaker, Loop & Kendrick	79	166
Hughes Hubbard & Reed	80	78
Kilpatrick Townsend	81	39
Dechert	82	81
Arnall Golden Gregory	83	75
Robinson & Cole	84	107
Cozen O'Connor	85	79
Finnegan	86	68
Brownstein Hyatt Farber Schreck	87	132
Weil, Gotshal & Manges	88	33
Foley Hoag	89	87
Ice Miller	90	83
O'Melveny & Myers	91	45
Buchalter	92	187
Robins Kaplan	93	34
Burr & Forman	94	110
Winstead	95	148
Debevoise & Plimpton	96	77
Stoel Rives	97	74

Firm	Rank 2020	Rank 2019
Thompson Hine	98	109
Vorys Sater	99	179
Greenspoon Marder	100	69
Miller Canfield Paddock	101	121
Snell & Wilmer	102	102
Butler Snow	103	118
Ogletree Deakins	104	71
Barnes & Thornburg	105	108
Shook, Hardy & Bacon	106	92
Fish & Richardson	107	88
Lewis Brisbois	108	56
Thompson & Knight	109	175
Quinn Emanuel	110	144
Cadwalader	111	99
Gibson, Dunn & Crutcher	112	86
Benesch	113	117
Katten Muchin Rosenman	114	67
Kramer Levin	115	104
Frost Brown Todd	116	123
McCarter & English	117	113
Miles & Stockbridge	118	100
Allen Matkins Mallory & Natsis	119	142
Morris, Manning & Martin	120	152
Phelps Dunbar	121	173
Goldberg Segalla	122	82
Arent Fox	123	114
Hodgson Russ	124	164
Hinckley, Allen & Snyder	125	146
Wilson Elser Moskowitz	126	112
Hinshaw & Culbertson	127	156
Akerman	128	136
Thompson Coburn	129	80
Lathrop GPM	130	163
Jackson Walker	131	85
Sullivan & Worcester	132	125



Firm	Rank 2020	Rank 2019
Carlton Fields	133	
King & Spalding	134	91
Ropes & Gray	135	131
Shutts & Bowen	136	128
Goulston & Storrs	137	124
Loeb & Loeb	138	106
Kutak Rock	139	137
Spencer Fane	140	176
Buchanan Ingersoll & Rooney	141	122
Fried Frank	142	126
Milbank	143	94
Sheppard Mullin	144	119
Jenner & Block	145	133
Hanson Bridgett	146	
Schiff Hardin	147	140
Fragomen	148	36
Vedder Price	149	111
Willkie Farr & Gallagher	150	115
Williams Mullen	151	145
Eckert Seamans	152	151
Quarles & Brady	153	141
GrayRobinson	154	154
Dorsey & Whitney	155	120
Stinson LLP	156	160
Michael Best & Friedrich	157	172
Curtis Mallet-Prevost	158	155
Gordon Rees Scully Mansukhani	159	149
Smith, Gambrell & Russell	160	143
Procopio Cory	161	159
Brown Rudnick	162	150
Armstrong Teasdale	163	181
Schulte Roth & Zabel	164	177
Marshall Dennehey	165	157
Bond, Schoeneck & King	166	174
Moore & Van Allen	167	178

Firm	Rank 2020	Rank 2019
Paul Hastings	168	138
Pillsbury	169	95
Knobbe, Martens, Olson & Bear	170	116
Sherman & Howard	171	168
Davis Polk & Wardwell	172	130
Buckley	173	188
Kasowitz	174	184
Pryor Cashman	175	
Patterson Belknap Webb & Tyler	176	161
Cole Schotz	177	127
Kobre & Kim	178	147
Chapman and Cutler	179	167
Sullivan & Cromwell	180	189
Paul Weiss	181	158
Choate Hall & Stewart	182	186
Cole, Scott & Kissane	183	
Munger, Tolles & Olson	184	193
Honigman	185	182
Irell & Manella	186	194
Day Pitney	187	169
Lewis Roca Rothgerber Christie	188	190
McElroy Deutsch Mulvaney	189	180
Boies Schiller Flexner	190	183
Porter Wright Morris & Arthur	191	197
Rutan & Tucker	192	195
Simpson Thacher & Bartlett	193	199
Wachtell	194	198
Cravath, Swaine & Moore	195	171
Venable	196	192
Cahill Gordon & Reindel	197	196
Williams & Connolly	198	200

# SQUIRE PATTON BOGGS

## TOP PERFORMER: TWITTER

Squire Patton Boggs's Twitter strategy has evolved over the years, in response to changing expectations and needs from clients, connections, and followers, as well as the continuing fast-paced development of social media.

2020 has been a uniquely turbulent year worldwide, so naturally the firm's marketing strategies and focuses had to adapt. With the global coronavirus pandemic and diversity issues at the forefront of mainstream media, Squire has also seen its legal updates and event-based content evolve, with some of its more "traditional" thought leadership reflecting upon how these current issues are influencing not only the law but also how clients do business and how communities are affected.

"Using Twitter to enhance the role of our firm in advancing diversity, inclusion, education, and innovation remains an important marketing priority," said Dawn Lewis, director of marketing at Squire Patton Boggs. "Drawing on different methods to engage with our clients is always top of our agenda."

Twitter is a fast-moving platform, and the firm's approach to content is to keep tweets concise and topical, and always delivering value. The feed is a mix of content marketing, photographs, infographics, interactive polls, motion graphics, videos, and soundbites.

"We find that mixing content formats helps us to keep variety throughout the feed and hold engagement with our audiences," Lewis said.

The firm's marketing strategy is based on the three Cs: Committed, Connected, and Commercial.

"We encourage all our colleagues to commit to social, to share client-focused thought leadership and events, as well as initiatives relating to corporate social responsibility and inclusion and diversity," said Lewis. "Our social media managers are connected with all our team members across the entire global network to ensure that everyone is sharing relevant content. Additionally, it is vital that our social media feeds remain commercial, highlighting the knowledge and specialisms of our global practice areas and industry groups in the best and most concise way possible."

The firm also regularly reviews and then uses analytics across all digital marketing platforms to see what is working and what is not.

"Anything we know is working particularly well, we repurpose," said Lewis.



Our social media managers are connected with all our team members across the entire global network to ensure that everyone is **SHARING RELEVANT CONTENT.**





# TOP PERFORMERS: SEO

Firm	Rank 2020	Rank 2019
Jones Day	1	3
Baker McKenzie	2	1
Skadden	3	4
Holland & Knight	4	19
Norton Rose Fulbright	5	77
Little Mendelson	6	12
Orrick, Herrington & Sutcliffe	7	13
Jackson Lewis	8	44
Fox Rothschild	9	31
Morgan, Lewis & Bockius	10	71
Hogan Lovells	11	2
Davis Wright Tremaine	12	38
Foley & Lardner	13	20
K&L Gates	14	7
Greenberg Traurig	15	6
DLA Piper	16	17
Ogletree Deakins	17	30
Mayer Brown	18	9
Morrison & Foerster	19	5
Faegre Drinker	20	69
White & Case	21	97
Gibson, Dunn & Crutcher	22	23
Fisher & Phillips	23	134
Fragomen	24	82
Mintz Levin Cohn	25	60
Squire Patton Boggs	26	65
Paul Hastings	27	47
Venable	28	42
McDermott Will & Emery	29	27
Perkins Coie	30	53
Pillsbury	31	58

Firm	Rank 2020	Rank 2019
Latham & Watkins	32	8
Covington & Burling	33	39
McGuireWoods	34	41
Reed Smith	35	122
Wilmer Cutler	36	24
Manatt, Phelps & Phillips	37	51
Baker Donelson	38	50
Winston & Strawn	39	66
Ropes & Gray	40	18
Duane Morris	41	32
Sidley Austin	42	131
Bryan Cave	43	14
Shearman & Sterling	44	151
Akin Gump Strauss Hauer & Feld	45	63
Ballard Spahr	46	33
Arnold & Porter	47	40
Baker & Hostetler	48	15
Hunton Andrews Kurth	49	57
Alston & Bird	50	21
Nixon Peabody	51	29
Husch Blackwell	52	84
Weil, Gotshal & Manges	53	26
Crowell & Moring	54	145
Seyfarth Shaw	55	123
Step toe & Johnson	56	83
Cozen O'Connor	57	68
Finnegan	58	35
Wilson Sonsini	59	78
Blank Rome	60	25
Locke Lord	61	59
Debevoise & Plimpton	62	48

Firm	Rank 2020	Rank 2019
Dorsey & Whitney	63	73
Dechert	64	103
Troutman Pepper	65	55
Sullivan & Cromwell	66	94
Cooley	67	119
Fenwick & West	68	92
Paul Weiss	69	61
Womble Bond Dickinson	70	22
Lowenstein Sandler	71	93
Haynes and Boone	72	43
Baker Botts	73	67
Davis Polk & Wardwell	74	52
Fish & Richardson	75	75
Arent Fox	76	45
Jenner & Block	77	70
Cleary Gottlieb	78	62
O'Melveny & Myers	79	49
Kilpatrick Townsend	80	16
Stoel Rives	81	64
Vinson & Elkins	82	138
Holland & Hart	83	80
Dickinson Wright	84	100
Buchanan Ingersoll & Rooney	85	85
Nelson Mullins Riley	86	79
Thompson Coburn	87	101
Cadwalader	88	72
Goodwin Procter	89	149
Loeb & Loeb	90	74
Dinsmore & Shohl	91	125
Wilson Elser Moskowitz	92	96
Quarles & Brady	93	132
Frost Brown Todd	94	89
King & Spalding	95	10
Clark Hill	96	76
Akerman	97	34

Firm	Rank 2020	Rank 2019
Foley Hoag	98	81
Simpson Thacher & Bartlett	99	98
Saul Ewing	100	46
Smith, Gambrell & Russell	101	170
Katten Muchin Rosenman	102	54
Willkie Farr & Gallagher	103	104
Bradley	104	190
Ice Miller	105	126
Quinn Emanuel	106	56
Kramer Levin	107	115
Jackson Walker	108	105
Hinshaw & Culbertson	109	90
Burr & Forman	110	109
Williams Mullen	111	107
Dykema Gossett	112	86
Robins Kaplan	113	87
Miller Canfield Paddock	114	108
Barnes & Thornburg	115	154
McCarter & English	116	156
Shutts & Bowen	117	162
Schulte Roth & Zabel	118	143
Vorys Sater	119	106
Patterson Belknap Webb & Tyler	120	140
Snell & Wilmer	121	155
Williams & Connolly	122	95
Polsinelli	123	148
Bracewell	124	180
Milbank	125	99
Hughes Hubbard & Reed	126	130
Proskauer Rose	127	11
Robinson & Cole	128	137
Carlton Fields	129	102
Thompson Hine	130	121
Butler Snow	131	146
Moore & Van Allen	132	139

Firm	Rank 2020	Rank 2019
Hodgson Russ	133	160
Adams and Reese	134	141
Arnall Golden Gregory	135	113
Knobbe, Martens, Olson & Bear	136	157
Brownstein Hyatt Farber Schreck	137	152
Gordon Rees Scully Mansukhani	138	111
Thompson & Knight	139	118
Hanson Bridgett	140	
Armstrong Teasdale	141	158
Brown Rudnick	142	120
Procopio Cory	143	136
Sheppard Mullin	144	36
Kutak Rock	145	116
Porter Wright Morris & Arthur	146	163
Kelley Drye & Warren	147	176
Goldberg Segalla	148	142
Lewis Roca Rothgerber Christie	149	127
Munger, Tolles & Olson	150	112
Goulston & Storrs	151	164
Morris, Manning & Martin	152	166
Winstead	153	133
Buckley	154	194
Kirkland & Ellis	155	28
Phelps Dunbar	156	135
McElroy Deutsch Mulvaney	157	153
Lewis Brisbois	158	187
Schiff Hardin	159	177
Bond, Schoeneck & King	160	178
Day Pitney	161	195
Buchalter	162	144
Choate Hall & Stewart	163	188
Kasowitz	164	117
Marshall Dennehey	165	161
Sherman & Howard	166	172
Stinson Leonard Street	167	168

Firm	Rank 2020	Rank 2019
Wiley Rein	168	88
Cole Schotz	169	183
Michael Best & Friedrich	170	110
Benesch	171	147
Stroock & Stroock & Lavan	172	182
Boies Schiller Flexner	173	179
Cravath, Swaine & Moore	174	171
Eckert Seamans	175	159
GrayRobinson	176	169
Greenspoon Marder	177	175
Shook, Hardy & Bacon	178	174
Fried Frank	179	91
Rutan & Tucker	180	150
Spencer Fane	181	189
Wachtell	182	165
Hinckley, Allen & Snyder	183	173
Chapman and Cutler	184	193
Shumaker, Loop & Kendrick	185	167
Allen Matkins Mallory & Natsis	186	191
Vedder Price	187	184
Irell & Manella	188	181
Lathrop GPM	189	
Sullivan & Worcester	190	198
Pryor Cashman	191	
Honigman	192	186
Kobre & Kim	193	200
Cahill Gordon & Reindel	194	199
Curtis Mallet-Prevost	195	197
Gibbons	196	196
Miles & Stockbridge	197	192
Cole, Scott & Kissane	198	

# JONES DAY

## TOP PERFORMER: SEO

In July 2019 Jones Day launched a new website with updated technology, including an advanced search engine and a changed URL structure. They created a responsive site that incorporates their blogs and videos, as well as optimizes title tags, meta descriptions, and H1 tags.

The firm also changed its approach on the home page. Previously they would feature news and other content primarily about the firm, but now the page is more client-focused, highlighting content that provides insight on legal and regulatory developments that may impact clients. There's also a new scrolling feature, to include more high-value content. The firm also added a "You Might Also Be Interested In" feature that appears at the bottom of the page for "Insights" and "News" content to promote site stickiness.

The section of the site where they would showcase lawyers' thought leadership used to be titled "Publications."

"But since our content strategy incorporates many other forms of content, including podcasts and videos, we renamed this section "Insights," said Traci Lovitt, partner in charge of the website. "Rather than using existing practice overviews to address featured topics, we've added a tab to the Insights section specifically for featured or trending topics like coronavirus or ESG. This lets us aggregate all forms of content for those topics."

As part of the new website launch, the firm also worked with all 2,500 lawyers to update their biographies and headshots. Each lawyer's bio page now links to their LinkedIn profile, and they also made social share icons more visible throughout the site.

"Traffic to the site went up considerably after our launch, as did traffic to our publications," said Mary Tomaro, senior manager of content marketing.

The firm focuses on the type of content and the quality of the content they produce. The firm's lawyers write frequently and provide valuable perspective on a diverse range of legal and regulatory developments.

"We work with our lawyers to incorporate the right keywords and phrases in everything they write for the web, including their bios," said Tomaro. "We don't try to 'spoo' the search engines, because their algorithms change too frequently, but instead seek to create content that addresses our clients' concerns and is presented in a variety of valuable and trustworthy formats."



We don't try to 'spoo' the search engines, because their algorithms change too frequently, but instead seek to **CREATE CONTENT** that addresses our clients' concerns...







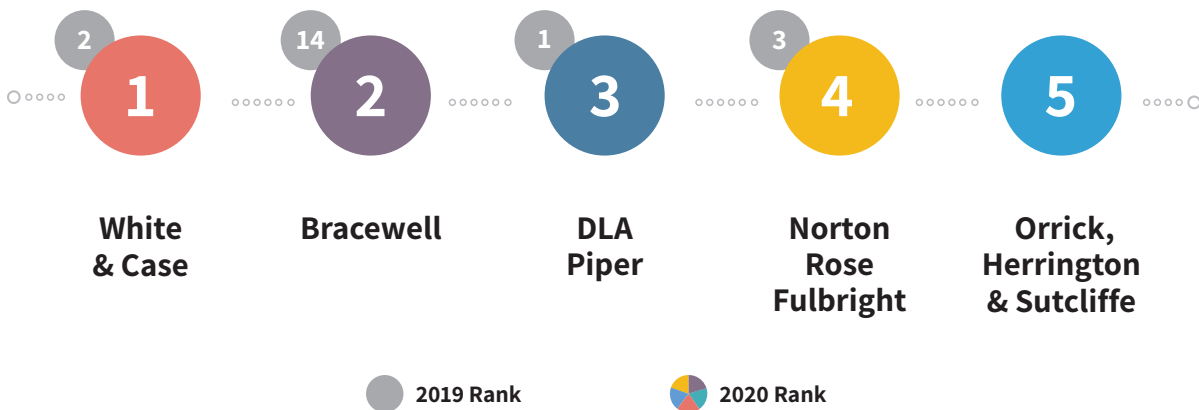
# TOP PERFORMERS: INSTAGRAM

Firm	Rank 2020	Rank 2019
White & Case	1	2
Bracewell	2	14
DLA Piper	3	1
Norton Rose Fulbright	4	3
Orrick, Herrington & Sutcliffe	5	
Proskauer Rose	6	9
Kirkland & Ellis	7	
Greenberg Traurig	8	4
Winston & Strawn	9	8
Quinn Emanuel	10	15
Morgan, Lewis & Bockius	11	
Weil, Gotshal & Manges	12	11
Cooley	13	
Gibson, Dunn & Crutcher	14	
Morrison & Foerster	15	

Firm	Rank 2020	Rank 2019
Bryan Cave	16	
Thompson & Knight	17	
O'Melveny & Myers	18	5
Paul Hastings	19	10
Jackson Walker	20	
Husch Blackwell	21	7
Fox Rothschild	22	
Vinson & Elkins	23	
Squire Patton Boggs	24	6
Fragomen	25	
Womble Bond Dickinson	26	
Milbank	27	
Mayer Brown	28	
Fried Frank	29	17
Shook, Hardy & Bacon	30	



## THE SOCIAL LAW FIRM INDEX | 2020 TOP FIVE, INSTAGRAM



# WHITE & CASE

## TOP PERFORMER: INSTAGRAM

At White & Case, their Instagram strategy focuses on providing an authentic “insider” view of life at the firm, illustrating their brand, work, people, and culture.

“The channel is a superb way to interact and engage with clients, recruits, alumni, and community partners,” said Michael Hertz, White & Case chief marketing officer.

Before launching the firm’s profile in 2018, they created a robust strategy to ensure that they had buy-in from senior leaders, including the long-term vision and its connection to the firm’s broader social media strategy. The firm uses a single Instagram profile and shares content from their global offices, a core element of the firm’s Instagram strategy. Instagram offers many options to promote two-way engagement, such as live Q&As, interactive story stickers, and carousel posts, and associate takeovers help keep the channel fresh and current.

“Our feed usually captures the core message within one visual post,” said Elizabeth Gleeson, White & Case marketing communications manager. “With stories, we can provide more animated and dynamic content to articulate our message and keep the audience engaged. Instagram stories also allows for more ‘in the moment’ style posts, such as associate takeovers, highlighting firm events, or Q&As featuring our people.”

A large number of the firm’s employees follow and engage with the firm’s content, acting as additional ambassadors. Colleagues regularly tag the firm in content featuring associates during internal employee learning and social events, further promoting the firm’s employer brand. The firm has not been afraid to test and try new things to keep their audience engaged, and launched some very specific campaigns to target new followers across key markets.

“Instagram is a fun and interactive platform, which allows us to build brand awareness and enhance perception of the firm within our target student and graduate recruiting audiences through our #TogetherWeMakeaMark campaign,” said Andrew Farmer, White & Case recruiting communications manager. “You always need to evolve and keep things moving to keep engagement high.”

In the current pandemic, the firm reacted quickly and shifted their content strategy to ensure that they were publishing thoughtful and useful content for their audience.

“We know a number of our followers are prospective recruits, so we evolved our recruiting content to be focused on learning, development, and maintaining resilience during the pandemic,” said Farmer.



Instagram stories also allows for more **‘IN THE MOMENT’** style posts such as associate takeovers, highlighting firm events or Q&A takeovers featuring our people.





# TOP PERFORMERS: THOUGHT LEADERSHIP

Firm	Rank 2020	Rank 2019	Firm	Rank 2020	Rank 2019
Reed Smith	1	4	Morrison & Foerster	32	135
Baker McKenzie	2	6	Latham & Watkins	33	10
Orrick, Herrington & Sutcliffe	3	32	Womble Bond Dickinson	34	30
Ogletree Deakins	4	33	Gordon Rees Scully Mansukhani	35	118
Akin Gump Strauss Hauer & Feld	5	143	O'Melveny & Myers	36	115
Norton Rose Fulbright	6	1	Bradley	37	60
Fox Rothschild	7	11	Greenspoon Marder	38	54
White & Case	8	3	Foley Hoag	39	53
Mintz Levin Cohn	9	42	Covington & Burling	40	26
Little Mendelson	10	28	Bracewell	41	62
Skadden	11	8	Dykema Gossett	42	108
Venable	12	93	Sheppard Mullin	43	73
Jackson Lewis	13	7	Robinson & Cole	44	37
Kirkland & Ellis	14	12	Cole Schotz	45	48
Seyfarth Shaw	15	15	Robins Kaplan	46	56
Jones Day	16	5	Snell & Wilmer	47	49
Holland & Knight	17	24	Troutman Pepper	48	104
Proskauer Rose	18	22	Wiley Rein	49	89
K&L Gates	19	2	Brownstein Hyatt Farber Schreck	50	45
Cooley	20	119	Adams and Reese	51	52
Duane Morris	21	23	Miles & Stockbridge	52	116
DLA Piper	22	19	McGuireWoods	53	35
Mayer Brown	23	36	Frost Brown Todd	54	106
McDermott Will & Emery	24	34	Clark Hill	55	117
Foley & Lardner	25	9	Blank Rome	56	79
Pillsbury	26	29	Alston & Bird	57	99
Carlton Fields	27	40	Knobbe, Martens, Olson & Bear	58	63
Debevoise & Plimpton	28	39	Gibbons	59	145
Hunton Andrews Kurth	29	155	Step toe & Johnson	60	86
Faegre Drinker	30	72	Allen Matkins Mallory & Natsis	61	
Goldberg Segalla	31	27	Greenberg Traurig	62	38

Firm	Rank 2020	Rank 2019
Hogan Lovells	63	20
Patterson Belknap Webb & Tyler	64	51
Fenwick & West	65	148
Arent Fox	66	97
Finnegan	67	70
Kelley Drye & Warren	68	44
Kasowitz	69	194
Baker Botts	70	110
Locke Lord	71	133
Baker Donelson	72	129
Crowell & Moring	73	14
Nixon Peabody	74	76
Haynes and Boone	75	55
Paul Weiss	76	67
Kilpatrick Townsend	77	69
Barnes & Thornburg	78	94
Davis Wright Tremaine	79	47
Gibson, Dunn & Crutcher	80	58
Baker & Hostetler	81	43
Lewis Brisbois	82	113
Kutak Rock	83	190
Fisher & Phillips	84	66
Husch Blackwell	85	25
Fragomen	86	157
Wilson Elser Moskowitz	87	171
Jackson Walker	88	140
Cleary Gottlieb	89	46
Akerman	90	162
Winston & Strawn	91	65
Dickinson Wright	92	68
Wilson Sonsini	93	102
Bryan Cave	94	61
Katten Muchin Rosenman	95	95
Holland & Hart	96	84
Sidley Austin	97	17

Firm	Rank 2020	Rank 2019
Saul Ewing	98	74
Thompson Hine	99	136
Ballard Spahr	100	154
Lowenstein Sandler	101	130
Moore & Van Allen	102	164
Buckley	103	196
Stoel Rives	104	88
Ropes & Gray	105	57
Goodwin Procter	106	71
Polsinelli	107	103
Manatt, Phelps & Phillips	108	139
Wilmer Cutler	109	82
Quarles & Brady	110	183
Davis Polk & Wardwell	111	98
Dinsmore & Shohl	112	114
Morgan, Lewis & Bockius	113	31
Hinshaw & Culbertson	114	144
Hinckley, Allen & Snyder	115	170
Burr & Forman	116	100
Dechert	117	96
Smith, Gambrell & Russell	118	59
Cozen O'Connor	119	77
Perkins Coie	120	83
Cahill Gordon & Reindel	121	188
Shutts & Bowen	122	146
Morris, Manning & Martin	123	160
Jenner & Block	124	158
Procopio Cory	125	165
Stinson Leonard Street	126	78
Winstead	127	172
Thompson Coburn	128	125
Eckert Seamans	129	87
Armstrong Teasdale	130	180
Squire Patton Boggs	131	13
Simpson Thacher & Bartlett	132	85

Firm	Rank 2020	Rank 2019
Choate Hall & Stewart	133	166
Butler Snow	134	112
Sullivan & Cromwell	135	21
Thompson & Knight	136	134
Fish & Richardson	137	137
Loeb & Loeb	138	75
Vorys Sater	139	120
Lewis Roca Rothgerber Christie	140	127
Schulte Roth & Zabel	141	178
Arnold & Porter	142	122
Buchanan Ingersoll & Rooney	143	111
Curtis Mallet-Prevost	144	124
Stroock & Stroock & Lavan	145	123
Kobre & Kim	146	156
Paul Hastings	147	142
Sullivan & Worcester	148	101
Dorsey & Whitney	149	41
Michael Best & Friedrich	150	151
Goulston & Storrs	151	153
Schiff Hardin	152	138
Porter Wright Morris & Arthur	153	131
Kramer Levin	154	18
Boies Schiller Flexner	155	192
Bond, Schoeneck & King	156	179
Fried Frank	157	161
Munger, Tolles & Olson	158	198
Cadwalader	159	191
Day Pitney	160	150
Sherman & Howard	161	174
Williams Mullen	162	169
Pryor Cashman	163	
Arnall Golden Gregory	164	187
Marshall Dennehey	165	176
Vinson & Elkins	166	92
Shook, Hardy & Bacon	167	159

Firm	Rank 2020	Rank 2019
Nelson Mullins Riley	168	80
Buchalter	169	189
Hodgson Russ	170	147
Honigman	171	173
Shearman & Sterling	172	105
GrayRobinson	173	167
Brown Rudnick	174	177
Ice Miller	175	126
King & Spalding	176	186
Benesch	177	107
Spencer Fane	178	149
McCarter & English	179	152
Chapman and Cutler	180	184
Hanson Bridgett	181	
Phelps Dunbar	182	141
Williams & Connolly	183	182
Miller Canfield Paddock	184	181
Lathrop GPM	185	185
Rutan & Tucker	186	195
Hughes Hubbard & Reed	187	175
Shumaker, Loop & Kendrick	188	168
Vedder Price	189	163
Irell & Manella	190	193
McElroy Deutsch Mulvaney	191	121
Quinn Emanuel	192	81
Willkie Farr & Gallagher	193	109
Weil, Gotshal & Manges	194	132
Milbank	195	197
Cravath, Swaine & Moore	196	
Cole, Scott & Kissane	197	
Wachtell	198	

# REED SMITH

## TOP PERFORMER: THOUGHT LEADERSHIP

Reed Smith is a firm that positions itself through an array of written content and programming as industry experts in a targeted market.

“We focus on five key industries, which enables us to have deeper expertise than most competitors,” said Sadie Baron, Reed Smith’s chief marketing officer. “We leverage practice-specific expertise to comment on new developments and trends.”



Education, innovation, and increased business performance are drivers in their thought leadership campaigns, which span industry and practice groups, as well as their diversity and inclusion programs.

“Clients are looking for more than legal advice,” Baron said. “They want a trusted adviser as well as an expert in the industry field. Knowing how to be creative and answer the difficult questions sets us apart. We have built our entire brand on this concept.”

Consistency in messaging, branding, and advice is what the firm believes makes a thought leader. Reed Smith supports this through alerts, white papers, virtual and in-person events, and client-facing events. In 2020, the firm launched a podcast network of several channels, delivering insights on government contracts, crisis management, international arbitration, and diversity and inclusion, with more channels to be added into 2021. They also shape the narrative and go beyond the normal legal wisdom, building a following in what they push out to clients and prospects, and on social media.

“We intentionally formulate thought leadership based on client feedback that can be scaled to a wider audience and also leverage thought leadership from regulatory folks,” Baron said. “We add an industry spin so that we can provide more nuanced guidance for how regulatory changes might hit different industries.”

The firm also packages and markets thought leadership in ways that will entice recipients to care about the issues. They position thought leadership on multiple platforms where users can easily find it through web search. The firm is mindful of adapting its editorial approach to be responsive to client needs. For example, during the early months of the COVID outbreak, Reed Smith pulled back on sending out scores of individual client alerts to broad mailing lists and instead distributed to all clients a weekly newsletter of alerts and blog posts organized by industry and practice.

“We’re also thoughtful about including a catchy headline and an attention-grabbing graphic so the piece will stand out in someone’s feed,” Baron said. “We also follow our analytics and understand that

They [clients] want a trusted advisor as well as an **EXPERT IN THE INDUSTRY FIELD**.

Knowing how to be creative and answer the difficult questions sets us apart. We have built our entire brand on this concept.



pithy, short, and concise content generates the best results.”

The firm considers client insights and listening the keys to understanding the needs of their clients and therefore works on solutions and services that truly deliver on that.

“We are focused on how we can genuinely help our clients in ways that can go well beyond the law,” Baron said. “Driving efficiencies, new ways of working, or even how to deal with sensitive topics like racial equity are all part of how we work with our clients.”







# TOP PERFORMERS: FACEBOOK

Firm	Rank 2020	Rank 2019
Baker McKenzie	1	16
Orrick, Herrington & Sutcliffe	2	39
Thompson & Knight	3	32
Latham & Watkins	4	8
DLA Piper	5	11
White & Case	6	14
Norton Rose Fulbright	7	13
Milbank	8	26
Skadden	9	30
Dinsmore & Shohl	10	5
Sidley Austin	11	18
Fox Rothschild	12	10
Clark Hill	13	186
Greenspoon Marder	14	7
Jones Day	15	17
Baker Botts	16	45
Polsinelli	17	42
Cooley	18	47
Morgan, Lewis & Bockius	19	43
Lewis Roca Rothgerber Christie	20	67
Mayer Brown	21	37
Covington & Burling	22	58
Butler Snow	23	27
Greenberg Traurig	24	6
Holland & Knight	25	33
Squire Patton Boggs	26	88
Dickinson Wright	27	9
Bryan Cave	28	21
Snell & Wilmer	29	35
Fenwick & West	30	92
Brownstein Hyatt Farber Schreck	31	75

Firm	Rank 2020	Rank 2019
McGuireWoods	32	69
Perkins Coie	33	119
Adams and Reese	34	51
Littler Mendelson	35	31
K&L Gates	36	62
Quinn Emanuel	37	46
Dechert	38	94
Haynes and Boone	39	115
Hunton Andrews Kurth	40	100
Ice Miller	41	28
Nelson Mullins Riley	42	40
Kilpatrick Townsend	43	34
Shumaker, Loop & Kendrick	44	15
Robins Kaplan	45	64
Womble Bond Dickinson	46	50
Ballard Spahr	47	53
Porter Wright Morris & Arthur	48	44
Quarles & Brady	49	1
Morrison & Foerster	50	70
Bracewell	51	77
Bradley	52	85
Baker Donelson	53	12
Reed Smith	54	110
Foley & Lardner	55	120
Shutts & Bowen	56	2
Phelps Dunbar	57	54
GrayRobinson	58	52
Duane Morris	59	82
Vorys Sater	60	65
Lewis Brisbois	61	29
Davis Wright Tremaine	62	127

Firm	Rank 2020	Rank 2019
Wilson Sonsini	63	121
McDermott Will & Emery	64	89
Nixon Peabody	65	61
Goodwin Procter	66	107
Benesch	67	57
O'Melveny & Myers	68	131
Cole, Scott & Kissane	69	
Jackson Walker	70	23
Vinson & Elkins	71	114
Sheppard Mullin	72	66
Stoel Rives	73	49
Miller Canfield Paddock	74	19
Armstrong Teasdale	75	91
Goldberg Segalla	76	4
Mintz Levin Cohn	77	73
Bond, Schoeneck & King	78	20
Williams Mullen	79	99
Baker & Hostetler	80	122
Paul Hastings	81	24
Gibson, Dunn & Crutcher	82	105
Dykema Gossett	83	72
Troutman Pepper	84	86
Foley Hoag	85	134
Seyfarth Shaw	86	113
Arnold & Porter	87	123
Alston & Bird	88	126
Paul Weiss	89	60
Procopio Cory	90	144
Winstead	91	148
Proskauer Rose	92	84
Carlton Fields	93	36
Burr & Forman	94	41
Goulston & Storrs	95	68
Finnegan	96	130
Loeb & Loeb	97	48

Firm	Rank 2020	Rank 2019
Schiff Hardin	98	22
Cleary Gottlieb	99	108
Lowenstein Sandler	100	25
Cole Schotz	101	124
Buchanan Ingersoll & Rooney	102	106
Michael Best & Friedrich	103	63
Robinson & Cole	104	87
Dorsey & Whitney	105	133
Katten Muchin Rosenman	106	112
Manatt, Phelps & Phillips	107	141
Fisher & Phillips	108	192
Buchalter	109	158
Faegre Drinker	110	93
Kramer Levin	111	98
Knobbe, Martens, Olson & Bear	112	59
Thompson Hine	113	109
Sullivan & Worcester	114	97
Smith, Gambrell & Russell	115	74
Rutan & Tucker	116	95
Hinshaw & Culbertson	117	152
Brown Rudnick	118	132
Moore & Van Allen	119	78
Thompson Coburn	120	55
Hanson Bridgett	121	
Buckley	122	71
Day Pitney	123	157
Kelley Drye & Warren	124	153
Frost Brown Todd	125	155
Stroock & Stroock & Lavan	126	111
Vedder Price	127	101
Miles & Stockbridge	128	80
McCarter & English	129	129
Shook, Hardy & Bacon	130	117
Pillsbury	131	139
McElroy Deutsch Mulvaney	132	154

Firm	Rank 2020	Rank 2019
Jenner & Block	133	102
Arnall Golden Gregory	134	76
Lathrop GPM	135	81
Akin Gump Strauss Hauer & Feld	136	162
Kirkland & Ellis	137	142
Hogan Lovells	138	96
Ropes & Gray	139	166
Simpson Thacher & Bartlett	140	163
Weil, Gotshal & Manges	141	137
Sullivan & Cromwell	142	161
Davis Polk & Wardwell	143	167
King & Spalding	144	168
Wilmer Cutler	145	165
Debevoise & Plimpton	146	136
Winston & Strawn	147	56
Shearman & Sterling	148	135
Wachtell	149	169
Willkie Farr & Gallagher	150	170
Cravath, Swaine & Moore	151	138
Fried Frank	152	171
Fragomen	153	3
Venable	154	172
Ogletree Deakins	155	174
Cozen O'Connor	156	140
Locke Lord	157	173
Jackson Lewis	158	38
Blank Rome	159	175
Fish & Richardson	160	143
Barnes & Thornburg	161	180
Schulte Roth & Zabel	162	176
Cadwalader	163	178
Akerman	164	181
Crowell & Moring	165	146
Boies Schiller Flexner	166	179
Gordon Rees Scully Mansukhani	167	184

Firm	Rank 2020	Rank 2019
Cahill Gordon & Reindel	168	182
Stephoe & Johnson	169	104
Husch Blackwell	170	183
Williams & Connolly	171	177
Wilson Elser Moskowitz	172	147
Arent Fox	173	149
Munger, Tolles & Olson	174	159
Hughes Hubbard & Reed	175	185
Stinson Leonard Street	176	79
Choate Hall & Stewart	177	187
Kutak Rock	178	160
Holland & Hart	179	188
Honigman	180	83
Saul Ewing	181	128
Wiley Rein	182	189
Marshall Dennehey	183	190
Kasowitz	184	164
Patterson Belknap Webb & Tyler	185	193
Chapman and Cutler	186	191
Kobre & Kim	187	150
Allen Matkins Mallory & Natsis	188	116
Eckert Seamans	189	195
Irell & Manella	190	194
Morris, Manning & Martin	191	118
Pryor Cashman	192	
Spencer Fane	193	196
Curtis Mallet-Prevost	194	145
Sherman & Howard	195	197
Hinckley, Allen & Snyder	196	198
Gibbons	197	200
Hodgson Russ	198	199

# BAKER MCKENZIE

## TOP PERFORMER: FACEBOOK

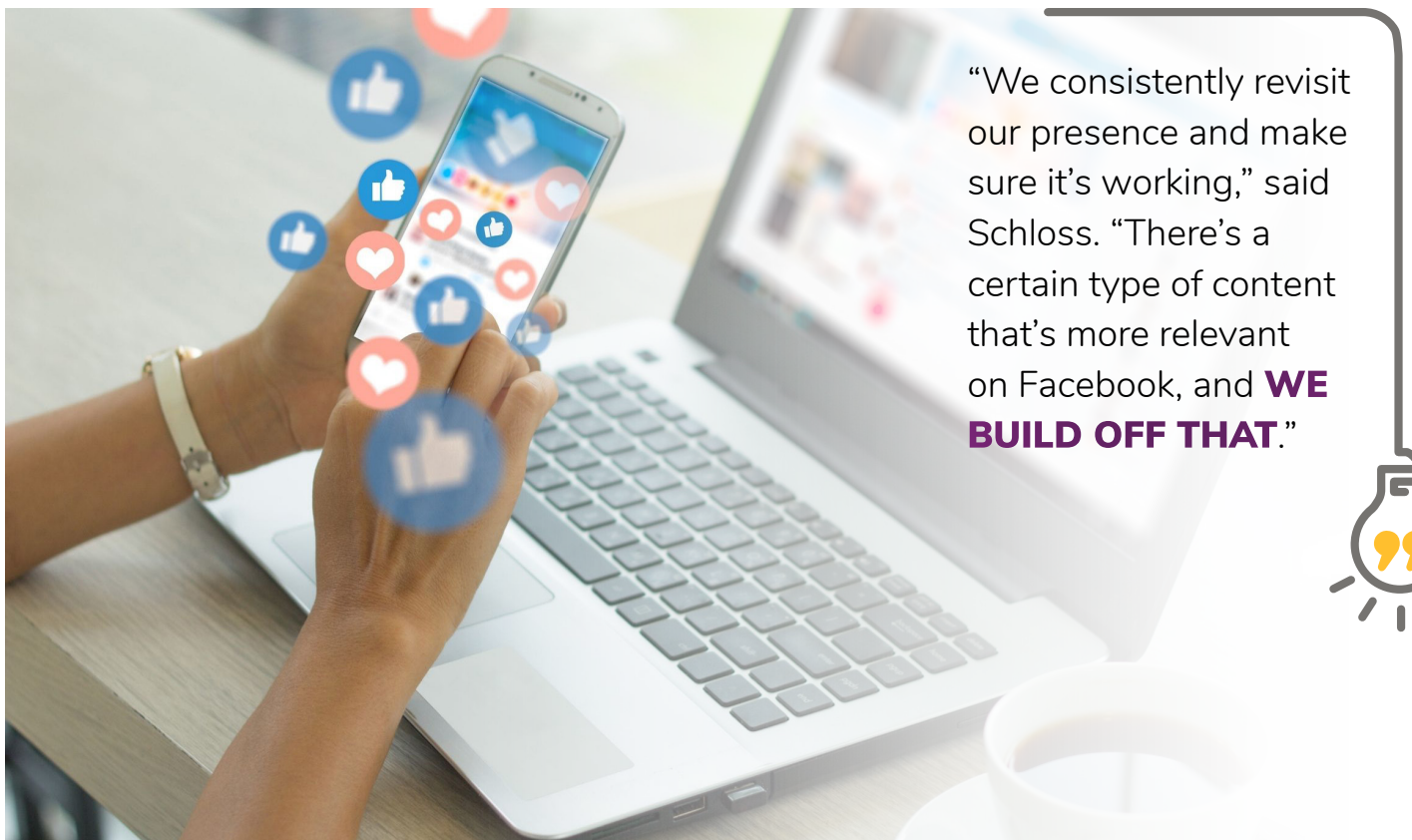
Despite many firms limiting their presence on Facebook because of overall negative coverage and a challenging algorithm, Baker McKenzie has managed to break through the clutter and maintain a steady and engaged audience.

Originally, when they first created their profile, it was just to have a presence. Leah Schloss, associate director for North American communications, admits that there was not a lot of strategy involved, but she's proud of how it's evolved.

"We consistently revisit our presence and make sure it's working," said Schloss. "There's a certain type of content that's more relevant on Facebook, and we build off that."

The information the firm typically posts relates to awards, new hires, diversity and inclusion, and sustainability. A lot of thought goes into what they share and the audience they're trying to reach.

"One of the reasons we post about our people on Facebook is the interest we see from potential employees, like law school students or laterals," said Schloss. "We want to capitalize on that momentum."



"We consistently revisit our presence and make sure it's working," said Schloss. "There's a certain type of content that's more relevant on Facebook, and **WE BUILD OFF THAT.**"





# TOP PERFORMERS: YOUTUBE

Firm	Rank 2020	Rank 2019
Mayer Brown	1	2
White & Case	2	4
Baker McKenzie	3	5
Hogan Lovells	4	7
Jones Day	5	1
Dechert	6	
Bond, Schoeneck & King	7	
Bracewell	8	18
Kirkland & Ellis	9	24
Bryan Cave	10	
Fragomen	11	
Wilmer Cutler	12	
Baker Donelson	13	
Kilpatrick Townsend	14	
Seyfarth Shaw	15	
Arent Fox	16	19
Latham & Watkins	17	3
K&L Gates	18	
Venable	19	
Baker Botts	20	13
Sullivan & Cromwell	21	
McGuireWoods	22	
Perkins Coie	23	12
DLA Piper	24	6
Weil, Gotshal & Manges	25	9

Firm	Rank 2020	Rank 2019
Sherman & Howard	26	
Hunton Andrews Kurth	27	
Womble Bond Dickinson	28	16
Nelson Mullins Riley	29	
Saul Ewing	30	22
Cadwalader	31	
Fried Frank	32	
Dorsey & Whitney	33	
Benesch	34	
Barnes & Thornburg	35	
Vinson & Elkins	36	
Reed Smith	37	10
Thompson Coburn	38	
Squire Patton Boggs	39	
Husch Blackwell	40	
Buchalter	41	
Procopio Cory	42	
Adams and Reese	43	
Proskauer Rose	44	
Carlton Fields	45	
Thompson Hine	46	
Finnegan	47	
Morrison & Foerster	48	
Greenberg Traurig	49	
Kramer Levin	50	

# MAYER BROWN

## TOP PERFORMER: YOUTUBE

Mayer Brown launched their YouTube channel years ago as a replacement for a regional media streaming service that could not support the increasingly global requirements of a firm like theirs. YouTube has proved to be an effective way to share video content with their clients as well as a broader audience of potential recruits, market watchers, and the news media.



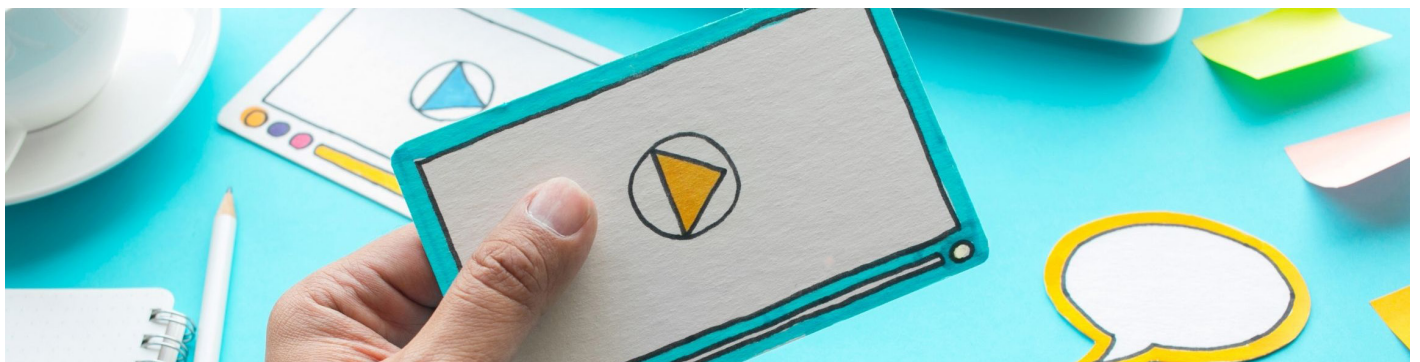
Over time, YouTube has become a massive universe of content and the second-largest search engine, so Mayer Brown's strategy has been to make videos that stand out as well-produced, high-quality content that is also carefully curated.

"All of our videos are included in playlists that we have established for discrete subject areas so that clients and others can easily find the content of greatest value for them," said Peter Columbus, Mayer Brown global chief business development and marketing officer. "Another aspect of our strategy is to use YouTube to broaden the visibility of Mayer Brown webinars and other events by uploading recorded versions to the relevant playlists."

The firm makes sure that all of their content is accurately described in order for their videos to rank high in search results. They have also massively expanded their content library and focus on curating and monitoring their playlists to ensure that they still reflect the priorities of their number one audience, their clients.

"Traffic has grown steadily over the years, and we receive a lot of positive feedback from clients and prospective recruits," said Columbus. "We find that many of our webinar attendees want to go back and listen to portions of a Mayer Brown presentation they heard or share it with colleagues, so we always provide a link to the uploaded recording post-event. Audience members seem to appreciate that a great deal."

"All of our videos are included in playlists that we have established for discrete subject areas so that clients and others can **EASILY FIND THE CONTENT OF GREATEST VALUE FOR THEM,**"







# TOP PERFORMERS: PODCAST

Firm	Rank 2020
Step toe & Johnson	1
Norton Rose Fulbright	2
Baker & Hostetler	3
Jones Day	4
Akin Gump Strauss Hauer & Feld	5
Sheppard Mullin	6
Locke Lord	7
Goodwin Procter	8
Baker McKenzie	9
Sullivan & Cromwell	10
Greenberg Traurig	11
Arent Fox	12
DLA Piper	13
Ropes & Gray	14
Choate Hall & Stewart	15
Perkins Coie	16
Milbank	17
Foley & Lardner	18
Hogan Lovells	19
Proskauer Rose	20
Husch Blackwell	21
Reed Smith	22
Brown Rudnick	23
Goldberg Segalla	24
Ogletree Deakins	25

Firm	Rank 2020
Orrick, Herrington & Sutcliffe	26
Polsinelli	27
Fox Rothschild	28
Nixon Peabody	29
Dechert	30
Katten Muchin Rosenman	31
Littler Mendelson	32
Baker Botts	33
Kelley Drye & Warren	34
Crowell & Moring	35
Barnes & Thornburg	36
Adams and Reese	37
Ballard Spahr	38
Squire Patton Boggs	39
Finnegan	40
Williams Mullen	41
Bryan Cave	42
Burr & Forman	43
Holland & Knight	44
Mayer Brown	45
Morrison & Foerster	46
Hunton Andrews Kurth	47
Frost Brown Todd	48
Pillsbury	49
Cadwalader	50

# STEPTOE

## TOP PERFORMER: PODCAST

In 2012, Steptoe's Stewart Baker and Michael Vatis co-founded the Steptoe Cyberblog, a mixture of articles, interviews, and opinion that serves up provocative thoughts on issues such as cybersecurity and privacy. The success of the Cyberblog led to the January 2014 launch of Steptoe's Cyberlaw Podcast, a weekly overview of the latest events in technology, security, privacy, and government featuring key government and industry players. With more than 300 episodes to date, the podcast has developed a devoted audience and regularly receives referrals of new and fascinating legal matters.

# Steptoe

"We put up a detailed and opinionated post about each episode, on Cyberblog, Lawfare, and the Volokh Conspiracy," said Stewart Baker. "We also share the podcast link each week via the firm's Twitter account and the hosts' personal Twitter and LinkedIn accounts, as well as tagging the guests' handles and adding relevant hashtags for topics discussed."

The firm lets the podcast participants delve into controversy on a regular basis and with appropriate caveats about the opinions being those of individual participants, not the firm or its clients.

"It's fair to say that very few lawyers find the podcast boring, even though even fewer agree with everything that is said," said Baker. "Law podcasts that aren't willing to court controversy or have on-air debates too often turn into snoozefests."

Many of the firm's clients are also listeners, which helps build loyalty and an appreciation for the firm's expertise.

"Most of our listener feedback ranks the podcast highly for the open and civil debate over internet and technology law issues, and many lawyers listen for an insight into views they might not otherwise hear," said Baker. "We also find that we have mindshare and referrals in legal markets, such as Israel, where we have no office but where technology law experts appreciate feeling as though they are participating in the moment in U.S. and European tech policy debates."

The firm has learned that many tech policymakers in Washington follow what the podcast covers and what is said about their policies. (They even found that one agency circulated a weekly summary for officials who didn't have time to listen!)

The unfiltered conversations at a high level of sophistication about tech law and policy helps cement Steptoe's existing reputation as a firm at the forefront of the developing legal and regulatory issues for the internet and e-commerce in the United States and internationally.

The unfiltered conversations at a high level of sophistication about tech law and policy helps **CEMENT STEPTOE'S EXISTING REPUTATION** as a firm...



# Q&A WITH GUY ALVAREZ

## **1: What are the major differences you see from 2019 to 2020?**

The global pandemic has had a substantial impact on all aspects of our society, and that includes marketing at law firms. All firms are trying to navigate this new environment and are shifting their budgets and efforts from live events and conferences to virtual events and online marketing. Many firms took this opportunity to enhance and streamline their websites and digital marketing efforts, while at the same time emphasizing the creation of client-centric content. Webinars and podcasts have increased significantly, as well as the creation of COVID-19 resource centers.

## **2: Law firms have continued to embrace and adapt social media into their marketing; what are firms doing really well, and what do they still need to improve upon?**

All law firms on the SLFI 2020 have increased their use of social media. Firms are realizing the importance of this channel when it comes to reaching and engaging with their prospects and clients. We are seeing firms use video and audio in more effective and creative ways, and a good flow of client-centric content has made firms' use of social media marketing more effective than in the past. While firms have made improvements, there is still much more to be done. Law firms are still struggling to measure the effectiveness of their social media marketing efforts and justifying their investment. The inability to determine a return on investment has made it more challenging for firms to really differentiate their efforts from their competitors'.

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

It depends on the content and the purpose of the content. Savvy firms and marketers realize the need to create different types of content, depending on where a client or prospective client is in their client journey. If the purpose of the content is to raise awareness of the firm, its services, and its lawyers, then you measure that by the amount of traffic you are able to drive to your website and the number of followers on social media. If the purpose is to engage with your target audience and generate qualified leads, then you measure that by determining how much your content is getting shared and how many comments you receive, as well as how many new qualified contacts you are growing your database by.

## **4: A number of firms have launched podcasts. What mistakes are you seeing? What are best practices to managing a successful podcast?**

The biggest mistake I see law firms make when it comes to their podcasts is that they create one channel



Founder and CEO,  
**GOOD2BSOCIAL**

Webinars and podcasts have **INCREASED SIGNIFICANTLY** as well as the creation of COVID-19 resource centers.



for their podcasts, but each episode is on a different topic. People do not listen to podcasts that way. People subscribe to podcasts if they are interested in the topic of the podcast, not the firm or company that is producing it. Therefore, firms should focus on producing podcasts that focus on a particular topic or practice area. If they have other practice areas of topics they want to highlight, then they should create separate podcasts.

In addition to creating topic-specific podcasts, firms need to do a better job at promoting their podcasts. What good is a podcast if no one is listening to it? Firms should create specific landing pages on their website that enable visitors to listen to all their podcasts and subscribe to them. In addition, firms should repurpose the podcasts they create and create new content opportunities, like articles, client alerts or media pitches.

### **5: How has video adoption improved since firms have embraced it in the last couple of years?**

We've seen an abundance of video being created by law firms. The biggest change is that firms no longer feel the need to invest heavily in video production facilities. They understand that you can create quality video using smartphones and tablets, and they're able to produce and publish it more quickly than ever before.

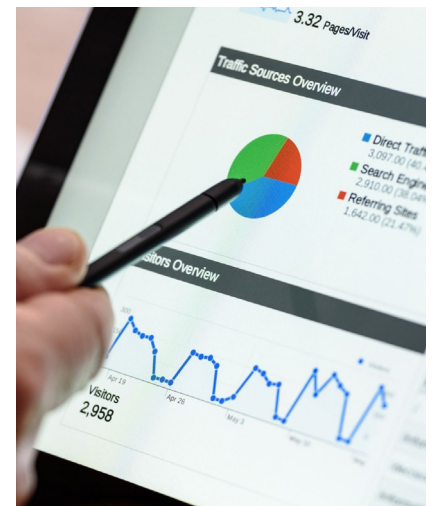
### **6: Are firms doing a good job of accurately measuring their engagement or ROI?**

Some are, but most firms are still struggling with this. Part of the problem is that it is very difficult to measure ROI or results on a firmwide level. That is why professional services firms as well as other B2B companies are focusing on a campaign-driven approach to marketing. This enables them to measure the ROI and effectiveness of individual campaigns rather than try to measure the effectiveness of their marketing on a companywide level.

### **7: What do law firms need to know as Google keeps changing its algorithms? What do they need to do to stay nimble and continue ranking high?**

While the Google search algorithm keeps changing, one thing that has not changed is that Google rewards websites that publish quality client-centric content. The better the content, the more people will read, share, and link to it. These types of signals always have a positive impact when it comes to search engine visibility and keyword rankings.

Having said that, firms need to make sure that they have a SEO strategy in place and that they have thoroughly researched and reviewed the keywords they want to rank for. In many instances we see law firms focusing on the wrong keywords or stuffing their pages with keywords, which makes for a terrible user experience.



### **8: What is an important but possibly overlooked area on the website that can help with SEO performance?**

Technical SEO is one of the four pillars of SEO. If the search bots are unable to properly crawl and index your law firm's website, then it is going to be extremely difficult to improve your search visibility and rank highly for keywords. One of the most critical aspects of technical SEO is the navigation structure of the website. Remember that search bots are very limited, and they do not have the ability to perform a search

on a website. Therefore, if there isn't a clear map and navigation scheme on a website, it will become very difficult for the bots to crawl and index those pages.

**9: *With more boycotts of Facebook and potentially even Instagram, how have firms changed their presence on those sites?***

Yes, for Facebook, but not so much on Instagram. In fact, this year we saw more law firms actively using Instagram as part of their overall marketing strategy. I think this trend will continue, and we will see more and more firms jump on the Instagram wagon and produce highly visual and engaging content.

**10: *Do you see a difference in hashtag adoption between social media sites? Do firms use the same hashtag on Instagram, LinkedIn, and Twitter?***

Many law firms use the same hashtags on their socials, but they should not. What works for one platform does not work for another. That is why it is critically important to conduct hashtag research on each platform so that you can maximize the exposure of your content and easily enable visitors to discover your content.

**11: *Is paid social still a major component of marketing activities? Any changes with the way that firms are allocating budgets for that?***

Paid social media, and particularly LinkedIn, is becoming increasingly important when it comes to digital marketing. While expensive, there is no better way to target your audience, especially if you don't already have a large database of prospects and clients.

We have seen a significant increase in the number of firms using paid LinkedIn, and we have also seen an increase in the monthly budgets. In fact, we know of a couple of firms that are currently spending more than \$100,000 a month on paid LinkedIn campaigns, and they are achieving great results.

**12: *Have firms begun embracing any other social media sites, like Snapchat or TikTok?***

No, not on a firmwide level. We have seen some lawyers experiment with these social platforms, but we are not aware of any firm currently dedicating significant resources to them.



# PREDICTIONS FOR 2021

## **TECHNOLOGY ADOPTION WILL BE AT AN ALL-TIME HIGH**

Emerging tech is no longer considered “emerging,” partly because it has been accelerated by the pandemic. When folks can’t network or meet in person, what else is left, besides embracing technology? Digital disruption has blurred the lines between traditional industries. Businesses must continue to adapt and build new digital business models to achieve growth and meet client expectations. This requires companies to embrace creativity, incorporate artificial intelligence (AI) tools, and tap into new markets while improving operational efficiency and managing risk. AI has become an indispensable tool for data-driven marketers because we have more data than firms know what to do with. The success of law firms’ efforts hinges upon the ability to extract the right insights from the data they already have on their ecommerce, CRM, and DMP platforms. When clients consider a law firm to be innovative, they are 35 percent more likely to recommend that firm, but only 20 percent of law firms are recognized as being innovative. Adopting a more technological approach can identify and help execute growth strategies, innovate better business collaborations, consult on tax and regulatory matters, and improve organizational effectiveness.



## **GREATER ADOPTION OF ACCOUNT-BASED MARKETING**

Account-based marketing (ABM) is a focused growth strategy in which marketing and sales collaborate to create personalized buying experiences for a mutually identified set of high-value accounts.

ABM directs marketing resources to engage with a specific set of target accounts. Firms of all sizes find it helpful because it forces collaboration between business development and marketing efforts and increases leads. Other benefits include personalized marketing, goal tracking and measurement, identifying a clear ROI, and a boost in client loyalty. It encourages personalizing the client’s journey and tailoring all communications, content, and campaigns to those specific accounts. Firms need to develop messaging that addresses specific challenges that your target audience is likely to face. Ultimately the effectiveness of ABM is heavily dependent on the level of personalization, so make sure to create valuable and relevant content for your contacts.

## **INCREASED USE OF SOCIAL MEDIA ADVERTISING**

Law firms continue to invest massively in social ads as consumers have become increasingly comfortable with the concept. Coupled with the fact that ads have become more advanced, it’s easier than ever for



brands to encourage direct business from customers on social media. Facebook's recent rollout of personalized ad experiences delivers products dynamically to customers, changing formats (carousel, collection) and calls to action based on who it's being served to. LinkedIn's ad platform has recently evolved to help B2B brands get their products in front of relevant customers. And while Instagram is known more for its retail brand advertising, the advent of Instagram shopping also highlights the growth of direct social selling. Other ecommerce brands are using it as an option without having to funnel followers to a bio link. With this in mind, law firms have plenty of options to create more targeted, specific, and compelling ads across all the major social platforms.

Businesses must continue to **ADAPT AND BUILD NEW DIGITAL BUSINESS MODELS** to achieve growth and meet client expectations.



### **GREATER EMPHASIS ON WEBSITE SEO + CRO**

While law firms have been working hard at generating traffic to their websites through SEO, how are they doing at actually converting those leads into business? By implementing a conversion rate optimization (CRO), firms can test website elements to earn more conversions, leads, and sales.

To switch leads into conversions, firms should add a call to action (CTA) or buttons that link to conversion-focused content. Including strategic CTAs moves traffic from blog posts and other relevant pages to product pages or contact forms. Including CTAs encourages people to inquire more about product offerings or ask for more information in general. As discussed earlier, writing content that matches search intent will generate better SEO. And including clear CTAs will lead to a longer and more engaged visit, ultimately generating higher website conversion rates.





## METHODOLOGY

The Social Law Firm Index ranks are based upon a proprietary methodology developed to assess the effectiveness and success of a firm's use of digital marketing and social media.

We refined our algorithm for this year's methodology to capture the idea of quality over quantity and firms' focus on clients. In addition to measuring prowess with reach and engagement, we measure their presence on Twitter, LinkedIn, Instagram, Facebook, YouTube, and SEO. We also added podcasts as they have grown in popularity, 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. 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 through August 30, 2020. 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.*

# 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.

**Kevin Vermeulen**  
Partner/COO,

**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."

**Victoria Zimmon,**  
Communications Strategist,

**GOOD2BSOCIAL**



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.

At Good2bSocial, Victoria provides strategic public relations, content marketing and social media support to our clients.



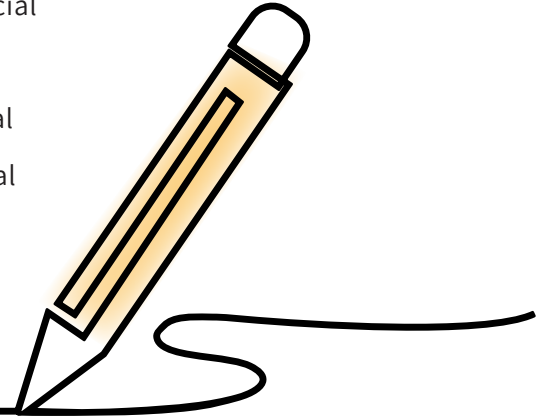
# CONTRIBUTORS

**TALIA SCHWARTZ** Marketing Director, Good2bSocial

**CHRISTINA DOODNAUTH** Lead Designer, Good2bSocial

**MADELINE MILLER** Marketing Intern, Good2bSocial

**GABRIELLE MEYERS** Marketing Intern, Good2bSocial



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.

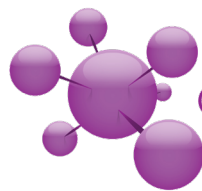
Good2bSocial offers a full suite of digital marketing services including high-impact content marketing, PPC, SEO, paid social, email marketing, marketing automation, website/microsite development, social media management and training.

*Copyright © Good2bSocial LLC. All rights reserved. This information or any part of it may not be copied or disseminated in any way or by any means or downloaded or stored in an electronic database or retrieval system without the express written consent of Good2bSocial. Further duplication without permission is prohibited, contact [info@good2bsocial.com](mailto:info@good2bsocial.com)*



TAKE YOUR FIRM'S  
DIGITAL MARKETING TO  
THE NEXT LEVEL.

Learn more at [GOOD2BSOCIAL.COM](http://GOOD2BSOCIAL.COM) or  
email us at [SLFI@GOOD2BSOCIAL.COM](mailto:SLFI@GOOD2BSOCIAL.COM)



GOOD2BSOCIAL

LEADERS IN DIGITAL MARKETING