

Digital Marketing Campaign

BEST LAW FIRMS
RANKED BY Best Lawyers

Best Lawyers

Best Lawyers
ONES TO WATCH

**PROMOTE YOUR FIRM'S EXPERTISE
ALONGSIDE THE #1 TRUSTED SOURCE
FOR LEGAL REFERRALS WORLDWIDE**



Websites and Mobile Sites -
Best Visual Design - Function
category of the 27th Annual
Webby Awards

A content-based marketing campaign designed to promote your law firm's expertise through the power of **search** and **social media**.

Unique Content

- Engaging Articles
- Compelling Interviews
- Attractive Imagery

Social Distribution

- Geographically Targeted
- Need Fulfillment Focused
- Behavior-Based Audience Profile

3 DISTINCT PLATFORMS

FACEBOOK • LINKEDIN • GOOGLE

LinkedIn

The Business Audience



Google

The Google Audience



facebook

The Consumer Audience



facebook



Facebook Content Campaigns Provide:

- Timely articles sourcing your firm's expertise and specialties
- Third party validation on your firm's reputation and talent
- Geo-targeted campaigns to engaged consumers who are still determining their legal service needs
- Year-round article placement on BestLawyers.com

LinkedIn



LinkedIn Content Campaigns Provide:

- A thought leadership focus that further establishes your firm's expertise
- Alignment with Best Lawyers' peer-review methodology and branding
- Positioning in front of engaged business professionals researching topics your firm is looking to assist with
- Audience targeting that can be refined by location, job title, specific industries and more
- Year-round article placement on BestLawyers.com

Google



Google Content Campaigns Provide:

- Customized articles showcasing your firm's expertise and successes
- Leveraging third party validation of your firm's prestige
- Campaigns designed to engage customers still considering their options for legal representation
- Audience segmenting and extensive targeting to position content in relevant Google searches
- Year-round article placement on BestLawyers.com

To get started, select a campaign length and desired audience.

Our content specialists will then begin the discovery process to learn more about your firm, the cases being run and the issues that are top of mind to your potential clients.



Campaign Length:

2 Weeks

**BEST LAWYERS
SUPPLIED ARTICLES:**

1

\$1950



Campaign Length:

4 Weeks

**BEST LAWYERS
SUPPLIED ARTICLES:**

1

\$3500



Campaign Length:

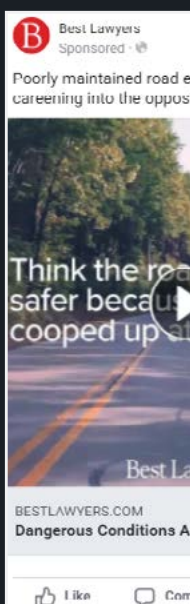
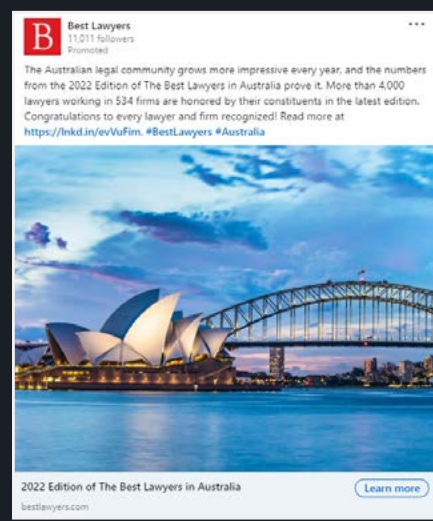
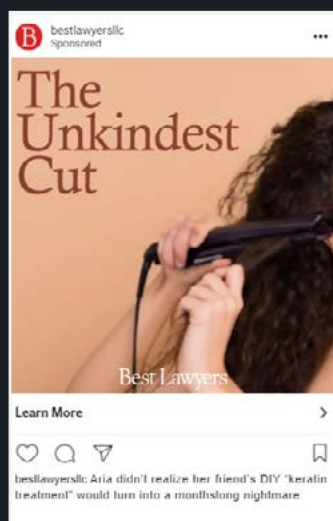
6 Weeks

**BEST LAWYERS
SUPPLIED ARTICLES:**

2

\$4950

FULL CAMPAIGN ANALYTICS WILL BE PROVIDED AT THE END OF THE PROMOTION.



For more information, contact your Legal Media Specialist.

803.648.0300 | sales@bestlawyers.com

Campaign Deliverables

CUSTOMER BUDGET	\$1,950.00	\$3,500.00	\$4,950.00
CAMPAIGN LENGTH (WEEKS)	2	4	6
BEST LAWYERS SUPPLIED ARTICLES	1	1	2
FACEBOOK			
ESTIMATED IMPRESSIONS	250,000	521,930	684,211
ESTIMATED CLICKS	1,150	2,401	3,147
LINKEDIN			
ESTIMATED IMPRESSIONS	107,955	225,379	295,455
ESTIMATED CLICKS	432	902	1,182
GOOGLE			
ESTIMATED IMPRESSIONS	241,525	504,237	661,017
ESTIMATED CLICKS	3,228	6,739	8,834



• right click to play explainer video

Advertising Information

Law Firm Information

Payment Information

☐

Credit Card Payment

An invoice link will be sent to your via email for secure online credit card payments.

☐

Bank Wire Transfer

An invoice link will be sent with banking details for secure wire transfer payments.

☐

ACH Payment

An invoice link will be sent with banking details for secure ACH payments.

☐

Check Payment

Please make checks payable to: **BL Rankings, LLC**
Mail checks to: **BL Rankings LLC**
PO Box 96522, Charlotte, NC 28296-0522

*Payments in U.S. Dollars. Georgia, Florida, Massachusetts, New Jersey, New York and South Carolina residents please add applicable sales tax to the total.

**Best Lawyers**