

# Market Your Rankings Check List

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## Internal Marketing

- Communicate the results to
  - Lawyers who participated in the process
  - Departments/practices as appropriate
    - Email
    - Newsletter
    - Announcement at meeting
  - Firm
    - Internal newsletter
    - Story on intranet

## External Marketing

- Press release
  - Link to bios
  - Link to departments/practice areas
- Updates
  - Pitch and proposal materials
  - Marketing collateral
  - Bios
- Social Media – give your lawyers sample posts