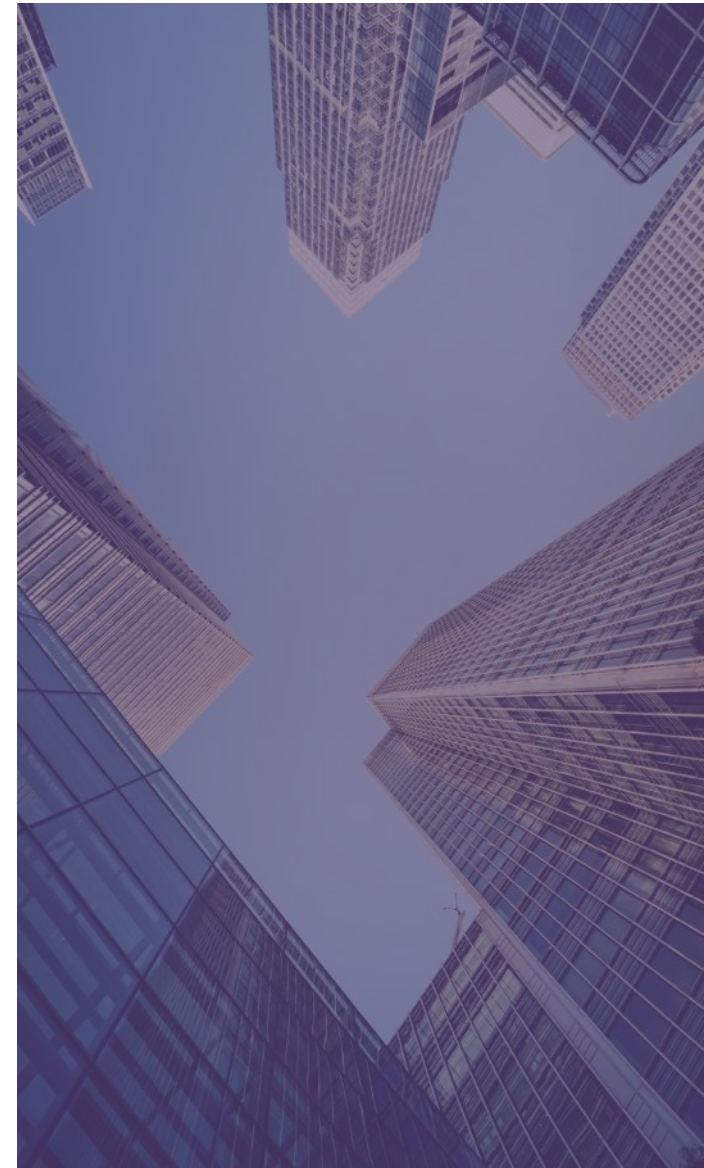




UK law firms' approach to directory submissions

Survey findings
September 2016

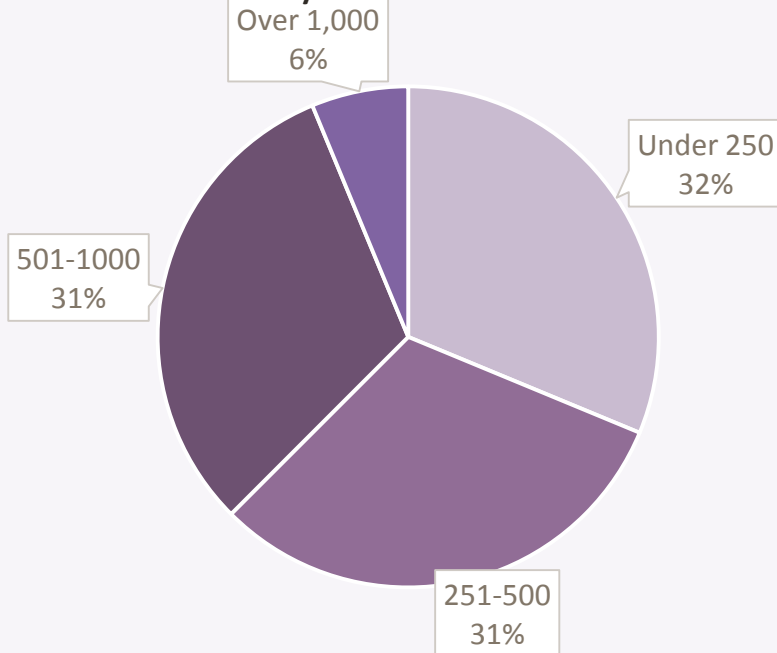


About the firms in the survey

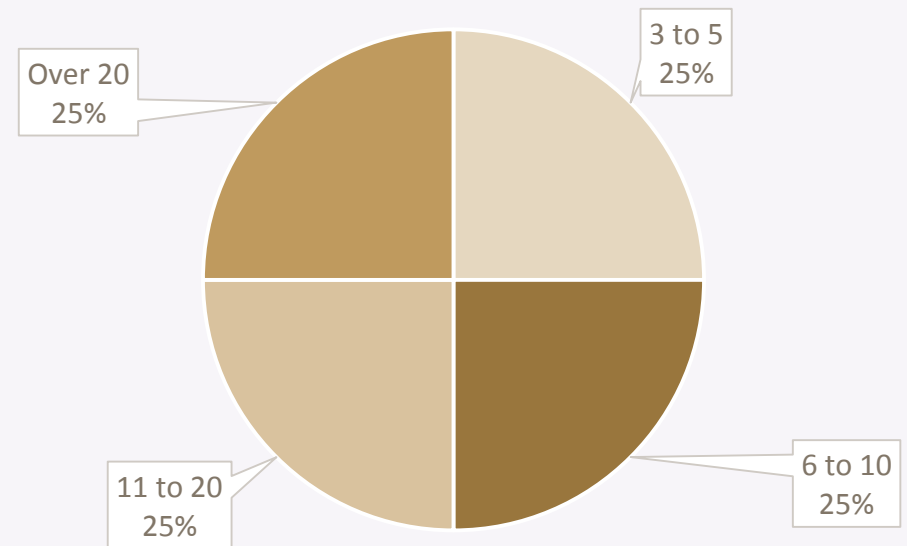
Survey Monkey questionnaire, August 2016

16 firms responded

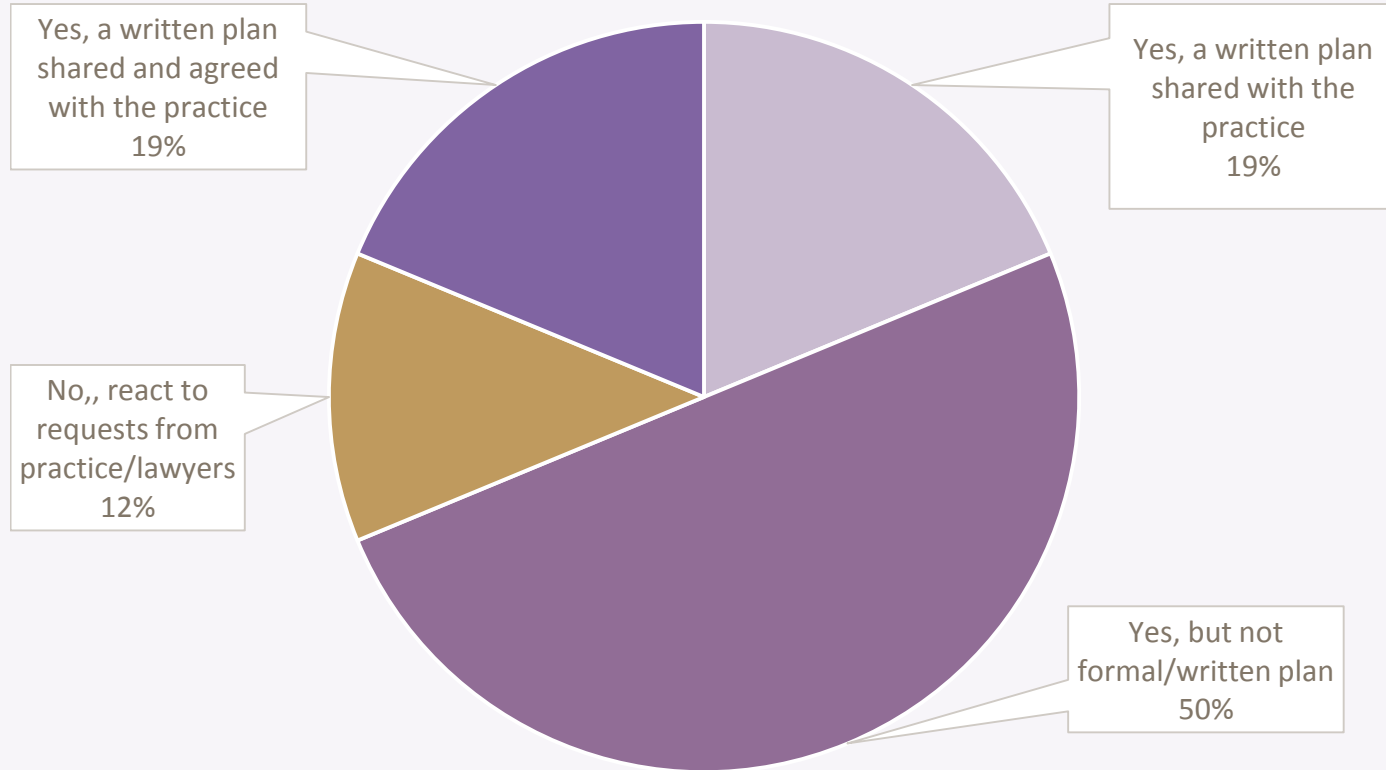
Lawyers in the UK



UK-based BD/marketing people



A formal submissions strategy?

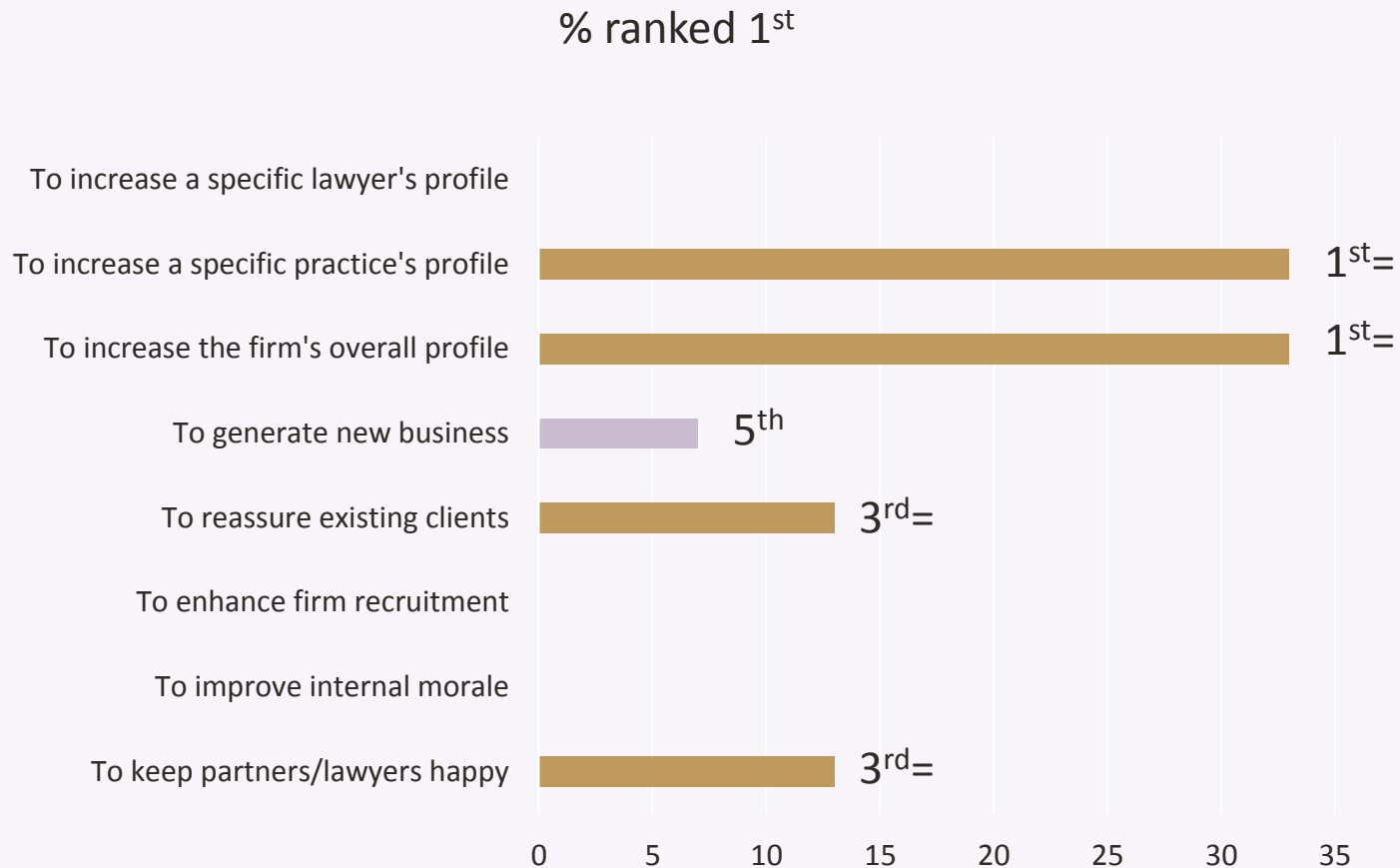


Primary goals for UK lawyer directory submissions

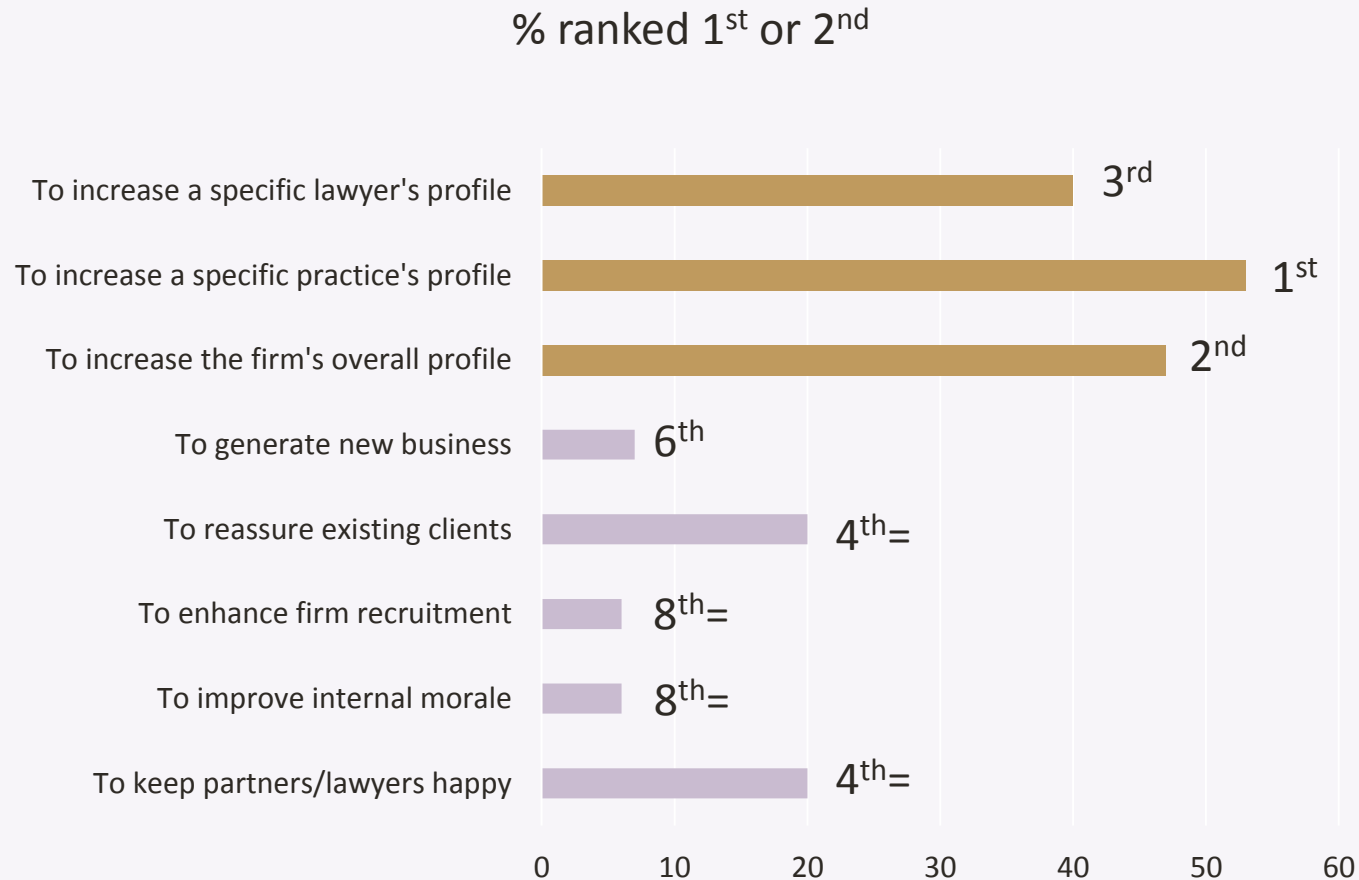
Order of priority – ranked 1 to 8 (average)



Primary goals for UK lawyer directory submissions

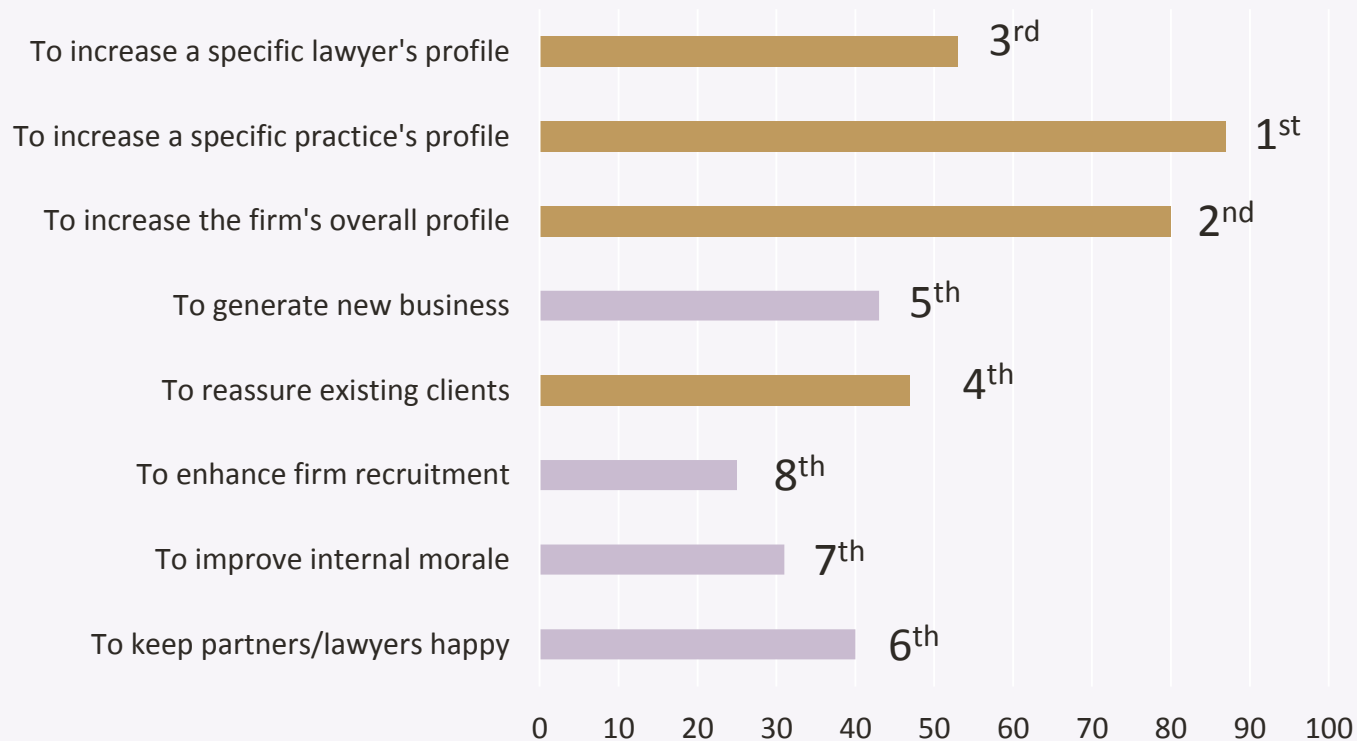


Primary goals for UK lawyer directory submissions

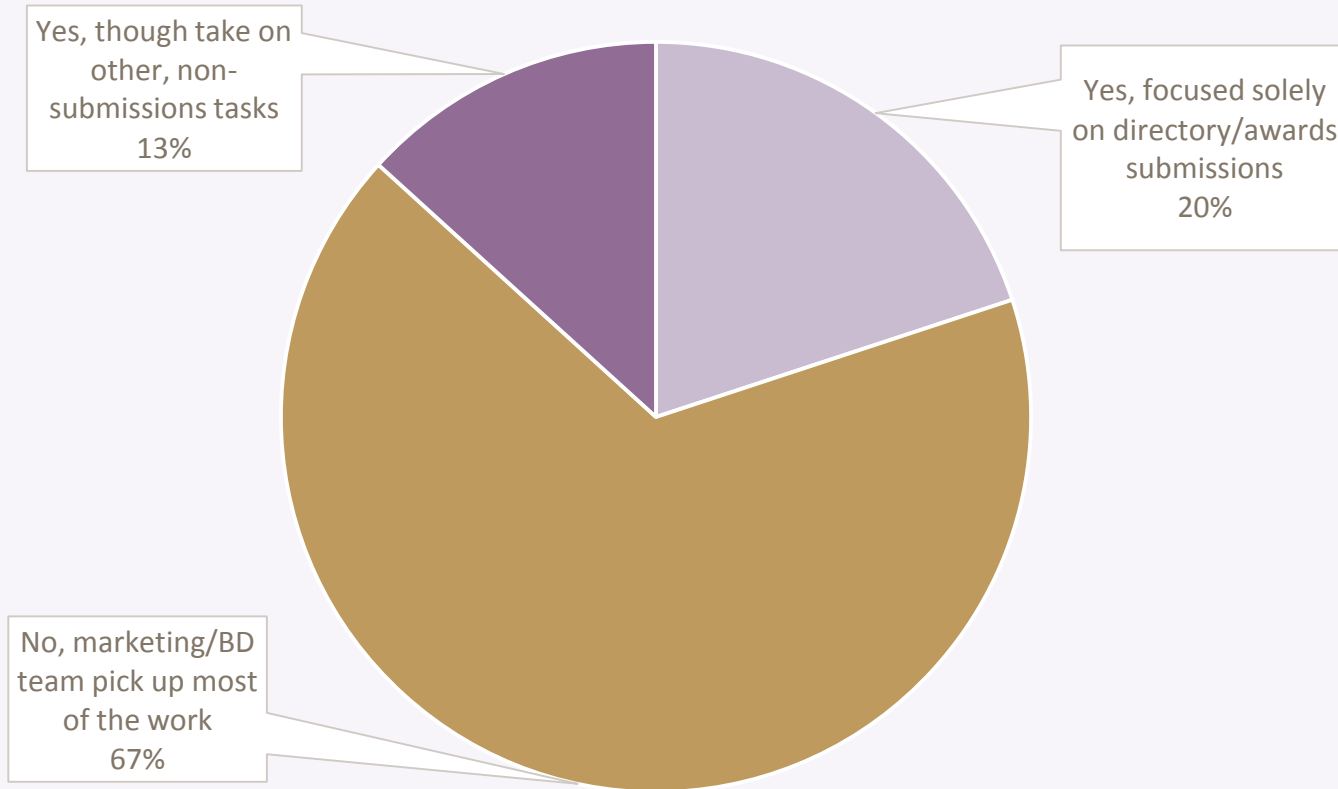


Primary goals for UK lawyer directory submissions

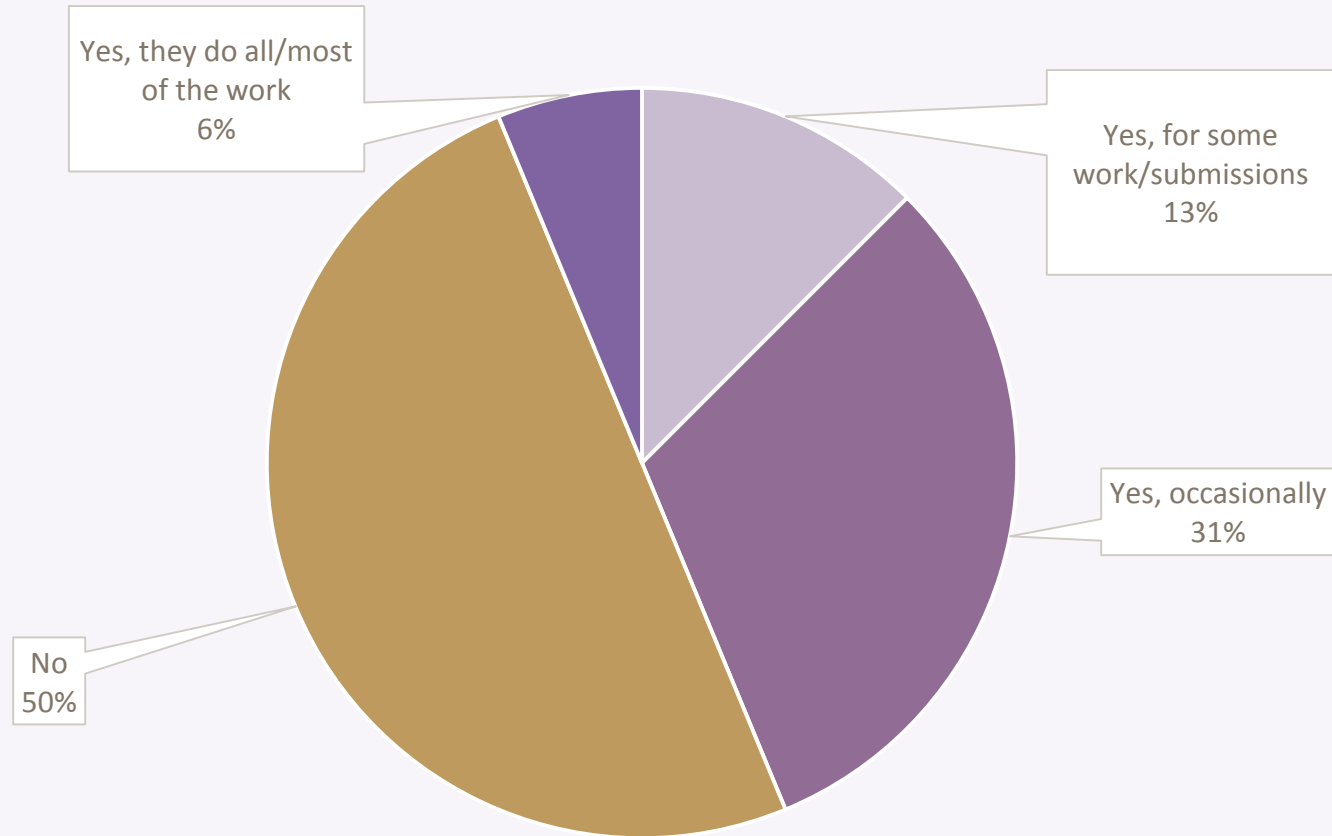
% ranked 1st, 2nd, 3rd or 4th



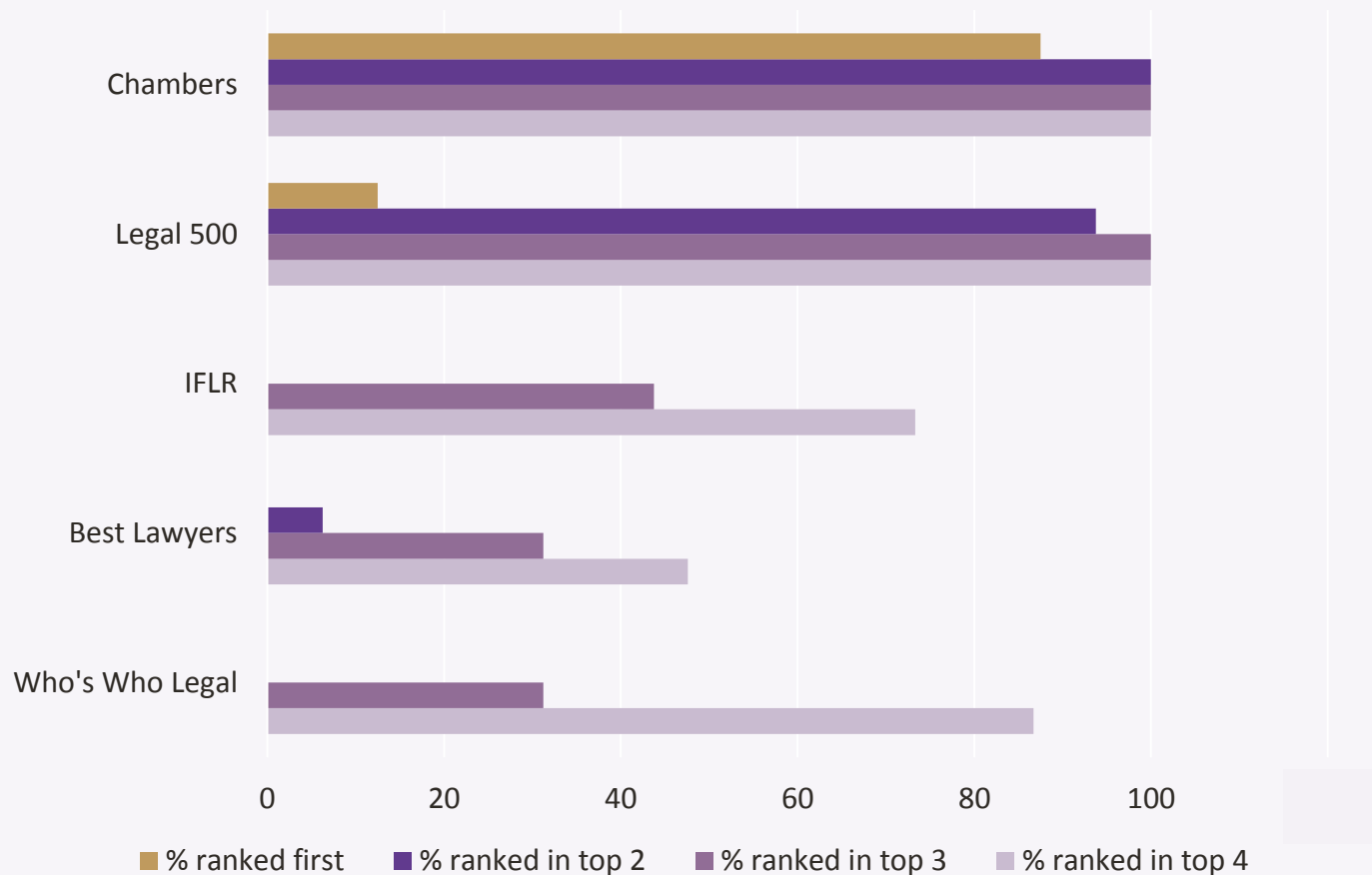
Dedicated in-house submissions person/team?



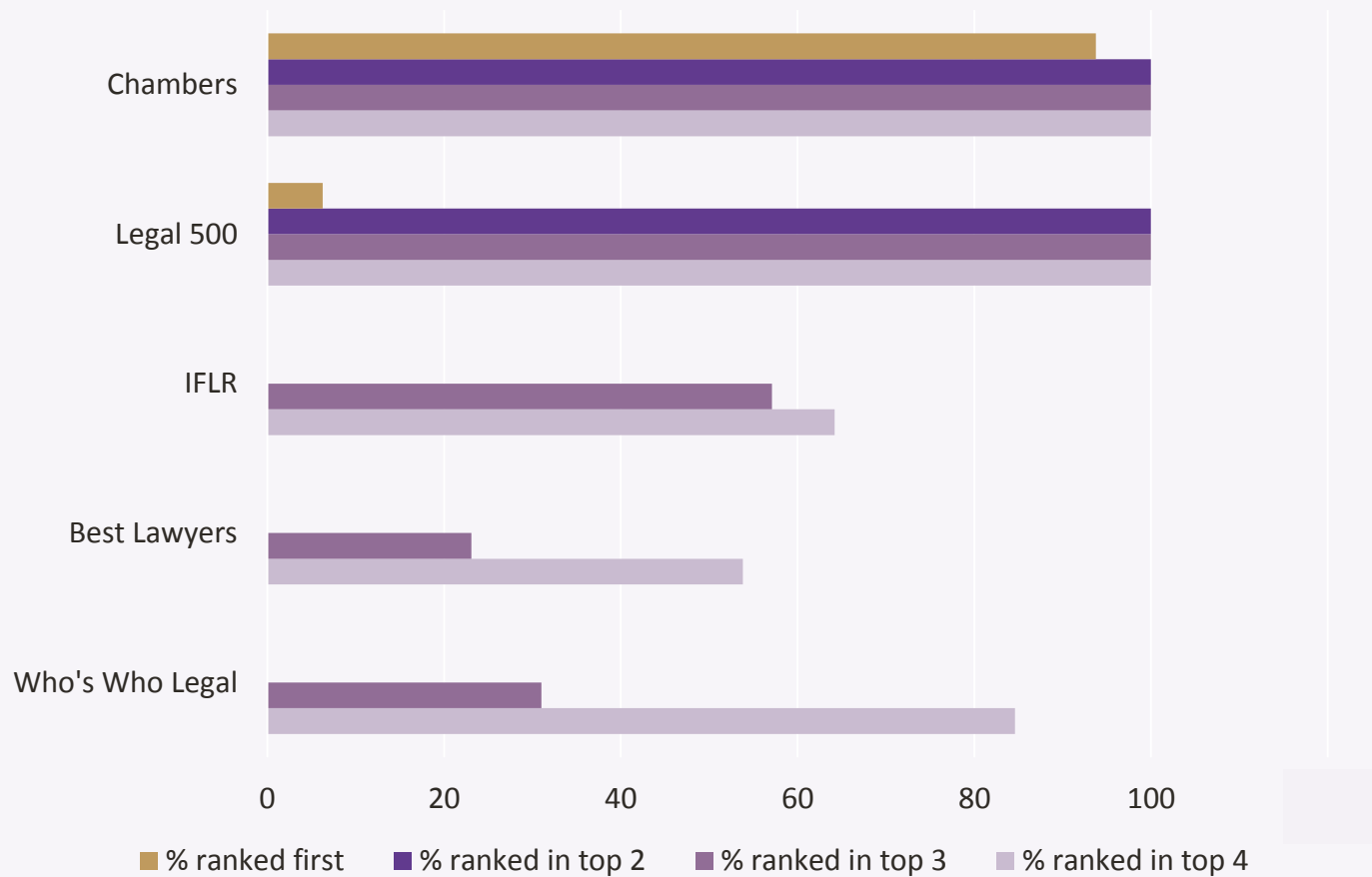
Use external resources/consultants for submissions?



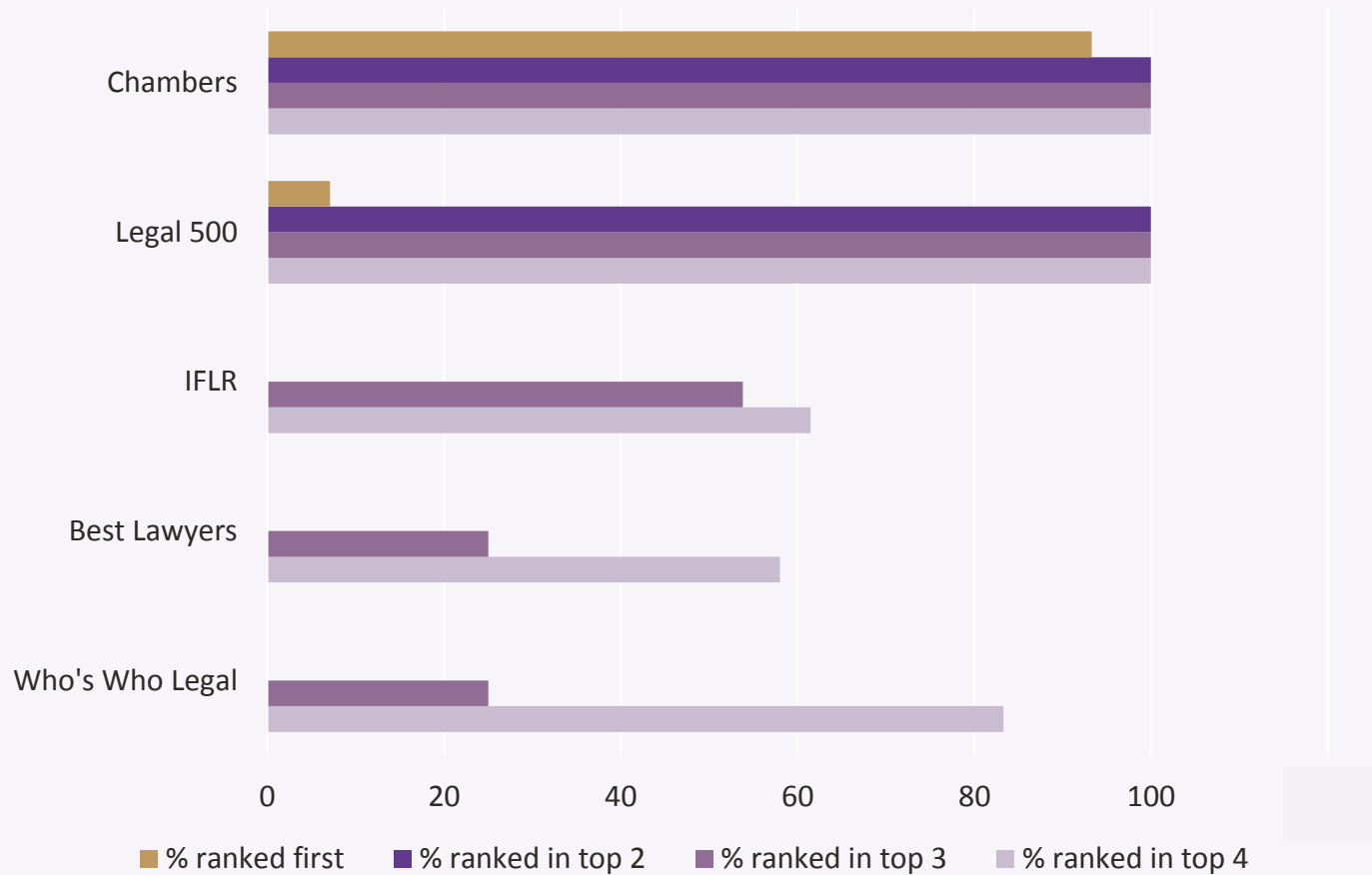
Ranking the directories – order of importance



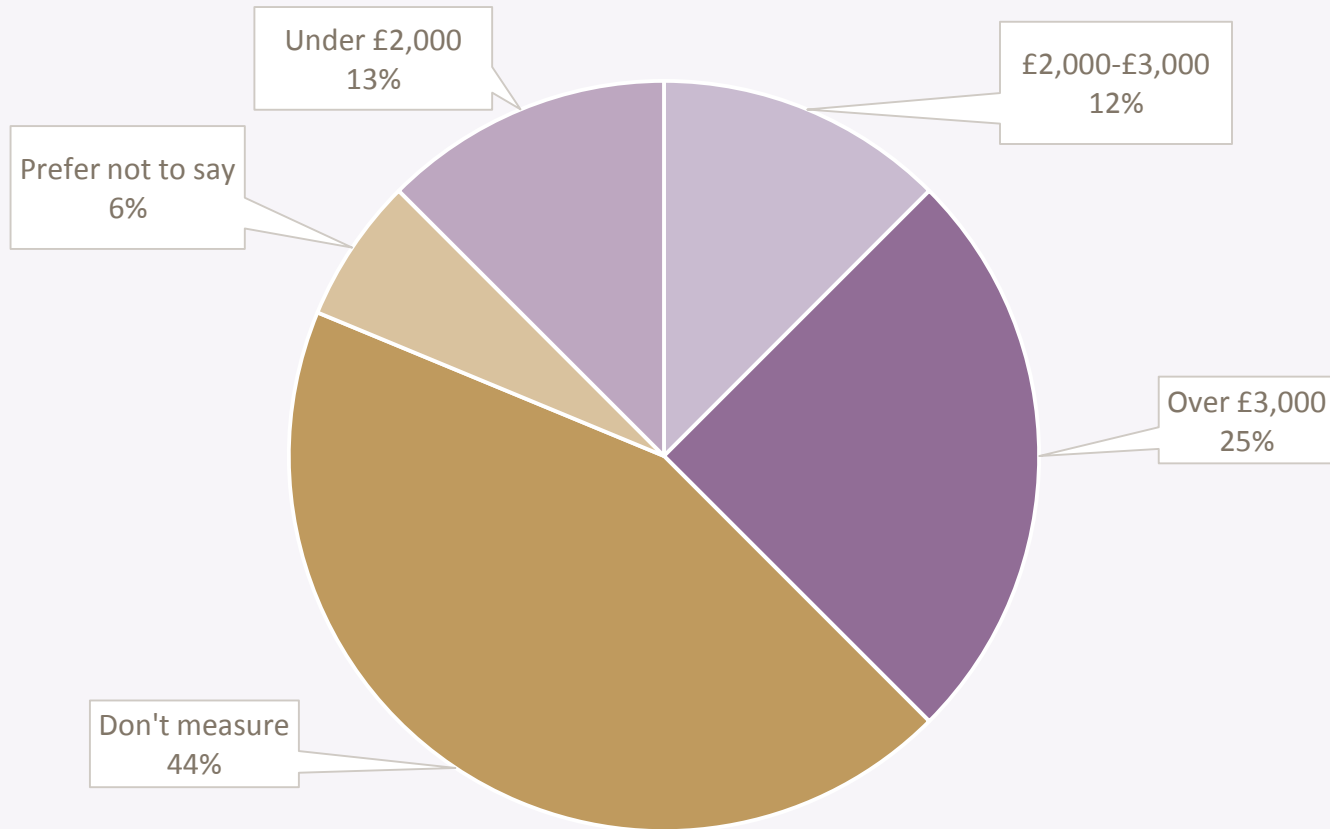
Where spend most time/resources



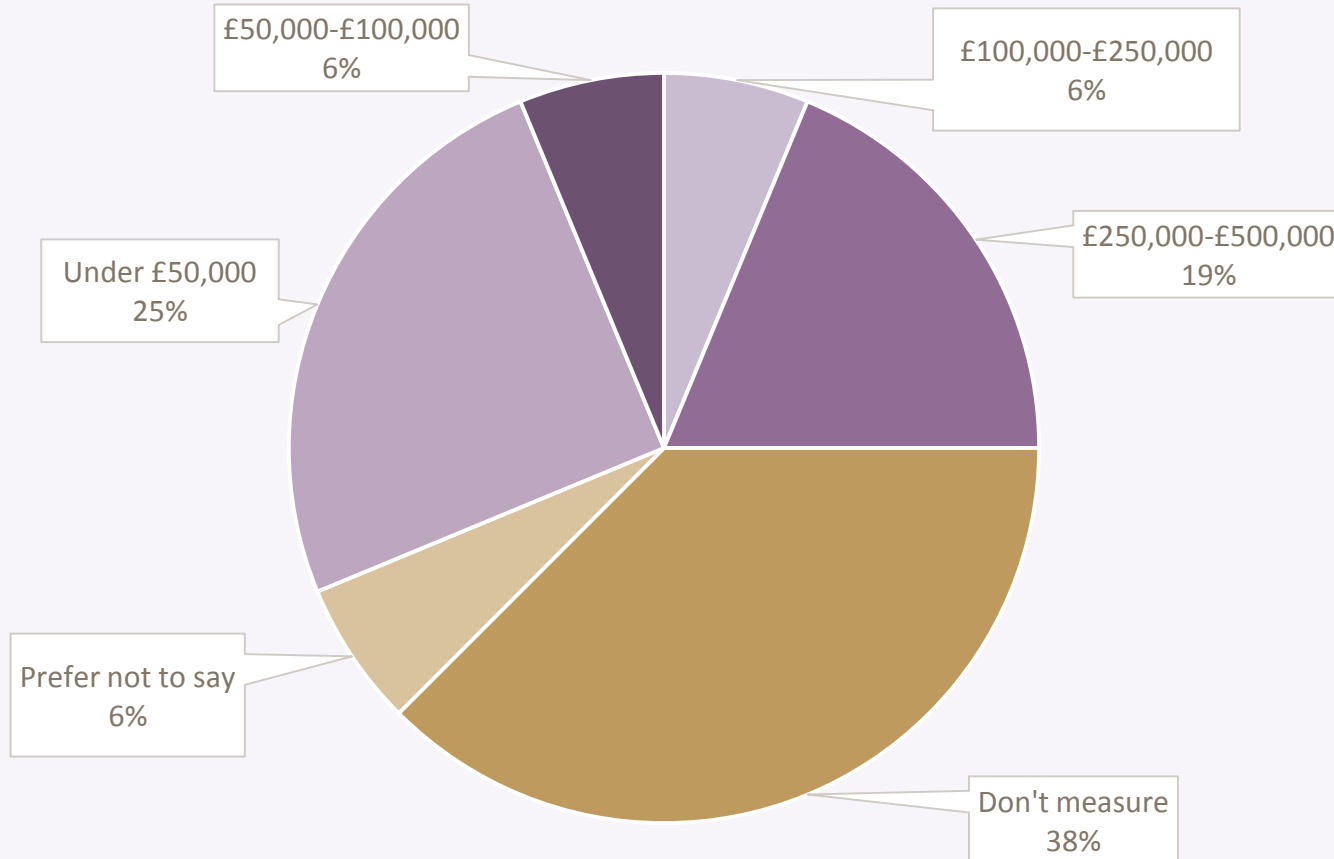
Which take up most time per submission?



Estimated cost of per submission



Total annual cost of submissions



Expected approach to directories over next 12 months

