

**RANKINGS AND
DIRECTORIES
MANAGEMENT**



LETSAMERICAS
LEGAL MARKETING | TRENDS | STRATEGIES

LETS Americas

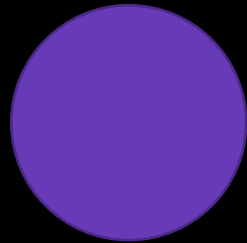
**“LEGAL RANKINGS ARE A
THIRD PARTY MARKET
ENDORSEMENT THAT
PROMOTE TRUST IN YOUR
FIRMS BRAND AND
CAPABILITIES”**

- Build Credibility
- Metric to measure firm against competition
- SEO Optimization
- Advertising Opportunity

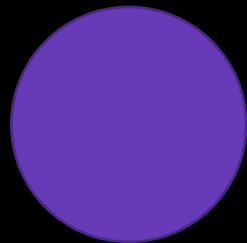


WHY PARTICIPATE IN LEGAL RANKINGS?

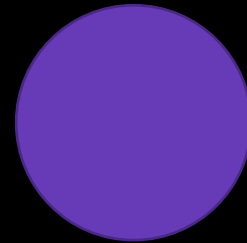
HOW LETS AMERICAS CAN HELP



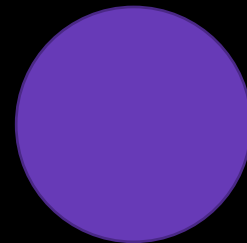
Planning out submission
schedule



Writing and submitting
submissions



Arranging Interviews with
research teams



Creation of social media +
PR materials to promote
rankings

LETS AMERICAS RANKINGS

PACKAGES

BASIC RANKINGS / DIRECTORIES PACKAGE

1. Construction and revision of rankings submissions forms for up to 4 publications
2. Planning of rankings calendar
3. Training on how to write more effective submissions

*per practice area/calendar year

PREMIUM RANKINGS / DIRECTORIES

PACKAGE

1. Construction and revision of rankings submissions forms for up to four publications
2. Planning of rankings calendar
3. Training on how to write more effective submissions
4. Coordination of research interviews
5. Social Media Post to promote rankings results
6. Press release to send out via email/ post on firm's website
7. Negotiation of advertising opportunities in directories
8. Analysis of performance in rankings in previous years

*per practice area/calendar year

WHY LETS AMERICAS

Composed of professionals with experience and expertise transforming international law firms, LETS Americas works with law firms across the Americas to create tailor made marketing/ communication/ and business development strategies that are most aligned with their current goals and needs.

Founded in 2020, LETS Americas is the international arm of the prominent LETS Marketing in Brazil. In addition to LETS' in-house team of specialists, the firm works with a number of strategic partners to be able to offer a complete range of services to each client. This structure allows for LETS Americas to become a complete and multidisciplinary partner for your business.

LETS Americas

“Our aim is to expand the capabilities of our clients through transparent and effective means. There is a demand for strategic marketing actions, and we have proven ourselves to be the team to facilitate and implement detailed marketing and business development plans to law firms around the world”



Alexandra Strick

Partner



Amanda Paccola

Partner



Rafael Gagliardi

Partner

**LETS AMERICAS
LEADERSHIP**

COUNT
ON LETS!

New York | Sao Paulo



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