



# *BTI Benchmarking Law Firm LinkedIn Performance 2023*

*Unleash the Power of LinkedIn* 

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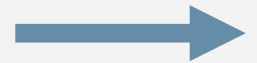
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See the next page for an in-depth look at each section, including key metrics and benchmarks and **Law Firm Rankings** in each category, by firm size for:

- Am Law 30+
- Am Law 31 - 100
- Am Law 101 - 200



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## LinkedIn Followers

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Am Law 30+

Am Law 31 - 100

Am Law 101 - 200

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Am Law 30+

Am Law 31 - 100

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Am Law 30+      *Best of the Best*  
*Leader*  
*Distinguished*

Am Law 31 - 100      *Best of the Best*  
*Leader*  
*Distinguished*  
*Standout*

Am Law 101 - 200      *Best of the Best*  
*Leader*  
*Distinguished*  
*Standout*

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Am Law 30+

Am Law 31 - 100

Am Law 101 - 200

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Am Law 30+

Am Law 31 - 100

Am Law 101 - 200

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Am Law 30+      *Best of the Best*  
*Leader*  
*Distinguished*

Am Law 31 - 100      *Best of the Best*  
*Leader*  
*Distinguished*  
*Standout*

Am Law 101 - 200      *Best of the Best*  
*Leader*  
*Distinguished*  
*Standout*

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Am Law 30+  
Am Law 31 - 100  
Am Law 101 - 200

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Am Law 30+  
Am Law 31 - 100  
Am Law 101 - 200

Ranking Law Firms Overall LinkedIn Engagement Rate by Firm Size | **47 - 57**

Am Law 30+      *Best of the Best*  
                         *Leader*  
                         *Distinguished*

Am Law 31 - 100      *Best of the Best*  
                         *Leader*  
                         *Distinguished*  
                         *Standout*

Am Law 101 - 200      *Best of the Best*  
                         *Leader*  
                         *Distinguished*  
                         *Standout*

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Am Law 30+  
Am Law 31 - 100  
Am Law 101 - 200

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Am Law 30+  
Am Law 31 - 100  
Am Law 101 - 200

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Am Law 30+      *Best of the Best*  
                         *Leader*  
                         *Distinguished*

Am Law 31 - 100      *Best of the Best*  
                         *Leader*  
                         *Distinguished*

Am Law 101 - 200      *Best of the Best*  
                         *Leader*  
                         *Distinguished*  
                         *Standout*

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Am Law 30+  
Am Law 31 - 100  
Am Law 101 - 200

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Am Law 30+  
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Am Law 101 - 200

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Am Law 30+	Best of the Best Leader Distinguished
Am Law 31 - 100	Best of the Best Leader Distinguished Standout
Am Law 101 - 200	Best of the Best Leader Distinguished Standout

## LinkedIn Monthly Posting by Firm

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Am Law 30+  
Am Law 31 - 100  
Am Law 101 - 200

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Am Law 30+  
Am Law 31 - 100  
Am Law 101 - 200

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Am Law 30+	Best of the Best Leader Distinguished Standout
Am Law 31 - 100	Best of the Best Leader Distinguished Standout
Am Law 101 - 200	Best of the Best Leader Distinguished Standout

# BTI Benchmarking Law Firm LinkedIn Performance 2023

Who	What	When	Why
<ul style="list-style-type: none"><li>• Corporate counsel are flocking to law firm LinkedIn pages in droves. <b>Follower growth is up 27%</b> over last year — and the prior year was up by 21%.</li><li>• Law firms are experiencing a drop in engagement rates — <b>just as they gain followers and have high expectations.</b></li></ul>	<ul style="list-style-type: none"><li>• Key benchmarks to enable law firms to <b>measure their performance</b>, boost engagement, and <b>attract new clients.</b></li></ul>	<ul style="list-style-type: none"><li>• Used data ending in <b>Q1 2023</b> and the same time period in <b>2022 and 2021.</b></li></ul>	<ul style="list-style-type: none"><li>• <b>83% of clients</b> now go to LinkedIn as a part of their regular work routine.</li><li>• They tell us they <b>learn more about law firms from LinkedIn</b> and their activity than they could ever learn from a law firm website.</li></ul>

## How

- Meticulously examined and mined data from more than 200 law firms' LinkedIn pages in each of the last 3 years.
- Calculated performance on 18 different metrics to uncover performance insights
- Singled out 9 metrics delivering the most compelling insights
- Developed key benchmarks for these 9 metrics
- Identified the law firms performing best and ranked performance levels for more than 200 firms — by name
- Uncovered insights into the best performances
- Offer clear, unequivocal recommendations to boost results

# Key Terms and Definitions

Am Law 30+	The 30 largest law firms in the Am Law 200 for 2022 — plus 5 large international law firms.
Am Law Mid One Hundred	The law firms ranked 31 to 100 in the Am Law 200 for 2022.
Am Law 2nd 100	The law firms ranked 101 to 200 in the Am Law 200 for 2022.
LinkedIn Followers	A company or individual who signs up to see and receive posts and articles on a law firm's LinkedIn page without being connected to them.
LinkedIn Followers Per Partner	A company or individual who signs up to see and receive posts and articles on a law firm's LinkedIn page without being connected to them is divided by the number of partners in a firm at the time of publication.
LinkedIn Percent Engagement	The number of posts, comments, celebrations, or visible interactions during the period measured divided by number of companies or individuals who sign up to receive posts and comments.
LinkedIn Engagement Activity by Touchpoints	The number of posts, comments, celebrations, or visible interactions during the period measured.
LinkedIn Engagement Activity Touchpoints per Partner	The number of posts, comments, celebrations, or visible interactions during the period measured divided by the number of partners at the time of publication.
LinkedIn Monthly Posting	The average number of posts per month for the period measured.



# *BTI Benchmarking Law Firm LinkedIn Performance 2023*

## *Methodology and Approach*



# Our Methodology and Approach



Meticulously examined and mined data from more than 200 law firms in each of the last 3 years



Used data ending in Q1 2023 and the same time period in 2022 and 2021



Calculated performance on 18 different metrics to uncover performance insights



Singled out 9 metrics delivering the most compelling insights



Developed key benchmarks for these 9 metrics



Identified the law firms performing best and ranked performance levels for more than 200 firms



Uncovered insights into the best performances



# *The BTI Consulting Group*

## *About Us*

# What We Do

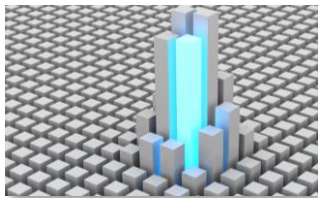
For 30 years, we've successfully helped our clients strategically drive revenue, boost performance, attract and retain clients, develop more business in new and existing markets, and create enduring relationships with our data-driven customized programs and solutions tailored to meet each client's specific and unique needs. We examine the market from your client's perspective with a measurable, innovative, and high-impact approach.

From in-depth independent research to one-on-one interviews with C-suite executives, top legal decision makers, and market leaders, our expertise and insight will help you understand — as well as benchmark — how clients acquire, manage, and evaluate their professional services providers.



## Client Feedback Programs

We help you reveal powerful, defining client insights you simply can't get anywhere else through innovative, world-class feedback.



## Business Development Training

We help you and your firm catapult your business development skills, culture, and mindset, fast.



## Client Service Excellence

We help you redefine how clients think about you and your firm for the short- and long-term.



## Associate Feedback Surveys

Immediately improve associate satisfaction and engagement by opening a dialogue with your associates. They are eager to provide feedback and value a formal platform to have their voice heard. The benefits are both immediate and long lasting.

# Market Research, Expertise, and Insights

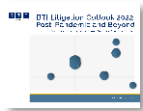
AUTHORITATIVE, INNOVATIVE, AND PRACTICAL ADVICE FROM OUR RESEARCH

Law firms who would otherwise have little insight into corporate counsel hiring decisions, goals, law firm preferences, market positions, and detailed recommendations can now gain access to the same research used by the largest and best performing firms in the world. The data and insight found in BTI's reports are used to train attorneys, guide business development, inform strategy, and calibrate market trends against firm tactics. In short, you get many of the benefits of a custom study commissioned for your firm, at a fraction of the cost. These insights are proven to drive growth and client retention and protect fees.

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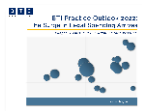
## BTI Litigation Outlook 2023



Our 13th BTI Litigation Outlook uncovers how client behavior and spending are changing in 2023. This comprehensive deep dive immediately helps you identify the most current and vexing client needs — helping you meet these needs before competitors realize there's new work for the taking.

 **Order Now**

## BTI Practice Outlook 2023



Your annual guide to targeting your clients' legal dollars with precision. Guide your business plans with insight straight from your clients on how they plan to divvy up their outside counsel budgets. Plus, learn the 7 trends shaping the pandemic-led legal market in 2023 and more.

 **Order Now**

## BTI Client Service A-Team 2023



Long considered the gold standard in measuring client service performance by clients and law firms alike, the BTI Client Service A-Team 2023 is the only source for measuring client service solely from the client perspective. Now in its 22<sup>nd</sup> year — this is the most important edition ever with 350 new, in-depth interviews.

 **Order Now**

# Questions? Comments?



## Michael B. Rynowecer, President

For questions, research inquiries, and information on BTI's client feedback programs, market insight research, seminars, training, or workshops, please contact us via email or by calling **+1 617 439 0333**.

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