

# BTI Benchmarking Law Firm LinkedIn Performance 2025

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*Unleash the Power of LinkedIn*

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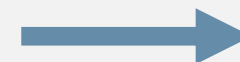
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See the next page for an in-depth look at each section, including key metrics and benchmarks and **Law Firm Rankings** in each category, by firm size for:

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



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- 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

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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

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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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Benchmarks and Metrics

- Am Law 30+
- Am Law 31 - 200
- 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

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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

# BTI Benchmarking Law Firm LinkedIn Performance 2025

Who	What	When	Why
<ul style="list-style-type: none"> <li>Corporate counsel are flocking to law firm LinkedIn pages. <b>Follower growth is up 22%</b> over last year.</li> <li>Law firms are experiencing increasing engagement – <b>reversing a key trend.</b></li> </ul>	<ul style="list-style-type: none"> <li>9 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 for the years ending December 31, 2023 and December 31, 2024.</li> </ul>	<ul style="list-style-type: none"> <li><b>86% of clients learn about firms they are open to hire on LinkedIn</b></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
<ul style="list-style-type: none"> <li>Meticulously examined and mined data from more than 200 law firms' LinkedIn pages in each of the last 2 years.</li> <li>Calculated performance on 18 different metrics to uncover performance insights</li> <li>Singled out 9 metrics delivering the most compelling insights</li> <li>Developed key benchmarks for these 9 metrics</li> <li>Identified the law firms performing best and ranked performance levels for more than 200 firms – by name</li> <li>Uncovered insights into the best performances</li> <li>Offer clear, unequivocal recommendations to boost results</li> </ul>

# Key Terms and Definitions

Am Law 30+	The 30 largest law firms in the Am Law 200 for 2024 – plus 5 large international law firms.
Am Law Mid One Hundred	The law firms ranked 31 to 100 in the Am Law 200 for 2024.
Am Law 2nd 100	The law firms ranked 101 to 200 in the Am Law 200 for 2024.
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.

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# ***BTI Benchmarking Law Firm LinkedIn Performance 2025***

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## ***Methodology and Approach***

# Our Methodology and Approach



Meticulously examined and mined data from more than 200 law firms in each of the last 2 years



Used data ending in Q4 2024 and the same time period in 2023



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*

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*About Us*

*Unleash the Power of LinkedIn*

# 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.



## Market Research and Insightful Client-Centric Reports

Authoritative, innovative, and practical advice from our research. BTI's client service rankings, brand health assessments, market forecasts and more are the industry gold standard.

# 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 Most Recommended Law Firms 2025



The most enduring, longest-lasting relationships started with a simple, unsolicited suggestion from one legal decision maker to another. *BTI Most Recommended Law Firms 2025* shares the names of the firms earning these recommendations above all others. The report details – overall and by industry – how to earn more than your share of these growth drivers.



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Now**

## BTI Litigation Outlook 2025



Our 15<sup>th</sup> BTI Litigation Outlook reveals the vast increase in complexity and spending in litigation. It also uncovers how much more aggressive litigation has become. Increased spending, complexity and aggressiveness create big opportunities for law firms. The *BTI Litigation Outlook 2025* is available now to help you decipher the new market dynamics and seize the opportunity.



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## BTI Practice Outlook 2025



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 8 trends shaping the legal market in 2025 and more.



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# 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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