

Nexsen Pruet Recognized for Social Media Success

News from Nexsen Pruet

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Good2bSocial's 2019 Social Law Firm Index ranked Nexsen Pruet **#132** among Am Law 200 firms using social media.

According to Good2bSocial, the Social Law Firm Index examines how the top 200 law firms in the country (as ranked by *The American Lawyer*) adopt and apply digital marketing in terms of outreach, engagement and business development. The report analyzes and measures the effectiveness of each firm's reach and engagement across a variety of social media channels and content platforms.

"Today, every Am Law 200 firm is participating on social media and most are actively developing strategies across multiple social media platforms," the report states. "In 2019 law firms are more innovative than ever, using interactive content and video to engage audiences in a new way. Digital marketing and social media have evolved into essential components of law firm marketing."

By category, the report ranks Nexsen Pruet:

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LinkedIn: #138

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Twitter: #103

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Search Engine Optimization (SEO): #129

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Thought Leadership: #90



Facebook: #90



YouTube: #23

The Social Law Firm Index ranking was followed shortly by another marketing and business development recognition:

BTI Consulting named Nexsen Pruet to their "BTI Client Service A-Team 2020: Survey of Law Firm Client Service Performance" list.

The BTI Client Service A-Team 2020 is the only law firm ranking based solely on direct, unprompted feedback from corporate counsel. The consulting group spoke with more than 20,000 buyers of professional services to measure the activities driving superior client service. The selected firms, including Nexsen Pruet, are listed as having excellent client service. Nexsen Pruet was specifically ranked as being a *standout in investing in client relationships* and a *standout in client-facing communication*.

Read more here.

Nexsen Pruet is an AM Law 200 firm with more than 200 professionals in eight offices providing regional capabilities with international strengths.