

ITR+

Firm Marketing Toolkit

Your how-to guide on tools and strategies to help your firm promote its ITR World Tax ranking and raise its profile.





Contents

- 3** Congratulations on your firm's recognition in ITR World Tax
- 4** Your ITR World Tax collateral
- 5** Announce your rankings
- 6** Engage through social media
- 7** Press release templates
- 8** Update your marketing materials
- 9** Order your trophy



Congratulations on your firm's recognition in ITR World Tax

This achievement not only highlights your firm's expertise and dedication but also offers a unique opportunity to enhance your market position.

This guide provides strategic hints and tips on making the most of your ranking on ITR World Tax, ensuring that your marketing efforts are consistent, efficient and impactful.

ITR World Tax 2026 Collateral

Enhance your marketing efforts with our downloadable assets, specifically designed to help you promote your firm's ITR World Tax rankings across various channels. Below are the links to access all the relevant collateral:



ROSETTES

Add prestige to your digital and print materials with our rosettes. These are perfect for showcasing your firm's rankings on your website, in newsletters, and in official documents.

[DOWNLOAD ROSETTES](#)



EMAIL SIGNATURES

Ensure every email sent is an opportunity to celebrate your success. Integrate our specially designed ITR World Tax 2026 signature banners into your firm's email templates to consistently highlight your achievement. [DOWNLOAD EMAIL SIGNATURES](#)

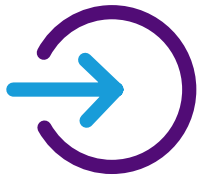


SOCIAL MEDIA CARDS

Capture attention on social platforms with our social media cards. These are tailored to convey the significance of your ITR World Tax rankings, ideal for sharing on LinkedIn and X to engage clients and peers. [DOWNLOAD SOCIAL MEDIA CARDS](#)

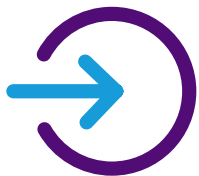


Announce your rankings



Craft a compelling press release

Use the press release template provided to announce your ranking on ITR World Tax. The template has been designed so you can tailor the message to emphasise your unique strengths and the significance of the recognition.

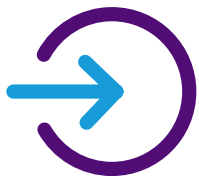


Distribute widely

Send the press release to industry publications, local news outlets, and online press release platforms such as Businesswire and PR Newswire. Also ensure you include it on your website and in your newsletter.

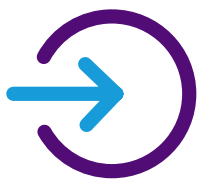


Engage through social media



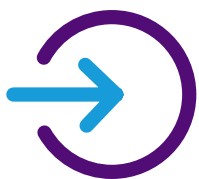
Custom social media graphics

Use the provided social media card templates to create eye-catching posts. Share these across all your social media platforms to increase visibility.



Use hashtags and tags

Incorporate relevant hashtags (#ITRWorldTax) and tag ITR World Tax's official [LinkedIn](#) account to boost your posts' reach.



Share client quotes

Client testimonials can significantly add credibility and engage your audience.



Press release templates

How to use these templates

These press release templates are designed as a starting point to help your law firm effectively announce that it's been ranked on ITR World Tax, with two versions included:

Single ranking template: For when your firm has achieved a noteworthy ranking in a specific speciality or area.

Multiple ranking template: For when your firm has received multiple rankings, underscoring its diversified expertise and leadership in the intellectual property legal market.

To ensure the templates accurately reflect your firm's unique accomplishments, replace the placeholder text (marked by brackets) in each section with the specific details relevant to your firm's announcement.

For best practices, remember to do the following for all of your press releases:

Engage the reader: Start with a compelling lead to grab attention and explain the importance and impact of the rankings for your firm and clients.

Tailor the content: Customise the template with up-to-date details specific to your firm's rankings to accurately reflect your achievements.

Incorporate quotes wisely: Use impactful quotes from partners and clients that highlight your firm's strengths and the significance of the rankings.

Maintain professionalism: Use formal, clear, and concise language, avoiding industry jargon unless widely understood.

Provide clear contact information: Ensure contact details are correct and easily accessible, offering multiple contact methods like phone, email, and website.

[Download single ranking template](#)

[Download multiple ranking template](#)

Update your marketing materials



CORPORATE WEBSITE

Add your ITR World Tax rosette to your homepage and create a dedicated news item or blog post about your ranking.



EMAIL SIGNATURES

Encourage all lawyers and employees to update email signatures to mention the ITR World Tax ranking, showcasing your firm's achievements in every communication.



BROCHURES AND BUSINESS CARDS

Consider updating your printed and digital marketing materials to feature your ITR World Tax ranking, ensuring it is visible in all client interactions.



PITCH PRESENTATIONS

Incorporate your ITR World Tax ranking into pitch presentations to prospective clients as proof of your expertise and industry recognition.



ITR WORLD TAX WEBSITE

Ensure your firm profile on the ITR World Tax website is up to date to ensure maximum engagement and visibility from potential clients.



Order your trophy

A lasting symbol of your success

In addition to the digital assets, we provide subscribers to amplify your rankings, ITR is also offering you the chance to purchase custom-designed trophies tailored specifically for ranked firms and practitioners.

This is a unique chance to own an exclusive piece tied directly to your major achievement.

It's not just a trophy; it's a symbol of you and your team's persistent hard work, dedication, and ambition.

Each trophy will be specific to the practice area that you have been ranked for. If your firm was ranked for more than one practice area you can order multiple trophies.

These awards are perfect for:

- Displaying in your office
- Sharing on social media
- Reinforcing your firm's prestige with clients and peers.

How to Order

Reach out to our dedicated team at fadan@legalbenchmarkinggroup.com, and we'll guide you through the process - including customisation options, pricing, and delivery.

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For enquiries regarding your ranking please contact:

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