

ITR+

Practitioner Marketing Toolkit

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





Contents

- 3** Congratulations on your recognition in ITR World Tax
- 4** Your ITR World Tax collateral
- 5** Engage through social media
- 6** Update your marketing materials
- 7** Order your trophy



Congratulations on your recognition in ITR World Tax

This achievement not only highlights your expertise and dedication but also offers a unique opportunity to enhance your personal profile.

This guide provides strategic hints and tips on making the most of your ranking on ITR World Tax, ensuring that your personal 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 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 rankings on your social media, emails, and 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](#)

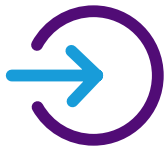


SOCIAL MEDIA CARDS

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](#)



Engage through social media



Add to your 'Honors & awards' section on your LinkedIn profile

Boost your professional credibility by displaying your award on your 'Honors & awards' section on LinkedIn, making your achievements visible to your network.



Incorporate rosette into your profile

Add the provided rosette to your social media cover image to showcase your achievement on your profile, establishing you as an expert in your field.



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

Update your marketing materials



SOCIAL MEDIA

Update your profiles to incorporate your rosettes and other ITR World Tax assets to showcase your achievement and expertise before sharing widely with your network.



EMAIL SIGNATURES

Update email signatures to mention the ITR World Tax ranking, showcasing your achievements in every communication.



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 personal 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 your persistent hard work, dedication, and ambition.

Each trophy will be specific to the practice area that you have been ranked for. If you were 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.

ITR+

For enquiries regarding your ranking please contact:

John Harrison

Head of Research, ITR

john.harrison@legalbenchmarkinggroup.com

For any commercial related enquiries please contact:

Tanya Gujral

Head of Sales, ITR

tanya.gujral@internationaltaxreview.com

