

# Staying relevant among big law

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The legal landscape has changed considerably over the past decade. The emergence of the mega firm has created a challenge for some small and medium firms as they struggle to keep up with the services offered by big law. But I bring good news...From a marketing perspective, you should probably stop trying to “keep up with the Joneses” and instead start focusing on what it is about your firm that makes you stand apart from the mega firms. There’s nothing wrong with being small, as long as you are providing your clients excellent service. You just have to find a way to effectively demonstrate your strengths, and lead potential clients to the conclusion that working with you will prove more beneficial than working with a mega firm.

## Stick to Your Niche

One reason why many mega firms so mega is the fact that they handle various types of law and legal matters. These firms are often split into numerous practice areas all within one firm. They may have divisions for employment law, energy law, intellectual property and (of course) a tax division. Now, I am not questioning how effective these firms are at providing these services to their clients. However, when I have the choice between a business that does numerous different things and one that focuses on my specific need, I tend to feel more confident about the business that focuses on my particular need.

Find a niche and do it extremely well. Earn a reputation for excellence within that practice area and take steps to market yourself as the go-to law practice. Some of the ways you can accomplish this include:

- Creating and/ or maintaining a well-written and informative blog on your website. A comprehensive blog demonstrates your knowledge and understanding of current trends within your area of practice

- Giving talks and speeches about your practice area. Whether you sponsor a round table discussion in your local community or land a speaking gig at a national convention, speeches and presentations are a great way to get your firm's name into the minds of potential clients.
- Getting social. Use your firm's social media to project your knowledge about your practice area, but also to create a bit of personality for your firm. Highlight your attorneys and staff members. Share big wins and accomplishments. If you feel comfortable doing so, give your perspective on trending news topics within your niche. Remember to always keep your firm's social media account professional, but professional does not have to mean boring.

Embrace the small practice characterization and use it as a selling point. If you can effectively show potential clients how they benefit from your more tailored and focused services, your practice can remain relevant among even the largest mega firms.

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**About Erika Winston:**

*Erika Winston is a freelance writer with a passion for law. Through her business, The Legal Writing Studio, she helps legal professionals deliver effective written messages. Erika is a regular contributor to [TimeSolv](#) and a variety of other publications.*