

# How to best utilize THE CHAMBERS AND PARTNERS USA PORTAL for your firm

Hi Shelby,

The Chambers and Partners USA Guide is considered one of the most prestigious legal rankings, with a hotly anticipated release every year. For those who participate in Chambers, you know the submission process can be ... laborious. But, did you know there's a hidden aspect of Chambers you may have been ignoring that can be your ace in the hole?

We're talking about the Chambers portal.

In our latest blog post, we discuss how legal marketers and attorneys can leverage the Chambers portal for referee management, analytics and more.

Happy marketing,

Michelle

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## Related Posts



### [Interacting with reporters at conferences: a guide for legal professionals](#)

Conferences provide one of the few chances our clients have to interact easily with the news professionals who cover them and their industry. But why should you talk to them? Learn about the benefits of connecting with journalists as well as how to prepare for those face-to-face interactions before conference season heats up.



### [Social media video matters: why and how to do it at your law firm \(with examples\)](#)

Text-based-only social media posts no longer capture attention like they used to. Businesses that post short-form videos on social media receive the highest return on investment, according to HubSpot's 2024 State of Marketing. So, how can you take advantage of this medium?

## Spill the Ink Podcast



### What non-attorney CEOs bring to law firm operations

#### [What non-attorney CEOs bring to law firm operations](#)

It's as untraditional as it gets, but having a non-attorney in the driving seat of your law firm can do wonders for streamlining operations, enhancing the client experience and strengthening team culture. But it's not without its challenges — as our guest discovered when he built a law firm from the ground up (with the help of a team of attorneys) over just two weeks.

In this episode, Jonathan Delk traces his journey from professional ski and snowboard instructor to digital marketer, then law firm CEO. Without client work and court appearances distracting his focus, Jonathan found new ways to innovate and build a firm that attracts talent from around the country. He also shares his take on how technology will disrupt the legal industry over the next five years.

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Reputation Ink has been named to the Jacksonville Business Journal's list of the 50 fastest-growing companies in Northeast Florida for the second year in a row. The list includes companies that have seen their revenue grow the most on a percentage basis since 2021 as well as those that have seen the largest dollar-volume increase.

Based in home offices throughout the country, Reputation Ink's team of marketing and PR pros and former journalists serves a range of professional services firms, including law firms and legal services companies.

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### ABOUT US:

Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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