

# Directory Service

Fantastic value at just  
**£99 per submission**



The directory process is complex job often taking up valuable clerking time and impacting the potential earnings of the set with no guarantees of success.

Now you can save significant amounts of clerking time and improve your chances of submission success with the Bar Marketing Directory service.

- Handling all submissions from start to finish
- Timetabling of the annual directories processes
- Strategic direction in relation to your selection of submissions
- Member coaching in what the guides really want to know at interview
- BD/PR team coaching on submissions and interviews
- Managing the entire interview process
- Obtaining off the record feedback on rankings/submissions/interviews
- Creation of results summaries/analysis for internal and external use



We can also help you edit existing submissions to a best-practice standard, increasing your chances of success.

A selection of chambers we  
have worked with



# Does your marketing lack direction?

## We'll help you find your way!



- ☎ 0771 434 5072
- ✉ info@barmarketing.co.uk
- 🌐 barmarketing.co.uk



## Who we are



### We are marketing specialists dedicated to the legal sector and, in particular, the Bar.

We work with individual barristers in order to improve their profiles (via press, events and directory submissions) and increase their instructions (through targeted marketing campaigns).

We also work with sets of all sizes and specialisms, providing them with strategic direction and operational support.

Consultancy or outsourced, we focus our efforts on providing you with outstanding marketing support. We deliver our services in a way that suits your method of working and that provides you with the best return on your investment.

Add to your marketing skills – not your headcount –  
with Bar Marketing

## What our clients say

*“Bar Marketing staff are both knowledgeable and skilled in all aspects of Chambers’ marketing.”*

**Jeffrey Chapman QC, Fountain Court Chambers**

*“I found Bar Marketing an excellent company and will have no hesitation in using them again and would wholeheartedly recommend them to all Chambers.”*

**Geoff Carr, Senior Clerk, 14 Gray’s Inn Square**

*“Argent use Bar Marketing for our bi-monthly newsletters; they are always produced quickly, efficiently and to a very high standard.”*

**Hannah Sparkes, Argent Chambers**

*“Catherine Bailey’s knowledge of the legal directory submission system (especially Chambers and the Legal 500) is first-rate.*

*Fountain Court found her understanding of the directory system, constant availability and practical advice were invaluable in assisting Chambers manage the whole process of directory submission, research, interview and maintenance.*

*Catherine’s time, effort and persistence were instrumental in obtaining the ranking success we believe we deserved.”*

**Jeffrey Chapman QC, Fountain Court Chambers**



Ask about our complimentary guides

## What we do



### For Chambers:

- Strategy formulation
- Marketing plan design and implementation
- New business generation
- Client retention and development
- PR and communications strategy and delivery
- Chambers brand creation and management
- Barrister brand equity
- Advertising campaign design and implementation
- Website project management
- Customer and key account monitoring
- Events and webinars
- Graphic design
- Copywriting and chambers collateral production
- Proof reading
- Web services including SEO optimisation
- All aspects of marketing training

### For Barristers:

- Business plan formulation
- Marketing planning and fulfilment—targeting the areas you are really strong in or want to move into
- Press & PR—building relationships with key press
- Events—identifying speaking opportunities that will enhance your profile
- Social media—working with you to improve your profile and make the connections that matter
- Directories—improving your chance of submission success