

# PR for Law Firms: Why Public Perception Matters More Than Ever

Reputations in the legal sector have traditionally been quietly built through strong client relationships, referrals, successful outcomes and recommendations within professional networks.

And whilst that still rings true today, it's no longer the full picture.

Law firms are appearing publicly far more often than they were a few years ago. National coverage, commentary around major legal issues and repeated appearances in the press all help firms become recognised for particular areas of expertise over time.

A recent survey by Inked PR found that 92% of legal professionals now believe PR and communications play a very important role in shaping how their firm is viewed publicly. The findings highlight that firms increasingly see public profile as part of their reputation.

Several respondents described PR as helping their firms reach audiences they would not otherwise have access to, while others said it strengthened first impressions and helped position their firm as an authoritative voice within their specialist sector.

## Where Firms Become Recognised

The firms contributing clearly and consistently to wider discussions are often the ones people begin recognising publicly for that expertise.

National commentary around workplace rights helped establish Magara Law as a recognised voice on employment law issues across major national publications. Elsewhere, Helix Law positioned itself publicly around the growing debate on AI and the future of legal services, generating coverage around how technology is reshaping the profession and creating a widening divide between firms adapting quickly and those falling behind.

In both cases, their legal expertise already existed, but it was that public visibility in the media which strengthened how that expertise became recognised beyond existing clients and networks.

Legal directories still carry significant weight, but many firms now recognise that repeated visibility in the press determines which names people remember first. Many potential clients and businesses will

already have seen firms publicly before ever making direct contact, whether through commentary, coverage or repeated appearances speaking about major legal developments.

One respondent said PR helped their firm "give the best first impression and secure more leads than competitors". Another described it as helping the broader public better understand "how the work being done serves them and benefits society as a whole".

*“Legal expertise alone no longer determines how firms are recognised publicly. “Public visibility strengthened how that expertise became recognised beyond existing clients and networks.”*

Several respondents also acknowledged that public understanding of legal work itself remains uncertain. While most lawyers surveyed felt broadly respected, others believed the realities behind claimant litigation and complex legal work are still often misunderstood publicly.

That creates both a challenge and an opportunity for firms, as public perception is increasingly formed through visibility rather than relying on experience alone. Firms that contribute insight around major issues become associated with expertise in those areas.

## How Public Reputation Is Being Shaped

PR within the legal sector has changed significantly in recent years. Many firms are no longer looking for occasional coverage

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around a single case or announcement. Instead, they're investing in long-term visibility around their specialist sectors, building relationships with journalists and contributing to the conversations that determine how the public understands legal issues.

That visibility is becoming more important digitally too. News-related prompts on ChatGPT increased by more than 200% between January 2024 and May 2025, reflecting a broader shift towards AI-driven discovery and publicly available information. News coverage and expert commentary increasingly shape what people encounter first when researching legal issues online, particularly around fast-moving or high-profile topics.

But the benefits of a stronger public profile extend towards how your firm is viewed internally. Having that visibility on major legal developments can shape recruitment, attract talent and strengthen how firms are viewed by prospective hires who are looking for practices publicly recognised for their areas of expertise.

That is where specialist legal PR support becomes valuable. Firms are looking for advisers who understand how legal stories develop publicly, where commentary adds genuine value and how expertise can be communicated clearly without losing credibility.

Visibility is increasingly shaping which firms people recognise first, remember first and ultimately approach first.

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