

# What's next?

## Promoting **your chapter**

# International **Comparative** Legal Guides

We encourage you to **share your contribution** with your network via dedicated emails, newsletters and on social media using the URL provided. We've also attached an image for you to use **across social media**.

Here are a few of the best practices we recommend to get the most from ICLG via your own marketing networks, and an overview of what we are doing to promote your participation. If you require any additional digital assets, please let us know.



### **LinkedIn announcements**

We find LinkedIn a fantastic tool to share content with the relevant community and we encourage you to do the same. Share the contribution on your firm's page, tagging the authors to maximise the exposure of the post. You'll find you have a bespoke image to accompany your post too, you simply need to share the link.



### **Press releases**

Does your firm have an active press centre? Announce your involvement in the guide via a press release, including a brief synopsis and a link to the chapter online.



### **Email campaigns to your client network**

Make sure clients and prospective clients have access to your contribution. It's a great way to showcase your expertise in the area.

## How we promote **your contribution**

### 🕒 **Global digital reach**

Your chapter content, firm profile and author details have been tagged and optimised to ensure maximum exposure online. We follow best-in-class SEO practices to ensure high search engine rankings.

### 🕒 **Free online access**

Your chapter is free to read online and for registered users to download in PDF format from ICLG.com, one of the highest ranking legal reference websites.

### 🕒 **Social media support**

Each guide is promoted by the ICLG marketing team across our social media channels, including LinkedIn, X and Facebook.

### 🕒 **Email marketing**

Our contributors benefit from highly-targeted email marketing campaigns.

### 🕒 **Wider distribution**

We share digital copies of the guide with heads of legal, corporate officers and general counsel at the world's leading corporations. Hard copies of the publication are also distributed at legal and trade conferences.