

# Best Practices for Announcing a Law Firm Name Change

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Changing your law firm's name is a significant event that can have a lasting impact on your brand identity and client relationships. Transitioning from the names of your firm's founding partners to an acronym involves careful planning and strategic execution to ensure a smooth transition. Here are some best practices and a suggested timeline to help you navigate this process.

## Develop a Clear Rebranding Strategy

First and foremost, understand and communicate the rationale behind the name change. Clearly articulate why the firm is making this move and what benefits it brings. This ensures that everyone, both internally and externally, understands and supports the change.

Set clear objectives for the rebranding. Are you aiming to modernize the firm's image, reflect a broader scope of services or refresh the brand? Defining these goals will guide your strategy.

Engage key stakeholders early in the process. Involving partners, senior associates and administrative staff will ensure their buy-in and support for a successful transition.

## Create a Detailed Timeline

### Pre-Announcement Phase (2-3 months before the name change):

- **Research and Planning:** Conduct thorough research on successful rebranding campaigns and outline your strategy, objectives and timeline.
- **Internal Communication:** Inform all staff about the upcoming change and provide them with talking points and FAQs to ensure consistent messaging.
- **Legal Considerations:** Address all legal aspects of the name change, including trademark registration and updating legal documents.

### Announcement Phase (1 month before):

- **Press Release:** Prepare a press release announcing the name change, highlighting the reasons and benefits.
- **Client Communication:** Draft personalized emails to clients explaining the change and

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reassuring them about the continuity of services.

- **Social Media Teasers:** Launch a social media campaign with teasers about the upcoming change, using engaging visuals to build anticipation.

### **Announcement Phase (Launch day and immediately afterward):**

- **Website and Email:** Update your website and email signatures with the new name, ensuring all digital assets reflect the new branding.
- **Social Media Launch:** Announce the new name on all social media platforms, sharing the press release and an explanatory video if possible.
- **Press Engagement:** Distribute the press release to relevant media outlets and schedule interviews with key journalists to discuss the change – just keep in mind that this isn't "news" for many media outlets so you may not get many media hits from this.

### **Post-Unveiling Phase (1-3 months after announcement):**

- **Client Follow-Up:** Send follow-up emails to clients, thanking them for their support and addressing any questions.
- **Advertising Campaign:** Consider launching an advertising campaign to promote the new name through online ads, sponsored content, and print ads in legal publications.
- **Monitor Feedback:** Regularly monitor feedback from clients and the business community, addressing any concerns promptly and adjusting your strategy as needed.

### **Best Practices for Rebranding Execution**

- Consistency is key. Ensure all communications reflect the same message about why the change is happening and what it means for clients and the community.
- Update your visual identity, including your logo, color scheme and other visual elements, to align with the new name. Consistency across all platforms and materials is essential.
- Train your staff on the new branding guidelines. Provide them with resources and templates to help them communicate the change effectively.
- Engage your clients by hosting a virtual or in-person event to celebrate the new name. Invite clients, partners, and media to join and learn more about the rebranding.
- Continuously monitor the rebranding campaign's effectiveness. Use analytics to track engagement and adjust your strategy based on feedback.

### **Tools and Resources**

To manage this law firm name change project efficiently, utilize project management tools to keep track of tasks and deadlines. Design software can help you create cohesive branding materials, and email marketing platforms can manage your email campaigns. Social media management tools will help you schedule and monitor posts effectively.

Rebranding your law firm from a name-based identity to an acronym is a complex but rewarding process. By following a clear strategy and timeline, engaging stakeholders and maintaining consistent messaging, you can ensure a successful transition. Remember to leverage available tools and resources to manage your workload efficiently.

If you have any questions or need further guidance, reach out to professionals who have gone through similar projects through the Legal Marketing Association or via LinkedIn. Their insights can

provide valuable perspective and help you avoid common pitfalls!

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