

Super Lawyers

MANEY | GORDON Trial Lawyers

Benefiting from the “Seal of Approval” for Lawyers

MANEY | GORDON Trial Lawyers has been representing plaintiffs in the courtroom for almost five decades. Headquartered in Tampa, Florida, it has 18 seasoned trial lawyers in five offices spanning three states, and it has garnered millions of dollars in verdicts and settlements for its clients over the years. Its reputation precedes it, and most of its work comes from referrals from other lawyers—many of whom rely on its entries in [Super Lawyers®](#)—the research-driven, peer-nominated rating of outstanding attorneys—as an extra source of confidence and credibility. By consulting Super Lawyers, referrers can be assured that those in its rankings are truly at the forefront of their profession.

Four of the attorneys at MANEY | GORDON Trial Lawyers are currently recognized by Super Lawyers, including Managing Partner Jeffery “Jack” Gordon, who has been included in its rankings since 2012 and is profiled as one of the Top 100 Super Lawyers selectees in Florida and one of the Top 50 in Tampa Bay. Talking about his inclusion in Super Lawyers, he says, “For me, the Super Lawyers designation is a means of distinguishing the leaders that are out in front of the rest of the pack. Just like in the Tour de France when you have the race leaders far ahead of the rest of the main field of riders in the peloton. I certainly try to maximize the value of the opportunity. It has done a great job of serving as a proof source and helping my branding. I’m fortunate to be able to utilize it.”

“Super Lawyers absolutely has garnered the attention and the respect of the legal industry. It’s the number one source of credibility.”

Jeffery “Jack” Gordon
Managing Partner

Recognition and Respect

MANEY | GORDON Trial Lawyers has explored many different avenues for marketing over the years, including TV and radio appearances, print advertising, and even sponsoring a production of the play “12 Angry Men.”

However, Gordon explains that he sees Super Lawyers as less of a marketing tool and more (importantly) as a “grassroots” method of developing relationships with—and earning the respect of—other lawyers and consumers. Plaintiff and defendant lawyers looking to refer cases, who may already have heard of MANEY | GORDON Trial Lawyers, will often do some research on Super Lawyers before making a referral, and he does likewise when he has a case to refer onward.

“Where do people go to check us out? Where do they go to seek information and to gain confidence that there is the seal of approval from people who know what good lawyering is? They go to Super Lawyers,” Gordon says.

“Super Lawyers absolutely has garnered the attention and the respect of the legal industry. It’s the number one source of credibility. It’s rare that a week goes by when I don’t receive a call from an out-of-state lawyer looking to refer a case, saying they looked me up on Super Lawyers. We’ve earned the opportunity now to review more complex, valuable, significant, and newsworthy cases, and Super Lawyers has contributed to that.”

A Cut Above

Gordon points out that the caliber of those ranked as Super Lawyers is second to none: they are all respected practitioners from well-regarded firms, with whom he is very happy to be associated. For example, when advertising in the *Super Lawyers* magazine, “It groups us with other reputable firms; they’re all top-notch. I don’t see lawyers that I don’t think should be in there.”

The firm has online profiles on the SuperLawyers.com directory (making use of both expanded and premium profiles), and it also regularly takes out print advertising in the *Super Lawyers* magazine to highlight both the firm in full-page ads and to showcase individuals in prominent “TopSpot” or “Spotlight” placements. It also displays the Super Lawyers logo on physical plaques, business cards, multiple magazine publications, television commercials, and its website.

“We have to enhance our digital footprint, but I’m a big believer in the power of print, too. People still flip through magazines, and I still give out business cards with the Super Lawyers logo on them,” says Gordon. “All the ad campaigns in Super Lawyers look classy, whether that’s in the online directory or the magazine—it’s really high quality. That matters because the way you are perceived through your adverts and branding bolsters your reputation.”

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“The creative team at Super Lawyers is great. There’s some real design talent there. Being able to team up with them is an asset we highly value.”

Measuring return on investment (ROI) from various marketing efforts has been a challenge over the years, but Taylor Girard, Creative Director at MANEY | GORDON Trial Lawyers, explains that “Super Lawyers provides as much tracking as possible by filtering communication through specific phone numbers and messaging platforms. We can then follow up on our side to see where that lead was generated. Now, there are lots of “assists” in marketing and advertising, but all that data helps.”

At the same time, establishing what works and measuring success is often about trying different ideas and relying on gut feeling. “I know it works, and if I didn’t have it, I would feel the difference,” Gordon concludes.

MANEY | GORDON TRIAL LAWYERS

MANEY | GORDON Trial Lawyers specializes in medical malpractice, wrongful death, car accidents, and personal injury work. Established in 1975, it has acted for more than 10,000 clients and has a 90% success rate on its cases.

FIRM CHALLENGES

The firm has an excellent reputation and receives many referrals from other lawyers, but it is still important to have a trusted resource where people can search for and verify the legal expertise they are looking for.

WHY SUPER LAWYERS?

MANEY | GORDON Trial Lawyers sees Super Lawyers as the number one source of credibility for those seeking legal experts. Being named in Super Lawyers boosts individuals’ and the firm’s branding, assists with referrals, and puts them in the company of other well-respected legal professionals.

BENEFITS

- The Super Lawyers Online Directory is seen as the go-to, trusted source of information about top-class lawyers
- Increases visibility, builds status, and encourages recommendations
- High-quality print advertising designed by the Super Lawyers team
- A variety of profile-raising options, from print and online adverts to logos and banners

For more information about Super Lawyers, please visit [SuperLawyers.com](https://www.superlawyers.com).