

Law Firm Marketing: Study Says More Than Half of Web Users Read Blogs

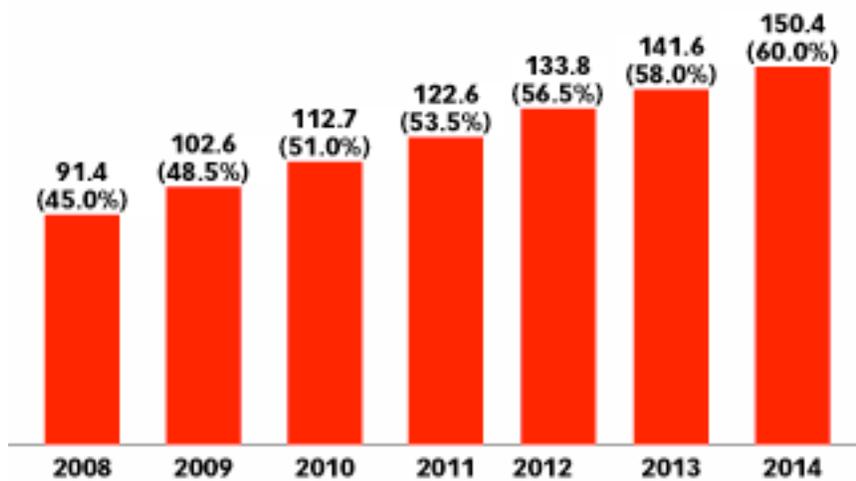
By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

In a new report on the influence of blogs, eMarketer found that in 2010, **51 percent of Internet users in the U.S. -- over 91 million – read blogs**, and projects that usage to go to 60 percent (150 million) in four years.

Folks, that's a lot of folks.

US Blog Readers, 2008-2014
millions and % of internet users



Note: internet users who read blogs at least monthly
Source: eMarketer, Aug 2010

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www.eMarketer.com

The report finds that while social networks like [Facebook](#) and [Twitter](#) continue to be more popular, blogs hold a unique position in the online media landscape because they have become an accepted source of information.

Like social media networks, **blogging enables you to widen the circle of people you engage with** for little or no cost to you except time. When used properly, it becomes a clear, consistent voice for your practice. It entices prospects, referral sources, colleagues, clients and thought leaders to engage you in dialogue.

It keeps you top of mind. It builds visibility among your target clients. Ultimately, it earns you more of the kind of client you most desire.

Blogging is your forum to connect with the community at large and to make it clear that you are an expert in your field.

To make your blog a highly effective medium for your law firm marketing program, your blogging strategy should include:

- A **topic list designed to engage** your target audience
- A **list of social media (such as Facebook and Twitter) to promote** it
- A **list and schedule for article marketing services** to add visibility and to feed it to reporters and thought leaders
- An up to date blog that you **write articles for at least 2 to 4 times per week**
- A **search engine optimization formula** to increase your page rank

When you have all these things in place, you will create a blog that will enhance your overall law firm marketing efforts.

Stop Wasting Precious Time and Money

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.**

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. You can [download](#) them now **free!** Go [here to download](#), and start using these proven strategies today!

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

He has appeared in the American Bar Association Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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