

If Mobile's Becoming Increasingly Important for Small Biz Development – Doesn't That Include Legal & iPhones Too?

March 24th, 2010 by Kara

Mobile and wireless technologies such as smart phones, Wi-Fi hotspots and laptop data cards are becoming more important for small-business owners, according to the "Small Business Technology Poll" from AT&T.

A recent article in [E-marketer](#) stated:

More than one-fifth of respondents said they could not be in business at all without wireless technologies, and a further 43% claimed it would be a major challenge. That makes mobile and wireless critical for about two-thirds of small businesses.

This reflects the increase in use of mobile and wireless tech among small businesses over the past two years. AT&T found that while one-quarter of respondents reported the same usage as in 2007, 74% of small businesses relied on wireless at least somewhat more.

That dependence is set to increase, according to small-business owners' plans for the next two years. Nearly three-quarters of respondents plan to up their use of mobile and wireless technologies, including 37% who say they will use the services "much more."

[Kevin O'Keefe](#) of Lex blog clearly doesn't agree with this rational and strongly disapproved of the [announcement of Karasma Media's iphone application](#) on his blog post [Why your law firm should forget about building an iPhone App](#)



Personally, I can't quite grasp see the rationelle that potential legal marketing service clients and all of us service providers, are out side the realm of these findings.

Look, Apple has a reputation of being young, hip, and innovative and their products reflect that. I don't know too many legal clients who wouldn't appreciate there law firm or legal marketing service provider who provide services that reflect at least some of these attributes.

[Rex Gradeless'](#) blog, the Social Media Law Student, is mainly followed by lawyers, judges, legal technologists, and other legal professionals but also appeals to those interested in the intersection of law and technology.

In March 2010, [Social Media Law Student](#) was rated 249,325 on [Alexa](#), with 190 sites linking in, and Rex has almost 77,000 Twitter followers. He's also a big fan of iPhone Applications in the article, [New iPhone App Gives You The Legal Edge](#) discussing JD Supra's iPhone App...

Again, I don't think we legal marketing folk can disregard all of this...

The legal industry is already notoriously behind other businesses technology, and many attorneys are struggling to maintain and build their client base because of it, so my thought is, opinions dissuading the use of technologies not being used by people criticizing them be taken with a grain of salt.

Like everything else dealing with today's social media tools, brand distinction and interactive outreach is the heartbeat of success.

If you're a small to mid-size law firm feeling like you should invest in an application, now is the time to dive in. Having it designed to suit your needs is not prohibitively expensive and your markets absolutely moving in that direction.

Other articles you may be interested in:

[Legal Professionals Who Are Not Social Media Savvy Can Jeopardize Their Cases](#)

[Legal Marketers – Now Is Not the Time To Give Up On Twitter](#)

[Lawyers – Forget About Quitting Facebook – Expanding Your Comfort Zone To Communicate Is Key](#)

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

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