

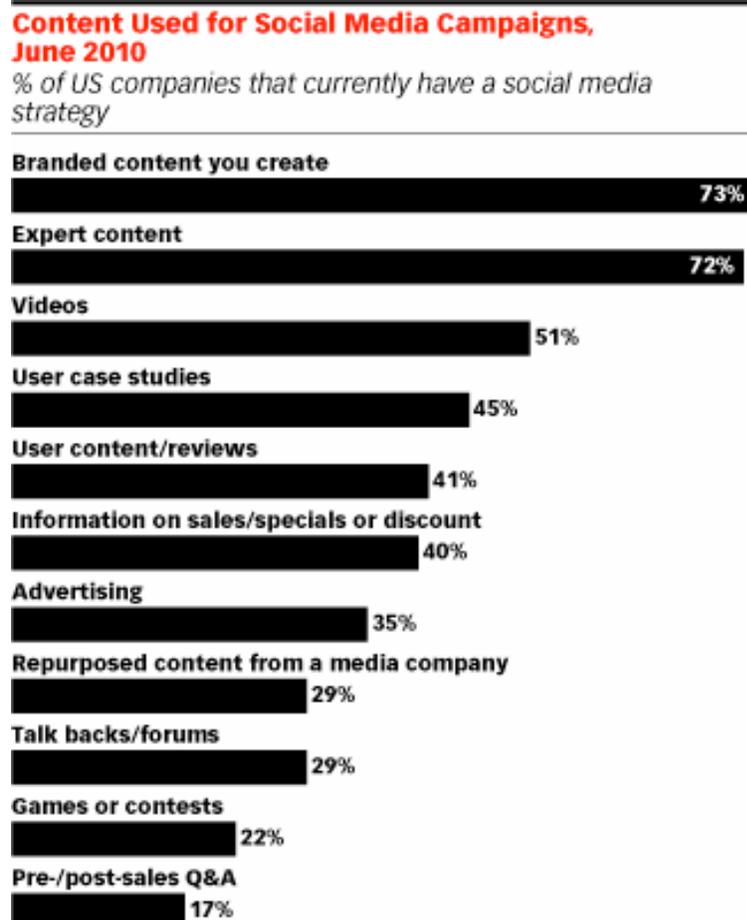
## Law Firm Internet Marketing: Shift to Earned Media in Social Media Campaigns

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December is always the month of predictions for the coming year, and for social media campaigns the trend is clearly for the use of branded and expert content – also called “earned media”.

Earned media is when clients become the channel – through word-of-mouth (referrals), viral campaigns, etc. – and is considered the most credible media channel. According to a recent study, almost three-quarters of companies engaged in social media use this kind of content:



Source: King Fish Media, HubSpot and Junta42, "2010 Social Media Usage, Attitudes and Measurability: What Do Marketers Think?" Aug 11, 2010

A recent thought piece at [emarketer.com](http://emarketer.com) calls this “magnetic” content – anything created on behalf of a brand that consumers want to engage with and pass along to others. Magnetic content has to either serve a function or satisfy a need, and should be engaging, entertaining, amusing and informative. Consumers welcome it, instead of finding it annoying or intrusive.

To create “magnetic content”, marketers must base their social media strategies on an in-depth knowledge of their target market's behaviors, attitudes and needs -- moving from selling a product to solving a problem or meeting a need.

We’ve posted a short survey on social media use by law firms that we’d like to ask you to take – it’s only a few questions and should take about a minute of your time. We’ll post the results and discuss the implications later.

Click [here](#) now to take this short survey.

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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.

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