

Law Firm Marketing: Bing Brings More Facebook Search Results on Board

By: Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Bing is betting we'd all like a little more help from our friends when it comes to search, so it has added even more Facebook into its search results in an effort to steer more search traffic from giant rival Google.

Microsoft, the owner of Bing and a minority owner in Facebook, thinks that making this data available in search will prove to be a large competitive advantage since Google does not have access to this data, and is unlikely to anytime soon.

To integrate your friends' likes into your search results, you'll need to let Bing access your Facebook account. Then, every time you search, you'll see which sites your friends have liked for that search term. If you want to ask one of your friends a question, you click on their profile picture to send them a Facebook message.

If you're shopping on Bing and happen to be one of those people who likes input from others, you can post a photo of your choices to your Facebook wall and ask just one or all your friends what they think.

There's also a new Bing toolbar with a "universal Like button" that allows users to more easily "Like" a web page. And if you're looking for something in a particular city – say, Orlando hotels – images of your friends who live in the Orlando area will pop up, just in case you need to ask their opinion on your choices.

With social media becoming more integrated with search, it is even more important for attorneys to integrate social media into their law firm marketing programs. The fact is, many attorneys cannot devote the time necessary to become educated about it, nor devote the time it takes to do it effectively. This is why we developed the [Rainmaker Automated Blogging and Social Media Program](#). You can get new leads for your law firm through blogging and social media done for you, for one simple and affordable monthly investment.

The Rainmaker Institute will develop, maintain, manage, track and measure your blogging and social media program across multiple platforms, including Facebook, Twitter, LinkedIn, JDSupra, Avvo, YouTube and more.

To learn more about the Rainmaker Automated Blogging and Social Media Program, [click here](#).

+++++

Get All the Law Firm Marketing Strategies You Need to Create A 7-figure Law Practice with Rainmaker In A Box: Volume 2!

Newly released! Rainmaker in a Box: Volume 2 includes:

8 Proven Steps for More & Better Referrals

Discover the proven step-by-step system used to double your referrals from current and former clients and how to build a network of strategic referral partners. Top attorneys have used this exact system to double their referrals in 6 months or less!

7 Strategies to Recession Proof Your Law Firm

Watch and learn as I walk you through the specific strategies top lawyers are using to increase their revenues in this tough economy-and it doesn't include reducing their fees!

6 Keys to Unlocking the Secrets of Social Media

Social media has emerged as the fastest way to build a massive platform of prospects! I pull back the curtain and let you in on little known secrets of how attorneys are generating dozens of leads every month from social media.

5 Core Components for Highly Successful Websites & Blogs

Stephen Fairley's interview with nationally recognized personal injury attorney John Bisnar on how his law firm uses search engine optimization and internet marketing to drive tens of thousands of unique visitors every month to his 30 websites and 10 blogs. Discover proven techniques for converting website visitors into paying clients.

Data DVD:

Includes all 4 PowerPoint slides for all 4 presentations. We recommend you print all these off and take notes on them as you experience these information-packed DVDs!

*****For Blog Readers, Facebook Friends, Twitter Followers and LinkedIn Connections – we are offering you a \$50 discount for Volume 2 and a \$100 discount for both Volume 1 and Volume 2 because of your social media presence with The Rainmaker Institute.**

[Click here now](#) to order!

Stephen Fairley, M.A., RCC, CEO

Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

Stephen@TheRainmakerInstitute.com

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.

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets