

[Law Firm Internet Marketing: 7 Steps to Success in Social Media](#)

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A couple of months ago I blogged about [How to Measure Your Law Firm's Success With Social Media](#) and find myself wanting to revisit this topic again and again because so many business owners (yes, you are a business owner) continue to struggle with how to measure ROI for social media.

Digital intelligence firm [eMarketer](#) just came out with a free report (yes, they want your info, but not your money – see [Monday's blog](#) for why) called [Seven Guidelines for Achieving ROI from Social Media](#) that does a nice job of summarizing exactly what marketers need to do to achieve success with their social media marketing programs:

1. **Establish clear marketing goals** for your product or brand, and then identify social measurements that directly support those objectives.
2. **Organize your measurements and metrics** in a logical framework.
3. Take a **long-term outlook with social media interactions and measurements**. It's a commitment, not a campaign.
4. If hard ROI metrics are difficult to track directly, **consider a range of softer metrics that can be linked back to desired business outcomes**.
5. **Determine a dollar value for customers** who choose to opt in and engage with your brand via social networks.
6. In your ROI calculations, **don't overlook the value of cost savings that can result from ongoing social listening and tracking**.
7. **Build the technological capabilities to measure your customers' complete digital footprint**—in real time.

One of the hardest ones for most attorneys to grasp is #3 – **it's a commitment, not a campaign. Building a social media presence takes time**. You can't expect to throw up a few blogs and have prospects knocking down your doors. Create content that is relevant to your targeted prospect, keep pumping it out there, and they will come.

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This program also includes a data DVD which includes all 4 PowerPoint slides for all 4 presentations. To order this information-packed set click [here](#).

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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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