

Social Media Metrics Every Law Firm Should be Measuring

By Stephen Fairley

<http://bit.ly/oQRGxT>

To accurately measure social media ROI, you should be using both quantitative and qualitative metrics. Both measurements are important because **social media is really about two things: engagement and influence.**

Quantitative measurements are those counted in quantity – it's the "show me the numbers" part of research that can determine how your social media program is performing on the engagement level. There are a number of different quantitative measurements for social media, including:

- Number of visitors
- Number of fans, followers
- Total traffic
- Search engine rank changes
- Leads generated
- Comments posted
- Sign-ups for e-newsletters or freemiums
- Reviews

Qualitative measurements are those relating to or concerning quality and measures how your social media program is performing on the influence level. Some of the ways leading law firm marketers are using qualitative measurements for social media include:

- Increase in communication with prospects and clients
- Strengthening existing relationships with clients
- Increase in referral relationships
- Increase in brand visibility
- Increase in client retention

As you develop your social media marketing plan, take the time to determine what you want to know. Your plan should be able to identify all of your target audiences, the key influencers to those audiences, and your effectiveness



in reaching them. You should be able to track the conversion rate of prospects to clients, the response percentage to your marketing messages, and who is responding to your messaging.

However you choose to measure engagement, it is imperative that you have a success metric in mind before you begin. Without some sort of benchmark, determining your ROI is impossible.

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Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 8,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 7 audio and video training programs.

He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago.





After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys. Since that first event at the State Bar of Wisconsin, Stephen has worked with over 8,000 attorneys from virtually every state in the country and almost every practice area.

Stephen's work has been noted and quoted in the American Bar Association's 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. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 28 countries, has taken 12 cruises (all over the Caribbean and recently to Alaska), he enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

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