

## [84% of U.S. Mobile Consumers Use Devices to Shop](#)

[Stephen Fairley](#)

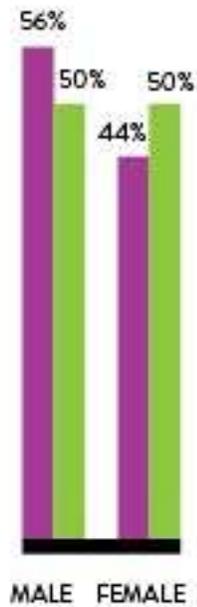
A new [Nielsen report](#) has found that, during the first quarter of 2013, 84% of U.S. mobile consumers had shopped on tablets and smartphones in the last 30 days, an increase of 5% from the same period one year ago.

Nielsen defines mobile shopping as using a smartphone or tablet to make a purchase, research products or services, find stores, read or write reviews and check prices. More than 25% of mobile consumers said they now buy more frequently via mobile than PC.

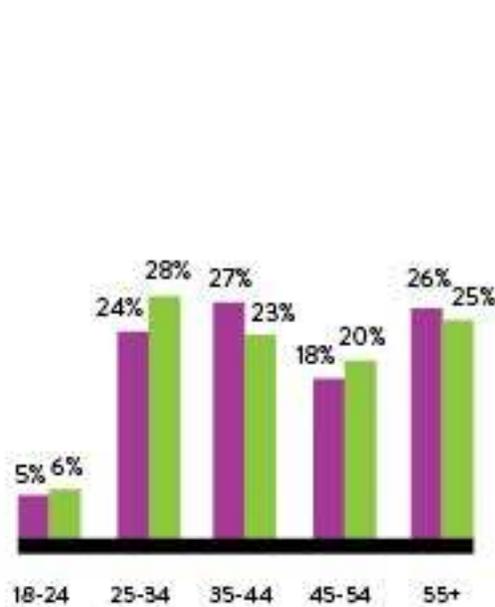
Here's a chart on the Nielsen data:

# ANATOMY OF MOBILE SHOPPERS

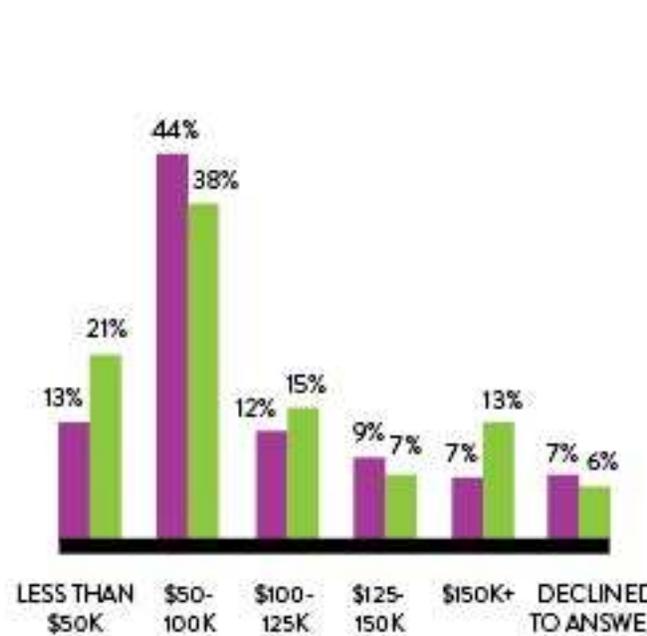
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● Q1 2012 ● Q1 2013

Read as: Among U.S. mobile shoppers during Q1 2013, 28 percent were aged between 25-34 years old, up from 24 percent during Q1 2012.

Source: Nielsen, Mobile Shopping Report, Q1 2013



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Nielsen found that the most active users of mobile devices for shopping are those with incomes in excess of \$100,000.

The Nielsen report provides more evidence – in case you needed it – that consumers are migrating fast to mobile devices for all their Web-based activities. If you are practicing B2C law and your legal marketing plan doesn't include a mobile strategy, you are teetering on the brink of irrelevance.

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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 9,000 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 10 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.

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 33 countries. 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.

For more information or to purchase one of Stephen's law firm marketing products click here.

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