

Think Social Media Doesn't Work for Small Law Firms and Solos? You're Not Alone. But You Are Wrong.

By: Stephen Fairley

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A survey of small business owners by [Ratepoint](#), a customer review platform, found that a majority of them either did not think their customers spent time on social networking sites (20%) or were undecided (26%).

In addition, 56% of small business owners said they either did not believe or were undecided about whether their customers conducted any online research before deciding to do business with them.

Huh?

All the latest statistics on Internet usage show that a majority of U.S. Internet users are on social networks. So it is rather astounding to see this research showing that SMBs don't believe their customers are there.

In addition, respected research done by BIA/Kelsey and ConStat shows that 97% of U.S. Internet users utilized online media (both search engines and social sites) to look for local products and services in the first quarter of this year.

If you are a small law firm or solo practitioner who believes that social media or Internet marketing would not work for you, then I guess you can take a little comfort from the fact that you are not alone among owners of small businesses.

But it is, at best, cold comfort.

Because social media is not a fad. Everyone is adopting. The big firms are investing in legal Internet marketing and social media. And what is so great about social media is that it is the great equalizer on the Internet – where small firms and solos can compete with the big boys on an equal footing without having to invest more to do it.

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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.

He has appeared in the American Bar Association 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.

Stephen is a member of the prestigious National Speaker's Association and his Rainmaker seminars have been sponsored by more than 20 of the largest state and local bar associations in the country.

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