

## **Law Firm Internet Marketing: Are Getting Referrals Through Search Engines the Future?**

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<http://www.TheRainmakerInstitute.com>

This week Facebook and Microsoft's search engine Bing announced a new partnership that could mean big things for online legal marketing, especially when it comes to search engine marketing and referrals.

Facebook and Bing are now **making search social by featuring a Facebook "Like" icon that tells you what your friends have liked** as the result of that search. In addition, Bing will improve its people search function by **prioritizing the names that come up by the number of your friends who know them.**

And that's just the start. The next step they say is **surfacing people who are experts in specific subjects.** Like divorce law. Or real estate law. Or personal injury law. You get the opportunity, right?

More and more, people are turning to online recommendations from people they know and even those they don't know. Obviously, if your friend "likes" a particular law firm or attorney, you would be more inclined to choose them for yourself.

Stay tuned. This could be big.

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Over 7,000 attorneys from hundreds of law firms across the country have discovered how to generate more referrals and find new clients by simply applying our Rainmaker Marketing System.

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- Over 22 proven strategies for attracting more and better clients
- How to create powerful relationships with over 30 new Referral Sources in the next 90 days
- 7 ways to find more clients fast and how to select the best ones for you
- 2 ways to promote your firm to 100,000 people for only \$100
- 5 ways to automate your marketing using technology and the Internet
- 6 secrets top Rainmakers use to dominate their competition
- 8 steps to creating a 6-month comprehensive marketing plan for your firm
- Much, much more!

This live recording of our highly successful 2 day law firm marketing boot camp will inspire you with practical examples, motivate you with sample case studies, walk you through best marketing strategies used by top Rainmakers, and provide a guide for you to quickly implement proven tactics in the next 30 days. You will also get the same 70-page marketing manual used at all our [Rainmaker Retreats](#).

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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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