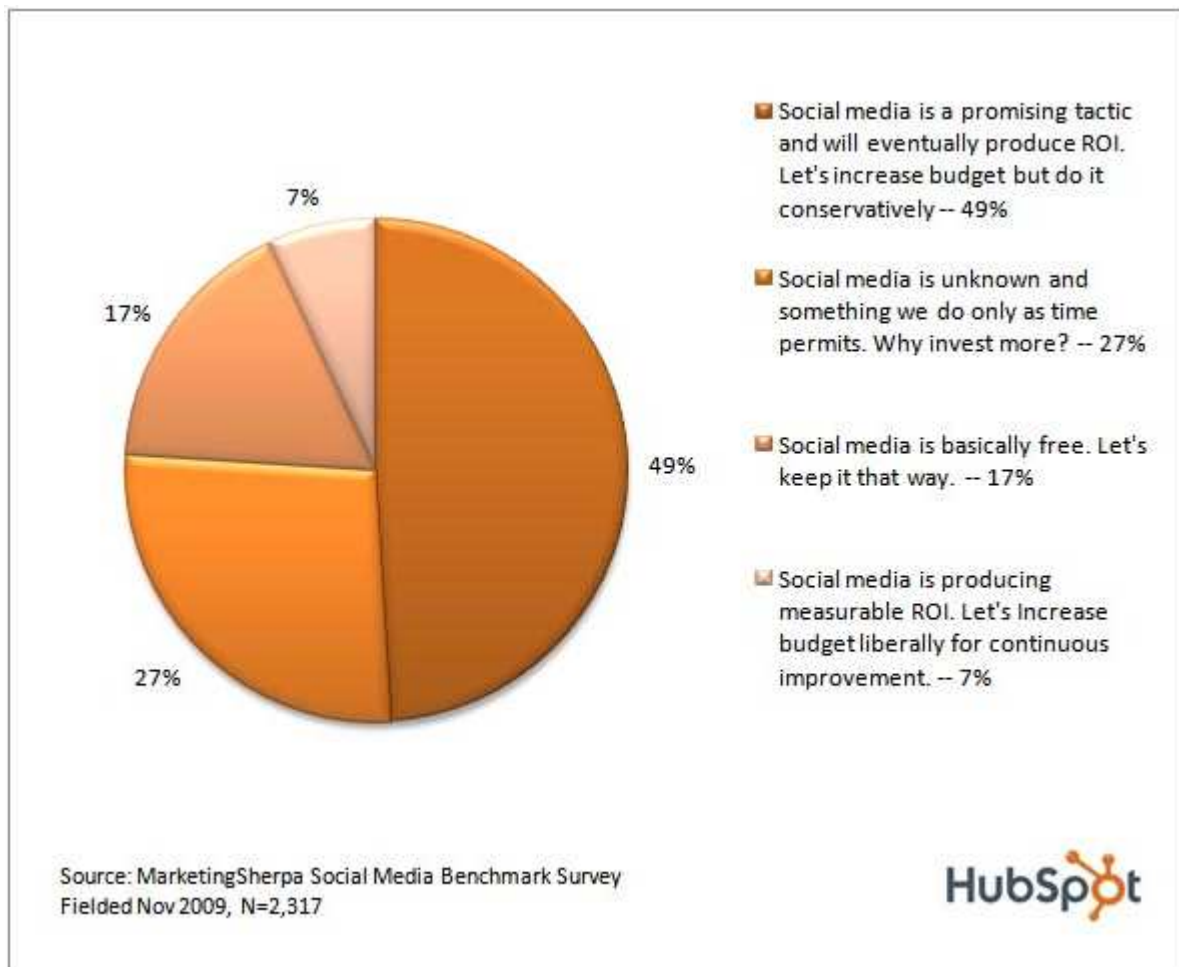


49% of Marketers Plan to Increase Budget for Online Social Media

By **Larry Bodine**, a business development advisor with Apollo Business Development. He has helped law firms nationwide attract new clients and generate new business by using strategy, business development training and individual attorney coaching. See www.ApolloBusinessDevelopment.com. He can be reached at 630.942.0977 and Lbodine [at] LawMarketing [dot] com.



- Considering that social media is at a very early stage in its life cycle, a **7% confidence rating that it is producing measurable ROI and should be funded liberally is impressive.**
- Conservative budget increases by almost half of all marketers surveyed -- based on the promise that social media will eventually produce ROI -- is **another vote of confidence for this marketing channel** in the longer term.
- The 17% of organizations who still believe social media marketing is basically free and should stay that way, are destined to get what they pay for.

Not surprisingly, those who have reached the strategic phase of social marketing maturity are far more likely to be producing measurable ROI or at least seeing signs of a return on their investment on the horizon.

On the other hand, marketers in the trial phase of social marketing maturity are more than four times as likely to not recognize the value this tactic has for organizations willing to invest appropriate time and resources.

An Old Firm Learns New Web 2.0 Tricks

Curtis, Mallet-Prevost, Colt & Mosle LLP has been one of the world's leading international law firms since 1830. With offices in London, New York and 11 additional offices, Curtis decided to utilize a Web 2.0/ Social Networking platforms to market the firm.

The firm created a single RSS Feed that could aggregate all of the content published by Curtis. This "master feed" was then routed to each of the firm's social networking applications. Once implemented, the system enabled all content updates to automatically distribute to the Curtis Facebook page, the LinkedIn group, the Twitter feed, blogs and the website. The Curtis Social Media team "curates" the content that is fed to the sites, ensuring that it engages the target audiences and encourages them to join the niche oriented communities.

By the end of 2009, Curtis established more than 400 online contacts including:

- More than 200 followers on Twitter
- Approximately another 200 fans on Facebook
- 60 group members on LinkedIn.
- More than 13,000 visits to the Curtis blogs.

All this activity has greatly elevated Curtis' position in online searches. In November alone, social networking activity was responsible for almost 9% of total web traffic on Curtis.com, including more than 450 first time visitors.

For more detail on Curtis' Web 2.0 initiatives, please visit the LawMarketing Portal at <http://bit.ly/d7C8MR>