

26 Reasons Why Social Media Should Be Part of Your Law Firm Marketing Program

By Stephen Fairley

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A [post](#) last week at SocialMediaExaminer.com provided a list of 26 social media stats that demonstrate why social media is changing how small businesses market themselves. If social media is not integrated into your law firm marketing program yet, there should be no doubt left as to why it shouldn't be after you read these stats:

1. Facebook now has over 800 million active users.
2. More than 8 of 10 Americans use a social network.
3. Americans spend more time on Facebook than any other website.
4. 4 in 10 Americans access their social media accounts through mobile devices.
5. Of all time spent online, 23 percent is spent on social networking sites.
6. Facebook is the #1 social network with Americans spending 10 times more time on Facebook than Twitter or LinkedIn.
7. Adult social media users are more active offline and have greater influence than their peers.
8. More than 400 million Facebook users log in every day.
9. The average Facebook user has 130 friends and is connected to 80 pages, events and groups.
10. Facebook has 900 million pages, groups and events that people interact with on the site.
11. Facebook hosts over 7 million apps – 20+ million are downloaded daily.
12. Three-fourths of Facebook users are outside North America and Facebook supports 70 different languages.
13. Business brands that post on Facebook every day reach 22 percent of their fan base every week.
14. 91 percent of online Americans access a social media site every month.



15. 98 percent of 18-24 year-olds access a social account every month.
16. College towns log into Facebook the most.
17. The average Facebook user spends 20 minutes on their account every visit.
18. Most Facebook users log in 3-4 times weekly.
19. 1 of 5 social network users visits another social site after leaving one.
20. 81 percent of small businesses use social media to connect with customers and generate leads.
21. 44 percent of small business decision-makers use social media.
22. Of those small business decision-makers who use social media, 86 percent use Facebook, 41 percent used LinkedIn and 33 percent use Twitter.
23. 50 percent of small business owners report getting new customers via social media, primarily Facebook and LinkedIn.
24. Facebook and Twitter users who follow brands are more likely to buy from those companies.
25. Small businesses don't have to spend a lot to get results – 60 percent spend less than \$100.
26. It only takes 20 people to bring an online community to a significant level of activity.

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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 7,000 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 7,000 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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