



Nielsen Report Reflects Growing Influence of Social Media and Blogs on Consumer Behavior

By: [Stephen Fairley](#)

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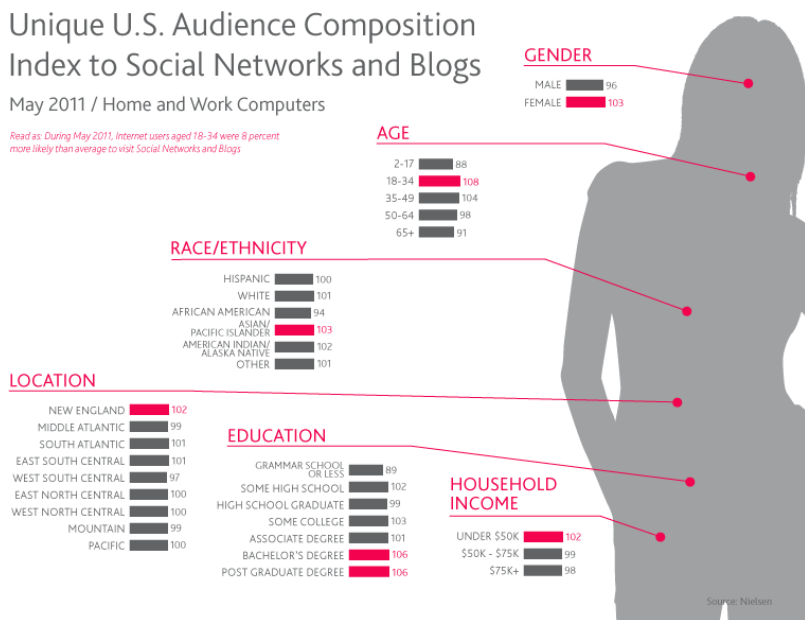
Nielsen has just released its [Q3 2011 Social Media Report](#), which looks at patterns of consumption and trends across all social media platforms in the U.S. and other major worldwide markets to more closely examine the influence of social media on consumer behavior.

Here's an infographic of the U.S. market:

Unique U.S. Audience Composition Index to Social Networks and Blogs

May 2011 / Home and Work Computers

Read as: During May 2011, internet users aged 18-34 were 8 percent more likely than average to visit Social Networks and Blogs.



Highlights of the latest report include:

Social networks and blogs continue to dominate Americans' time online, now accounting for nearly a **quarter of total time spent on the Internet**

Americans spend **more time on Facebook** than they do on any other website – 53 BILLION total minutes per month.

Nearly **40 percent** of social media users access social media content from their **mobile phone** Internet **users over the age of 55** are driving the growth of social networking through the Mobile Internet

Across a sample of 10 global markets (including the U.S.), **social networks and blogs are the top online destination in each country**, accounting for the majority of time spent online and reaching at least 60 percent of active Internet users.

You can download and read the entire report [here](#). If your target market is one that participates heavily in social media, then social media marketing needs to be an important focus for your law firm marketing plan.

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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.

For more information or to purchase one of Stephen's [law firm marketing products](http://www.therainmakerinstitute.com/) [click here](http://www.therainmakerinstitute.com/). <http://www.therainmakerinstitute.com/>
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