

The logo for Rainmaker Retreat features the words "RAINMAKER" and "RETREAT" stacked vertically in a white, serif font. To the right of the text is a stylized graphic consisting of two overlapping, curved shapes in shades of blue and green, resembling a swoosh or a drop.

RAINMAKER  
RETREAT

*Law Firm Marketing Boot Camp for Attorneys*

www.rainmakerretreat.com 888-588-5891

## [How Much Time and Money Do Small Businesses Spend on Social Media?](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

VerticalResponse, a marketing services provider for small businesses and non-profits, recently did a [survey among almost 500 small business clients](#) about how much time and money those businesses currently spend on social media.

They published the results in the infographic below; it's worth taking a look to see how your law firm marketing measures up:

# HOW MUCH DO SMALL BUSINESSES SPEND ON SOCIAL MEDIA?

**43%**

SPEND 6 OR MORE HOURS/  
WEEK ON SOCIAL MEDIA



**25%**

SPEND 6-10 HOURS/WEEK ON SOCIAL MEDIA



**11%** SPEND 11-20  
HRS/WEEK

**7%** SPEND 21+  
HRS/WEEK



## CEOs/OWNERS/PROPRIETORS SPEND:

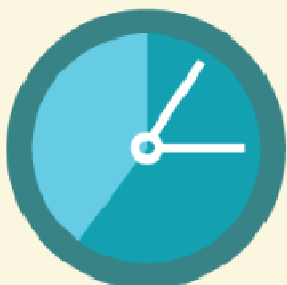
	63%	23%	8.5%	5.5%
Hours/Week	1-5	6-10	11-20	20+

**1/3** of CEOs/owners/proprietors want to spend less time on social media



"My posts and tweets are little messages that tap my clients on the shoulder and remind them to get back in the game."

- JOHNNY SHELBY, OWNER, THIRD COAST TRAINING



**66%**

of small businesses are spending more time on social media, compared to a year ago

**FACEBOOK IS STILL KING**

(PINTEREST & GOOGLE+, NOT SO MUCH)

+++++

## Stop Wasting Precious Time and Money!

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our [Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan](#).

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

[Click here](#) to download, and start using these proven strategies today!



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 8,000 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 8,000 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 Please go to:

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

[http://www.therainmakerinstitute.com/products.htm#Compact\\_Disk\\_Sets](http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets)

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