



[Understand How Consumers Use Social Media to Improve Your Law Firm Marketing Efforts](#)

By Stephen Fairley

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While it is important to understand how social media works and the basic tenants of SEO, it is equally important to understand how your target audience is using social media so your law firm marketing efforts can align with usage patterns.

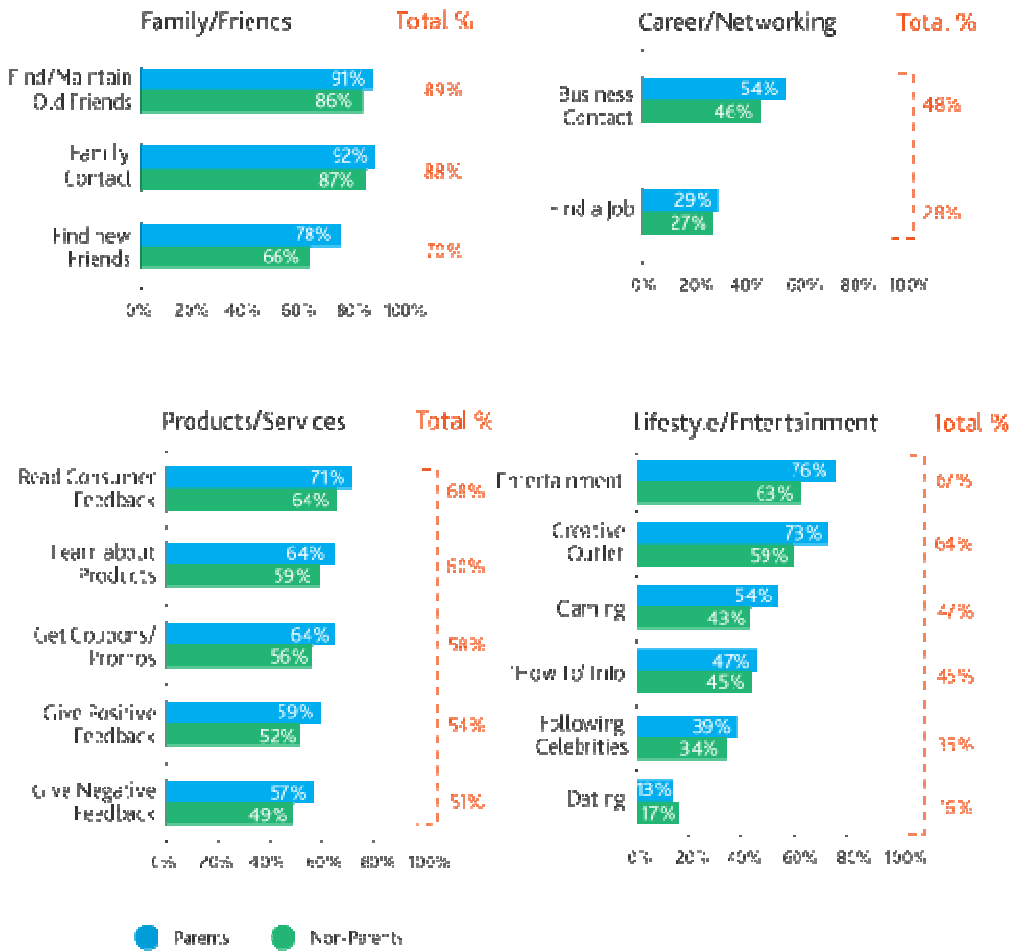
New research by [NM Incite](#), a Nielsen/McKinsey company, takes the recent Nielsen [Social Media Report Q3](#) data and digs deeper to help us all understand how we are using social media. For example, especially relevant to your law firm marketing efforts is the fact that 68 percent of social media users rely on social media sites to provide them with reviews and feedback on services and products. Are you actively monitoring what is said about your practice on social media sites? Are you engaging and encouraging positive feedback?

On the following page, is a graphic from the report that provides a broad overview on how people are using social media today:

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What is social media used for?

% of soc. media users who have engaged in activity



Note: 91 percent of social media users who are parents use social media to find/maintain old friends

Source: NPD Group



It's no surprise that a vast majority of social media users go to social media sites to socialize – not only to keep up with old contacts, but to find new ones. If your law firm marketing plan lacks a robust social media component, you're missing out on a great and inexpensive source of generating new leads.

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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 click here](#).

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