

WSJ Survey: Small Business Says LinkedIn Works Best

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by **Stephen Fairley**

A <u>survey by the Wall Street Journal</u> says that 60% of small business owners believe social media is valuable, and that LinkedIn is the most useful of all the major social networking sites:



The WSJ surveyed 835 small business owners for the survey, and published an article about it earlier this week. The survey found that only 40% of the business owners surveyed had employees dedicated to social media efforts; half said they spend 1-5 hours per week on social media and one-third spend no time at all.

One respondent credits social media for increasing his website traffic from 800 to 12,000 visitors per month in the past two years. He says LinkedIn has been the dominant traffic driver for his B2B business.

Small businesses that benefit from social media have figured out what works and what doesn't. They have a target audience they know well and know where to find. Not all social media networks will work equally for law firm marketers; you need to create a profile of your ideal client then find out which social media sites they are most likely to be found. Create a concise message and be consistent. Engage with relevant content. And keep at it.

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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 9,000 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 10 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.

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 33 countries. 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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