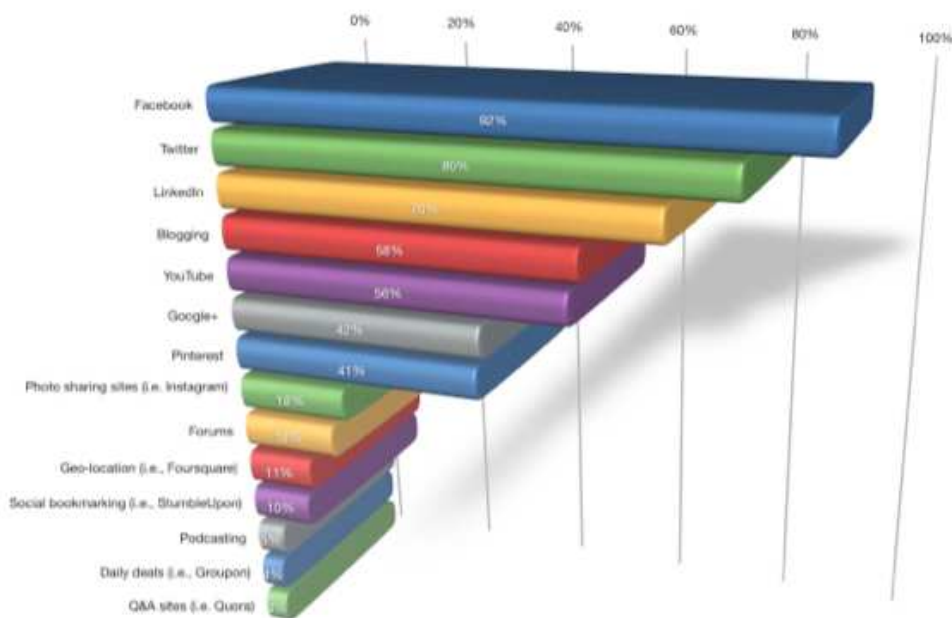


[The Social Media Platforms That Marketers Say Deliver The Best Results](#)

by [Stephen Fairley](#)

The 5th annual 2013 Social Media Marketing Industry Report from [Social Media Examiner](#) looked at how marketers are using social media to grow their businesses today and how they plan to use it in the future. The top 5 social media platforms used by marketers in the study were Facebook, Twitter, LinkedIn, blogging and YouTube:

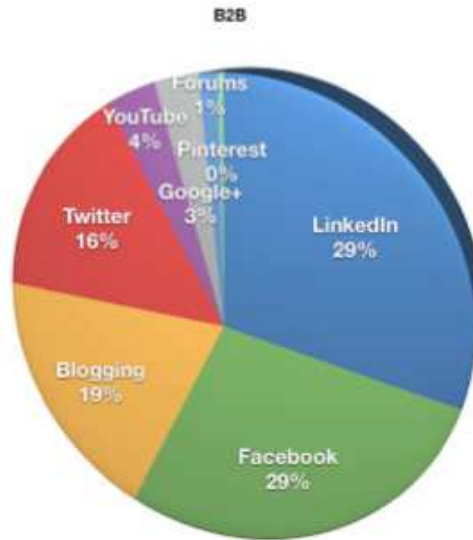
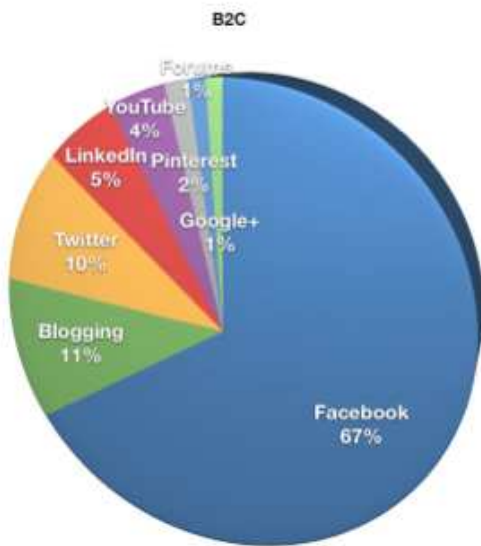
**Commonly used social media platforms**



These platforms were virtually unchanged from 2012. One point of interest for solos is that self-employed marketers were significantly more likely to use blogging than larger firms (64% vs. 48%).

This data seems to correlate with our experience that blogging helps solos and small firms distinguish themselves better at a very low cost.

There were also differences in platforms chosen by B2C and B2B marketers:



By a significant margin, Facebook outweighed all other platforms as the preference of B2C marketers. The verdict was split between Facebook and LinkedIn for B2B marketers.

Click on the link to download the full [2013 Social Media Marketing Industry Report](#).

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**FREE REPORT: How to Use Blogs as a Secret Weapon in Your Online Arsenal**

One of the secret tools of Internet marketing for attorneys is the power of having a targeted blog. According to HubSpot, B2B marketers with a blog generate 67% more leads per month and B2C marketers generate 88% more leads per month than those without a blog.

Here's what you'll discover when you read this report:

- Why you must have a blog in order to stay relevant
- 3 keys to successful blogging
- 7 Guidelines for achieving ROI
- Your 3 choices for managing your blog and social media efforts
- And much more!



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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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