

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

[Internet Marketing for Attorneys: SEO Makes Biggest Impact on Lead Generation](#)

By Stephen Fairley

<http://bit.ly/oQRGxT>

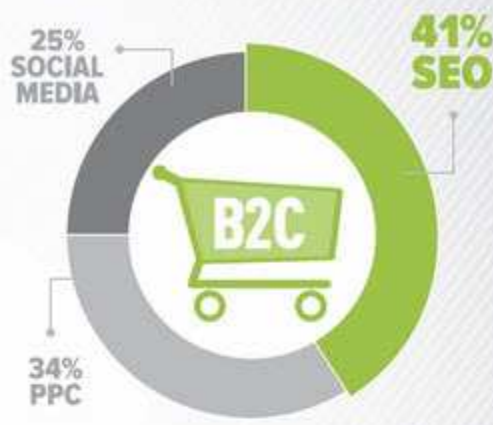
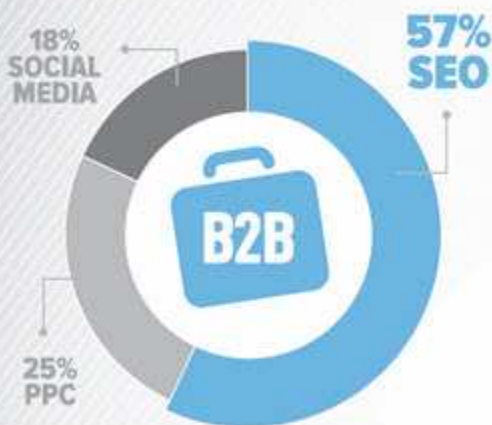
According to WebMarketing123's [2011 State of Digital Marketing Report](#), which surveyed 500 B2B and B2C marketing professionals, SEO makes the largest impact when it comes to generating leads. 53 percent of all survey respondents said SEO makes the largest impact on generating leads, followed by 28 percent for PPC and 19 percent for social media. Not surprisingly, 75 percent of the B2C marketers are most active on Facebook (75 percent), while B2B marketers are more active evenly across the three leading social networks – Facebook (34%), Twitter (26%) and LinkedIn (25%). Here is an infographic outlining the findings from this survey:

2011 STATE OF

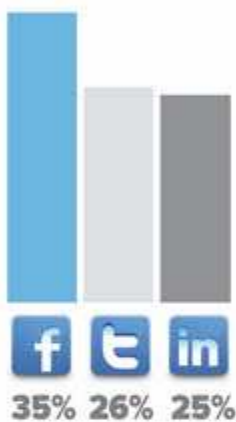
DIGITAL MARKETING

REPORT

WHAT MAKES THE BIGGEST IMPACT ON YOUR
LEAD GENERATION GOALS?



B2B are the most active in:



B2C are the most active in:



+++++

Want to Learn More Social Media Marketing Techniques for Attorneys? Attend a Rainmaker Retreat!

If you are interested in building a lifestyle law practice through effective law firm marketing, then come to one of our upcoming [Rainmaker Retreats](#):

January 27-28, 2012 – Las Vegas, NV

February 10-11, 2012 – Orlando, FL

March 30-31, 2012 – San Diego, CA

April 27-28, 2012 – Chicago, IL

If you want to **learn more about the Rainmaker Retreat** and why it is a proven legal marketing system that has helped over 8,000 attorneys find more and better clients, then [register](#) now for one of our **one-hour complimentary teleseminars**:

Thursday, January 26

1pm PT | 2pm MT | 3pm CT | 4pm ET

Thursday, February 2

12pm PT | 1pm MT | 2pm CT | 3pm ET

Wednesday, February 8

11am PT | 12pm MT | 1pm CT | 2pm ET

Join us and learn why the [Rainmaker Retreat](#) is the one law firm marketing boot camp you cannot afford to miss!



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.therainmakerblog.com/>