

## Law Firm Marketing

### New Study Shows: How Social Media Influences Hiring of Outside Counsel

By Stephen Fairley

<http://bit.ly/oQRGxT>

The [2012 In-House Counsel New Media Engagement Survey](#), conducted by Greentarget, *Inside Counsel* magazine and Zeughauser Group, examines how in-house lawyers utilize social media.

Attorneys who seek to be hired by in-house counsel should take note of the results in planning their law firm marketing efforts – particularly these from the executive summary of the report:

**Blogs are influential.** 76 percent of the survey respondents said they place some level of importance on a lawyer's blog when making a hiring decision.

**Blogs are credible.** 84 percent of respondents said they perceive blogs as credible.

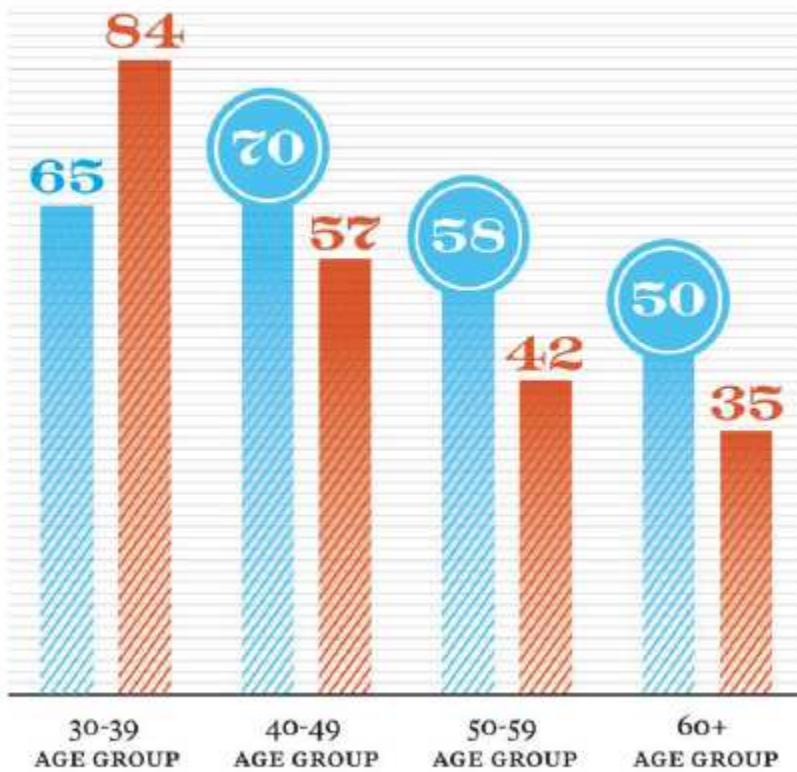
#### Future Influence of Law Firm Attorney-Authored Blogs

DO YOU ENVISION A FUTURE IN WHICH A LAW FIRM'S PROMINENCE THROUGH A HIGH-PROFILE BLOG WILL PLAY AN IMPORTANT ROLE IN INFLUENCING CLIENTS TO HIRE THAT LAW FIRM?



**LinkedIn is the preferred social network.** 88 percent of respondents said that LinkedIn is the “serious” social network for lawyers, and a significantly greater number of in-house counsel are using LinkedIn for both personal and professional reasons.

### LinkedIn Usage During Past 24 Hours + Past Week (Professional Reasons)



**Older generation of in-house counsel is catching up on social media.** A greater number of older in-house counsel are participating in social media than the 2010 survey revealed; most notably, older counselors are becoming greater consumers of blogs.

**Listening instead of contributing.** In-house counsel rarely contributes content on social networks, instead preferring to monitor and listen.

Clearly, social media use among in-house counsel is rising and becoming more influential in decision-making. Attorneys targeting this market as prospective clients need to raise their social media game to be noticed.

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Then subscribe to our [FREE monthly e-newsletter](#). One click of your mouse will take you to our site where you can see the current issue and subscribe to our [complimentary monthly e-newsletter](#) that will be delivered to your inbox. Each issue is chock-full of legal marketing information you can put to use right away. I think you will find the information in every newsletter something you will want to share with your staff to maximize the effectiveness of your legal marketing plan.



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:

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