



## [Law Firm Marketing: How to Tell If Social Media Will Work for Your Practice](#)

By Stephen Fairley

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The latest [report from the Pew Research Center](#) says that two-thirds of adults online currently use social networking sites like Facebook, LinkedIn, YouTube and others – an impressive statistic when you consider that just five years ago, Pew reported that only 5 percent of adults online were involved in social media.

So what does this mean for your practice and law firm marketing efforts?

Should you step up your social media efforts or jump in if you haven't already? The answer is, it depends.

And what it depends upon is your Ideal Target Market (ITM).

Remember the ITM? I talk about it a lot here and we focus on it at our Rainmaker Retreat session as well. Identifying and targeting the right market is absolutely critical to the success of your law firm marketing plan. **If you don't target the right market, nothing else you do will matter.** To be successful as a legal marketer and attorney, you have to start with a clear picture of your ITM.

Take a look at the breakdown of who, demographically speaking, is using social media:

### Who uses social networking sites?

*% of internet users within each group who use social networking sites*

All internet users	65%
<b>Gender</b>	
Men	60
Women	69*
<b>Age</b>	
18-29	83***
30-49	70**
50-64	51*
65+	33
<b>Race/Ethnicity</b>	
White, non-Hispanic	63
Black, non-Hispanic	69
Hispanic (English- and Spanish-speaking)	66
<b>Household Income</b>	
Less than \$30,000	68
\$30,000-\$49,999	70
\$50,000-\$74,999	63
\$75,000+	68
<b>Education level</b>	
Less than high school	68
High school grad	61
Some college	65
College+	67
<b>Geographic location</b>	
Urban	67
Suburban	65
Rural	61

**Note:** \* indicates statistically significant difference between rows.

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish.

If you are a personal injury attorney or DUI lawyer, you should know that 62 percent of accidents in the U.S. involve drivers who are aged 18-49. Social media makes sense for you.

If you are a bankruptcy attorney, you should know that the average age of a U.S. bankruptcy filer is 40 (the #1 age category is 35-44). Social media also makes sense for you.

You get the idea. Social media marketing is just one tool in a law firm marketing arsenal at your disposal. If it fits with your ITM, then you should be using it.

If you don't know how, then I invite you to attend a [Rainmaker Retreat](#), our two-day law firm marketing boot camp where you will leave with a comprehensive marketing plan for your practice that incorporates your ITM and the strategic marketing initiatives you'll need to reach them. Here are the upcoming dates:

- October 7-8, 2011: San Francisco, CA
- October 21-22, 2011: Livingston, NJ
- December 2-3, 2011: Los Angeles, CA

Registration information is available by visiting the Rainmaker Retreat website, [www.RainmakerRetreat.com](http://www.RainmakerRetreat.com) or by calling 888-588-5891.

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**Can't Make It to a Rainmaker Retreat? Then Have One Delivered to You!**

Over 8,000 attorneys from hundreds of law firms across the country have discovered how to generate more referrals and find new clients by simply applying our Rainmaker Marketing System. Here's just a sample of what you will discover in our Rainmaker Retreat Live! 6 CD set audio program:

- Over 22 proven strategies for attracting more and better clients
- How to create powerful relationships with over 30 new Referral Sources in the next 90 days
- 7 ways to find more clients fast and how to select the best ones for you
- 2 ways to promote your firm to 100,000 people for only \$100
- 5 ways to automate your marketing using technology and the Internet
- 6 secrets top Rainmakers use to dominate their competition
- 8 steps to creating a 6-month comprehensive marketing plan for your firm
- Much, much more!

This live recording of our highly successful 2 day law firm marketing boot camp will inspire you with practical examples, motivate you with sample case studies, walk you through best marketing strategies used by top Rainmakers, and provide a guide for you to quickly implement proven tactics in the next 30 days. You will also get the same 70-page marketing manual used at all our Rainmaker Retreats.

[Click here](#) to order your copy of Rainmaker Retreat Live!

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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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