

Social Media Marketing For Attorneys

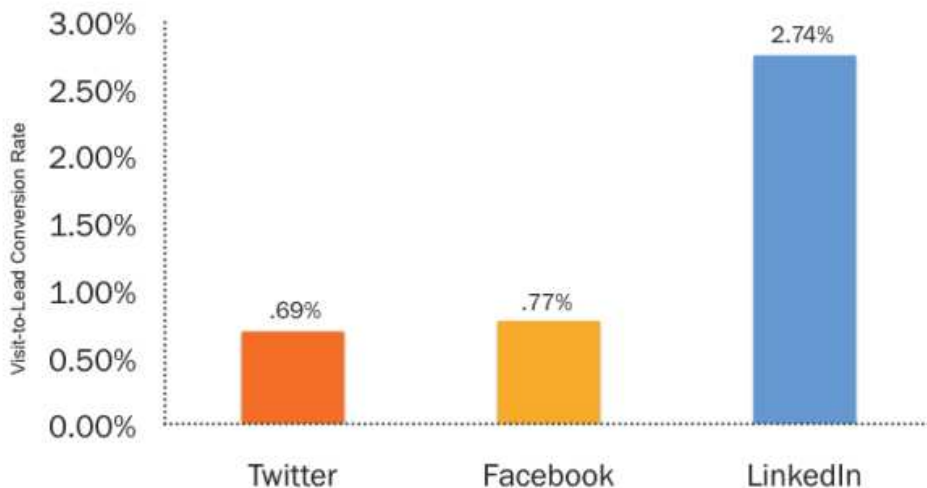
Study Says LinkedIn Best Social Media Network for Lead Generation

By Stephen Fairley

<http://bit.ly/oQRGxT>

A new [study](#) by Hubspot of more than 5,000 B2B and B2C companies shows that LinkedIn far outpaces Facebook and Twitter as a lead generation engine, serving up almost three times as many leads as the other two networks:

LinkedIn Best Social Network for Lead Generation



This study by HubSpot.com included 5,198 B2B and B2C businesses.



Since LinkedIn is the leading business social media network, it stands to reason that B2B marketers would find more gold for their social media marketing efforts. But the Hubspot researchers also say that B2C firms benefit because there is less “personal” clutter on LinkedIn and people who visit are more likely to be in a business frame of mind.

So how do you leverage LinkedIn to generate leads for your law practice?

- 1. Build out your profile.** Take your purpose and craft your profile to reflect that purpose. The key is to compel the people you know and the people who are looking for someone like you to reach out and connect.
- 2. Connect with the people you know.** Use LinkedIn’s built-in tool to import your connections.
- 3. Get testimonials.** Take advantage of LinkedIn’s built-in Recommendations feature to give and receive testimonials. Third party endorsements carry much more weight than your marketing message alone.
- 4. Include CTAs within your content.** Strategically place some calls-to-action (CTAs) in your updates but don’t go overboard – you don’t want to look like you are just there to sell something. Relevant CTAs could include a free whitepaper or report you’ve just uploaded to your website, or a relevant post you’ve just made on your blog.
- 5. Build your network out strategically.** Each connection you make with someone you know grows your overall reach exponentially. Start or join Groups inside LinkedIn where you can connect with thought leaders, experts, prospective clients and prospective referral sources.
- 6. Leverage your networks.** LinkedIn is a social network and a search engine. Connected individuals can see and search for the people in each other’s networks. You can use those connections for business development and for finding your ideal social target market.

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Free CD: Insider Small Law Firm Marketing Practices

Get your free CD on Insider Small Law Firm Marketing Practices by #1 Best-Selling Author And Nationally Recognized Law Firm Marketing Expert Stephen Fairley, and listen as he reveals A Proven System To Generate More and Better Referrals, Find New Clients Fast, and Fill Your Law Practice! Discover:

- How 1 piece of simple technology in your practice will drastically increase your communication with prospects, clients and referral sources – resulting in a major revenue boost
- 5 ways to market and position yourself as a recognized expert
- How 2 Attorneys promoted their law firms to over 100,000 people for less than \$100 in 2 hours
- The 1 item you must absolutely have to create a Million Dollar Law Practice (hint: Not having this will almost guarantee your failure!)
- 6 BIGGEST secrets to generating more and better referrals
- How to create a proven network of 30 new Strategic Referral Partners in the next 90 days

To obtain your free CD, click [here](#) now.



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/>

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