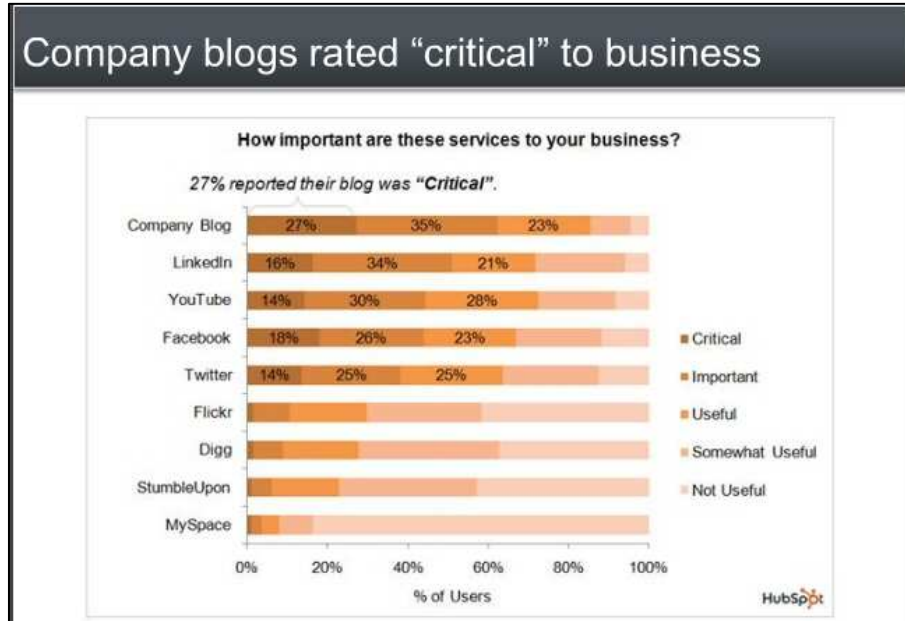


Blogs are Great Marketing Investments

By **Larry Bodine**, a business development advisor with a nationwide practice. He has helped 250+ law firms generate new revenue by devising strategies, conducting business development retreats and individually coaching attorneys. He can be reached at www.LarryBodine.com and 630.942.0977.



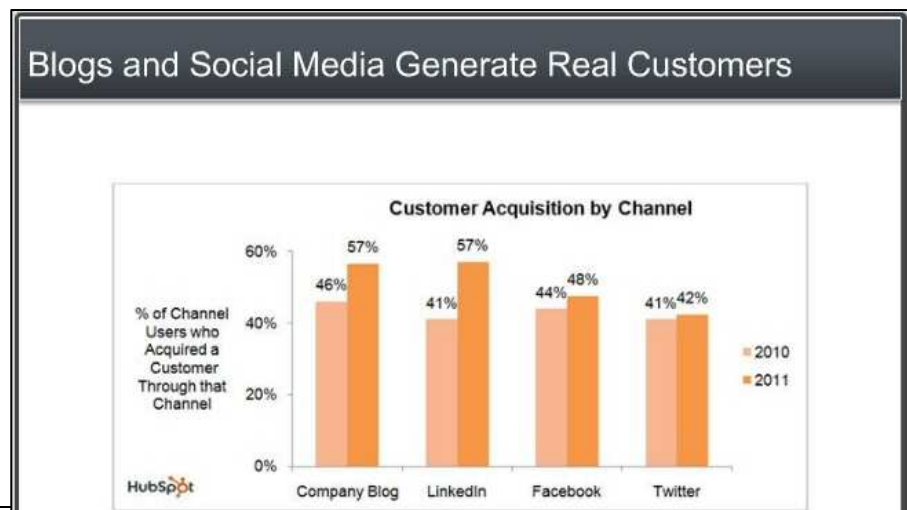
According to new research by HubSpot.com, **Blogs are still great marketing investments.** Every post you publish is a long-term asset and is helping build brand and awareness. **Blogs and social media really do generate clients.** The more often you blog, the more likely you are to acquire clients. There is a big drop-off in client acquisition if blog monthly or less often.



Social media are also important in client acquisition. For professional services firms – LinkedIn was the most effective channel, followed by blogging, then Facebook and rounding out the bottom, Twitter. Law firms seeking consumer clients had success with Facebook and their firm blog.

Marketing money-wasters include trade shows, pay per click advertising, direct mail and telemarketing, which had the highest cost per lead. Large firms are spending the most money in these areas, mainly because they believe "it's always been done this way."

And as we all know, yellow page advertising is a waste of money. Many



630.942.0977

businesses have discontinued their YP ad and seen zero decrease in leads.

If you're not blogging, you're in the minority: 65% of businesses have a blog. 27% of respondents said the company blog was "critical" to business – the highest percentage ever. To a lesser degree, LinkedIn, YouTube and Facebook and Twitter were found "critical." Flickr, Digg, StumbleUpon and MySpace were considered "not useful."

In HubSpot's newly-released "**2011 Report - The State of Inbound Marketing**," 644 respondents were surveyed in a wide range of industries and company sizes. The results were compared with 2011 responses to 2009 and 2010 surveys.

HubSpot has 4,000 customers that use their software to execute on their inbound marketing. See www.hubspot.com/ROI.

For more on this topic, call:

Larry Bodine, Esq.

Business Development Advisor

Tel: 630.942.0977

E-mail: Lbodine@LawMarketing.com

Web: <http://www.LarryBodine.com>

Assisting law firms for 20 years:

- Training lawyers at firm retreats.
- Coaching lawyers to develop their personal marketing plans.
- Developing business development strategies.
- Using technology to market a practice.