

Put a Twitter "Follow" Button on Your Blog or Website

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.



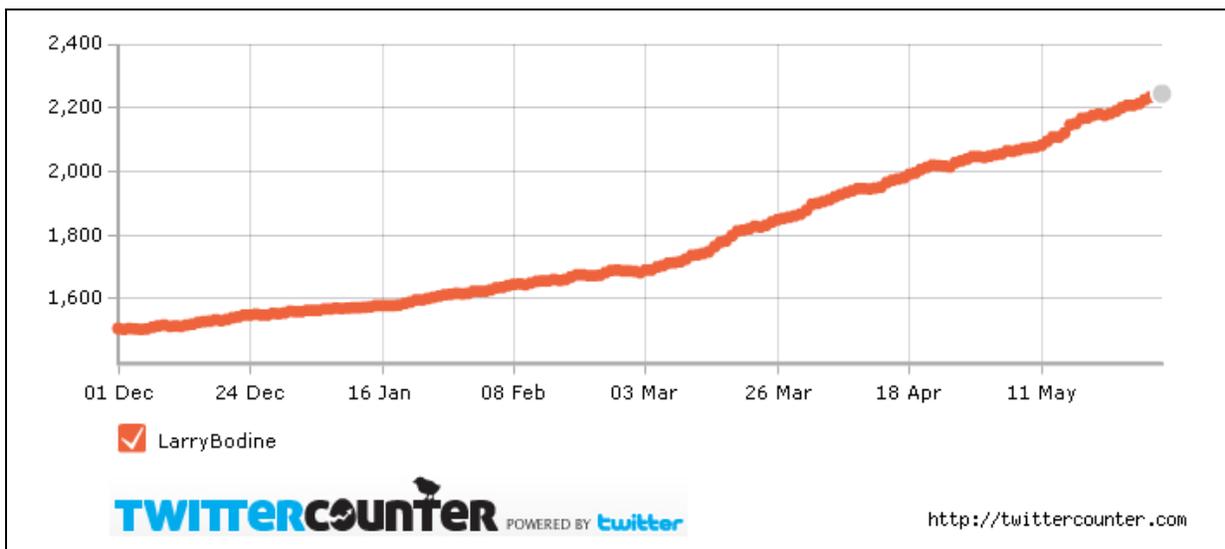
When corporate America embraces something new, you have to pay attention. Say what you will about Twitter, but when companies like AOL.com, CBS News, MarketWatch, The Wall Street Journal, The Washington Post, and Yahoo! Local add the new Twitter "Follow" button to their websites, it's worth looking into.



As of May 2011, 13% of online US adults use Twitter, up from 8% who did so in November 2010, to according brand new data from the Pew

Internet & American Life Project. Slightly more than half (54%) of Twitter users access the service via cell phone. I talked to the head of a 30-person marketing agency and he said he had 5 employees managing the social media accounts, including Twitter, for law firms nationwide.

To find out how your Twitter base is growing, simply visit Twitter Counter at <http://twittercounter.com/pages/100> and you'll get a neat chart like the one below. When I looked up the growth of my own Twitter base, I recognized that I have a lot of friends that I want to stay in touch with:



Of course, I am a piker compared to uber-tweeters like my friends Kevin O'Keefe, Nancy Myrland or Stephen Fairley, but I do my best to make my Tweets informative and practical.

Law Firm Marketing Takeaway

Get the HTML code to create your own Twitter Follow button at <http://twitter.com/about/resources/followbutton> and paste it into your blog and website. Simply to go Twitter's Follow Button Configuration Page, complete the online form and you'll have your own custom code to put a button online.

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>

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