

Find More Clients Via Social Networking than Email

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The average American spends almost a third of their time on the Internet playing games and using social networks, according to a new survey by Nielsen. Social networking sites and services take up the largest chunk of time, at about 23 percent of all time spent online, and that figure is up sharply from just 16 percent in June 2009. Online games account for the next largest block at 10 percent, up from 9 percent in the previous survey.



Larry Bodine

Top 10 Sectors by Share of U.S. Internet Time				
Rank	SubCategory	Share of Time June 2010	Share of Time June 2009	% Change in Share of Time
1	Social Networks	22.7%	15.8%	43%
2	Online Games	10.2%	9.3%	10%
3	E-mail	8.3%	11.5%	-28%
4	Portals	4.4%	5.5%	-19%
5	Instant Messaging	4.0%	4.7%	-15%
6	Videos/Movies	3.9%	3.5%	12%
7	Search	3.5%	3.4%	1%
8	Software Manufacturers	3.3%	3.3%	-0%
9	Multi-category Entertainment	2.8%	3.0%	-7%
10	Classifieds/Auctions	2.7%	2.7%	-2%
	Other	34.3%	37.3%	-8%

Source: The Nielsen Company

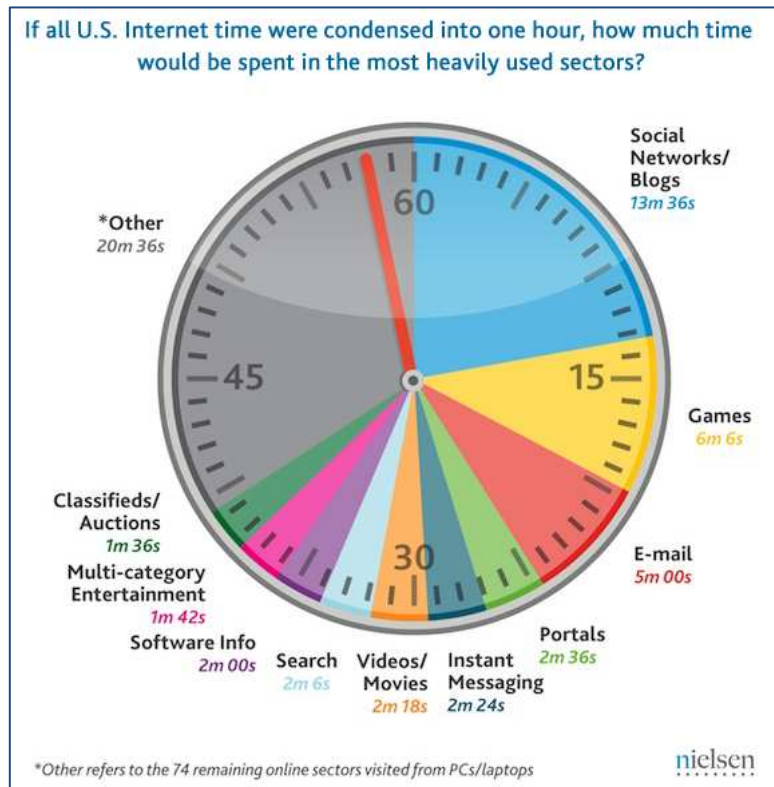
This has a significant impact on the marketing strategies of law firms. Marketers can now assume that a better way to reach target clients is via online social networks, and less so via email marketing. See also: [In-House Attorneys Now Use New Media Platforms to Find Lawyers](#).

If all of the activity surveyed were squeezed into a single hour — social networks and blogs would account for almost 14 minutes of that hour, games would use up to 6 minutes and email 5 minutes.

(Interestingly, the situation is reversed on mobiles. Email still takes up the majority of

time spent, and would account for almost half of the hour, according to Nielsen's survey. Social networks and blogs account for just 6 minutes of time spent on mobiles, and portals about 7 percent.)

"Despite the almost unlimited nature of what you can do on the web, 40 percent of U.S. online time is spent on just three activities – social networking, playing games and emailing leaving a whole lot of other sectors fighting for a declining share of the online pie," said Nielsen analyst Dave Martin.



Additional findings include:

- Online games overtook personal email to become the second most heavily used activity behind social networks – accounting for 10 percent of all U.S. Internet time. Email dropped from 11.5 percent of time to 8.3 percent.
- Of the most heavily-used sectors, videos/movies was the only other to experience a significant growth in share of U.S. activity online. Its share of activity grew relatively by 12 percent from 3.5 to 3.9 percent. June 2010 was a major milestone for U.S. online video as the number of videos streamed passed the 10 billion mark. The average American consumer streaming online video spent 3 hours 15 minutes doing so during the month.
- Despite some predictions otherwise, the rise of social networking hasn't pushed email and instant messaging into obscurity just yet. Although both saw double-digit declines in share of time, email remains as the third heaviest activity online (8.3 percent share of time) while instant messaging is fifth, accounting for four percent of Americans online time.

- Although the major portals also experienced a double digit decline in share, they remained as the fourth heaviest activity, accounting for 4.4 percent of U.S. time online.

For more on this topic, call:

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