

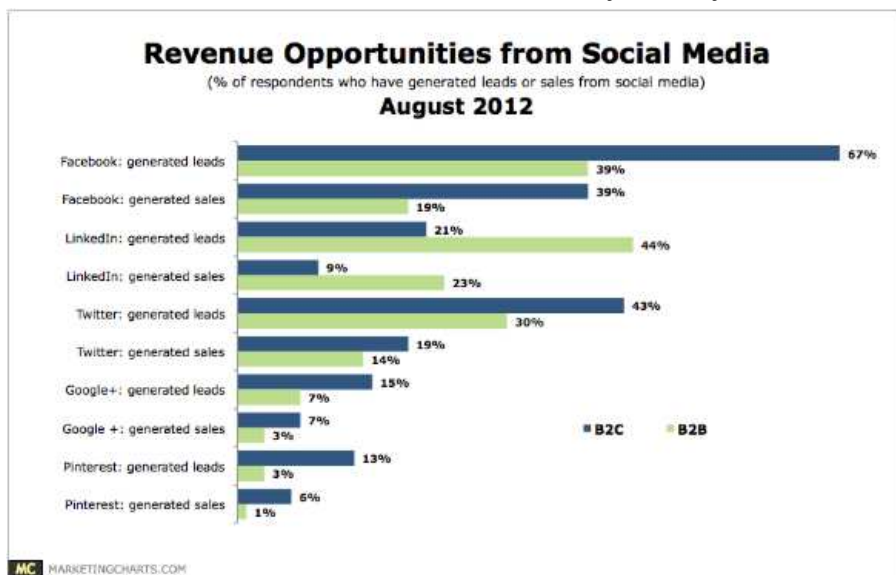
Social Networks That Perform the Best for B2B and B2C Legal Marketing

By Stephen Fairley

<http://bit.ly/oQRGxT>

A new [report from Webmarketing123](#) shows that social networks perform differently depending on whether you are a B2B or B2C marketer when it comes to generating leads.

It may not surprise many legal marketers to learn that Facebook performs best for B2C law firms and LinkedIn works better for B2B firms. What you may find interesting is how large the gap is in some areas:



Even though LinkedIn outpaced other social networks for B2B marketers in terms of generating leads and sales, Facebook also made significant contributions for lead generation and sales for B2B – 39% of B2B marketers said that Facebook generated leads and 19% reported sales directly from their Facebook efforts. Twitter ranked third.

For B2C marketers, Facebook and Twitter performed best, followed by LinkedIn.

What this latest data shows is the **importance of maintaining a presence on all social media networks** for generating leads and sales. But you also need to realize how people are using social networks – the fact is,

social networks are now being used as personal search engines for people looking for reviews and recommendations on products and services.

Instead of viewing social networks as a time-suck, law firm marketers need to realize that **social media sites are evolving into referral engines that can deliver prospects and clients quickly and affordably.**

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Practice Made Perfect for Lawyers CD Set

The [Practice Made Perfect CD set and manual](#) applies Stephen Fairley's unique High Impact Marketing System to the practice-building challenges faced by solo practitioners and partners at small law firms.

It includes dozens of specific marketing and sales recommendations that can be easily and quickly applied to your firm, including:

- The only 7 sure-fire ways to get clients in your door NOW
- Why advertising doesn't work for most small law firms
- The 7 reasons why people don't buy from you
- How to market and sell with USP's (Unique Selling Proposition)
- Using audio logos to attract immediate attention for your business
- Using low-cost, high impact marketing strategies
- Strategies for achieving maximum results from all of your marketing efforts
- How to discover your Ideal Target Market
- 3 critical factors to remember when looking for new clients
- The NEW sales cycle for professional services
- How to retain your best clients

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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 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:

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