

What can you learn from the large law firms about legal marketing in 2010?

By: Stephen Fairley

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A recent [law firm marketing article](#) shows where the large law firms are planning to deploy their legal marketing resources in 2010. While you are not directly competing with them for clients, you can learn from the research that their staff's have conducted on the state of legal marketing today.

I find it interesting that the top two items on their marketing agendas are items that we have been encouraging you to implement for some time now – investing in social media and investing in client loyalty interviews.

Social media – such as Twitter, LinkedIn, Facebook, blogs, Youtube etc – allows you to have contact with your clients, prospects and referral sources in the mediums that are most comfortable and familiar for them. Social media should be a part of your integrated Web presence to maximize the effectiveness of search engine optimization and deliver the largest presence possible for your marketing dollar.

Client loyalty interviews are another area where more than 9 out of 10 law firms are spending their marketing dollars this year. Researching what your clients are looking for is standard operating procedure in most companies, and law firms are no exception. I would encourage you to expand this process to include your referral sources. Conduct some anecdotal research with your referral sources and ask what their friends and clients are looking for. That will give you an additional window into the world of your prospective clients.

I encourage you to read the rest of the article to learn all that you can from the larger law firms. They have research and marketing staffs that have put together a wealth of information that you can glean from. In this economy, make use of every resource that is available to you. Especially ones that you don't have to pay for.

If you are still unsure about attending a [Rainmaker Retreat](#), sign up for one of our [complimentary teleseminars](#). These free, one-hour calls will give you a taste for the information that will be presented during a Rainmaker Retreat. Don't miss this opportunity to preview something that can revolutionize your law practice.

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

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