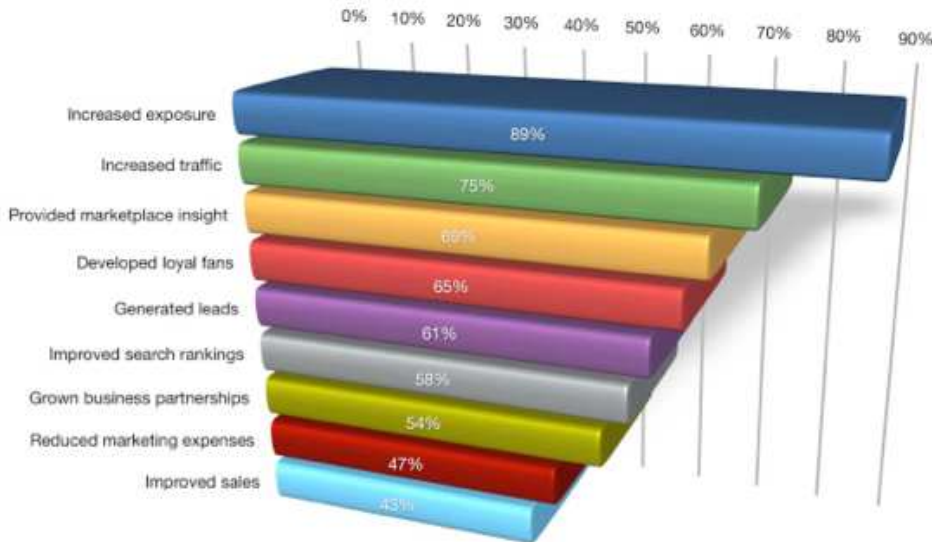


How Time Spent On Social Media Marketing Translates Into Benefits

by [Stephen Fairley](#)

The 5th annual 2013 *Social Media Marketing Industry Report* from [Social Media Examiner](#) looks at how marketers are using social media to grow their businesses today and how they plan to use it in the future.

Benefits of social media marketing



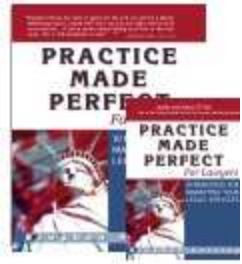
Not surprisingly, the data reveals that those companies that invest more time in social media marketing reap better results, including:

More than half of marketers who have been participating in social media for more than three years report increased sales.

92% that invest 6+ hours per week in social media increased exposure for their businesses.

More than half of those investing as little as 6 hours per week in social media were able to build new partnerships. Marketers selling to other businesses were more likely to achieve this benefit (58%) than those selling to consumers (51%).

64% that spend 6+ hours per week on social media saw increases in lead generation.



Almost half of those that spend 6+ hours per week on social media saw a reduction in their marketing expenses.

62% of those who have spent at least two years using social media realized improved search engine rankings.

78% that spend 6+ hours per week on social media saw increased traffic to their websites.

B2C marketers (71%) were much more likely to develop a loyal fan base through social media than B2B marketers (58%).

Time invested makes a difference. Of those spending at least 6 hours a week, 69% found benefit—compared to 49% of those spending 5 hours or fewer per week.

Tomorrow we'll examine the most effective social media platforms marketers say deliver the best results.

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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.

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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 9,000 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 10 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.

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 33 countries. 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 or to purchase one of Stephen's law firm marketing products click here.

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