

Top 7 Marketing Habits of Highly Successful Small Businesses: Which Ones Are You Doing?

By Stephen Fairley

<http://bit.ly/oQRGxT>



Forrester Research recently conducted a study on behalf of Act-On, a cloud-based marketing software firm, to examine the habits of successful small business marketers in a tough economy.

Researchers found there were 7 key factors that differentiated small businesses that outperformed others in a tough economic environment; those include:

1. An emphasis on online over offline marketing strategies;
2. A focus on new business leads and customer lifetime value over customer acquisition cost savings;
3. The execution of highly-optimized, multi-channel campaigns leveraging email, web and social media;
4. Nurturing leads carefully until the time is right rather than trying to sell from the get-go;
5. Collecting the metrics that matter and measuring results in order to iterate and improve;

6. Increasing collaboration between sales and marketing, made easier through quantifiable measures of success;

7. Maintaining -- or even increasing -- marketing budgets during a difficult economy in order to increase business momentum, seize new opportunities, and gain the competitive advantage.

The Act-On white paper based on this research can be found at www.act-on.com/drive.

If you are interested in learning how to integrate these 7 key factors into your law firm marketing program, I suggest you attend a Rainmaker Retreat, our two-day marketing boot camp for attorneys. Our program touches on all these factors, with actionable items you can implement today.

Here are the upcoming dates for the Rainmaker Retreat:

December 7-8, 2012 – Los Angeles, CA

January 18-19, 2013 – Las Vegas, NV

February 15-16, 2013 – Orlando, FL

Go to www.rainmakerretreat.com or call 888-588-5891 to register now.

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Free Report: 4 Myths That Keep Attorneys From Building A Referral-Based Practice

Referrals are the lifeblood of many law practices, and building a good referral program takes a proven process. Stephen Fairley unveils the 4 Myths That Keep Attorneys from Building a Referral-Based Practice in his new free report. Read and discover:

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- How to explain your ideal target market to a referral source
- How to get referrals from other attorneys
- Whether online directories are a good referral source
- How to network effectively
- And much, much more!



Click now for your free report on 4 Myths That Keep Attorneys from Building a Referral-Based Practice.



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:

<http://www.therainmakerinstitute.com/>

<http://www.rainmakerretreat.com/>

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