

Study Finds When It Comes to Content Marketing, Size Matters

By Stephen Fairley

<http://bit.ly/oQRGxT>

A marketing benchmark study by online marketer HubSpot studied [results from more than 7,000 B2B and B2C businesses](#), analyzing the relationships between inbound marketing activities and the volume of website traffic and leads those activities generated.

Here's a synopsis of those findings:

Companies with 51-100 pages of website content generated **48% more traffic** than companies with less than 50 pages.

Companies with 101-200 pages **generated 2.5 times more leads** than companies with less than 50 pages.

Companies that increased their number of landing pages from 10 to 15 saw a **55% increase in leads**.

Companies that blog 15+ times per month get **5 times more traffic** than companies that don't blog.

Companies that increased their blogging from 3-5 times per month to 6-8 times per month almost **doubled their leads**.

B2B companies that blog only 1-2 times per month generate **70% more leads** than companies that don't blog at all.



Companies that increased their total blog articles from 11-20 to 21-50 articles saw a **45% increase in traffic**.

Companies with more than 200 articles on their blog have **more than 5 times the leads** than companies with less than 10 articles.

Companies with 51-100 Twitter followers generate **106% more traffic** than those with less than 25 followers.

Companies with more than 1,000 Facebook “likes” saw an average **185% increase in traffic**.

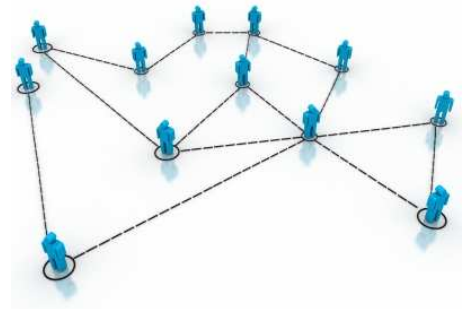
These findings remind us that **consistency is key** when it comes to executing online [law firm marketing](#) strategies. In other words, you can’t just launch it and leave it.

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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.

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