

# Law Firm Marketing: Are You LinkedIn?

By Stephen Fairley

<http://www.TheRainmakerInstitute.com>

Even though it has 70 million members and is the **planet's largest business networking website**, **LinkedIn** sometimes gets lost in the social media cacophony. Maybe because it's not as fun as Facebook. Or doesn't have a cute alias for communicating like "tweet".



But for lawyers, **it's hard to beat LinkedIn as a vital social media tool for building referral sources**. Some more stats for LinkedIn:

- All Fortune 500 companies are represented
- 46% of users describe themselves as Decision Makers
- Average household income is \$109,000
- Average age is 41
- Over 1 million senior executives use LinkedIn

The best uses of LinkedIn for attorneys:

**Connect.** Use LinkedIn to connect with referral sources and joint venture partners. One of the most compelling reasons to join LinkedIn is for the professional groups. Do you practice real estate law? There are 3,418 real estate groups on LinkedIn. Does your practice target tech? There are 6,270 technology groups. Need to boost your visibility with finance professionals? Join a few of the 1,852 finance professional groups on LinkedIn.

**Boost Expertise Profile.** Joining and contributing to the discussion within the LinkedIn professional groups helps you build your profile as an expert in your area of law practice.

**Boost Search Engine Ranking.** LinkedIn profiles rank high in Google and the other search engines.

Here are **8 steps to get you started on LinkedIn**:

- Create a comprehensive profile
- Start by connect with people you know (tip: use LinkedIn toolbar for Outlook)
- Recommend others and be recommended
- Join groups for attorneys, referral sources and prospects
- Start a group for your target market
- Answer questions
- Update your status at least three times every week
- List all your events on LinkedIn

I invite you to connect with me on LinkedIn at [www.Linkedin.com/in/StephenFairley](http://www.Linkedin.com/in/StephenFairley).

**Take our Twitter Poll:** If you're an attorney, we want your feedback! Click [here](http://twitter.poll daddy.com/done/3364850) (or go to <http://twitter.poll daddy.com/done/3364850>) to let us know what business development topics you're most interested in right now.

\*\*\*\*\*

### Looking for more Rainmaker Institute Wisdom?

Then [sign up](#) for a **complimentary Law Firm Marketing Strategy CD**. It contains information that will enable you to Generate More and Better Referrals, Find New Clients Fast, and Fill Your Law Practice.

The CD is free, so [sign up](#) now!

\*\*\*\*\*

Stephen Fairley, M.A., RCC, CEO  
Law Firm Marketing Expert • Master Business Coach • Best-Selling Author

[Stephen@TheRainmakerInstitute.com](mailto:Stephen@TheRainmakerInstitute.com)

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.

He is the international best-selling author of 10 books and 5 audio programs.

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

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

[http://www.therainmakerinstitute.com/products.htm#Compact\\_Disk\\_Sets](http://www.therainmakerinstitute.com/products.htm#Compact_Disk_Sets)