

67% Have Reconnected With People Through Social Networking Sites

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Attention law firm marketers and brand managers: people are connecting with your lawyers and your firm via online social networks, according to a recent report from ROI Research Inc., sponsored by Performics, "[S-Net The Impact of Social Media](#)."

Social media permeate the lives and affects communication, shopping and other activities of potential clients, driving changes in consumer behavior online. The study did not inquire about business networks like LinkedIn. However, among private individuals, Facebook was the top network.

The study of 3,000 U.S. social network users delved deeper into how social sites affect family and friend relationships and consumer attitudes towards brands and products:

- 80% of respondents have an active Facebook account, and 23% of those without an active Facebook account plan to join in the next month
- **67% of respondents have reconnected with people through social networking sites that they never would have otherwise**
- 39% of Twitter users respond to other people's tweets once a week or more
- 30% of respondents access Facebook and/or Twitter from their mobile phone (through a browser or application) once a day or more

Active Social Networking Account Holders (% of Respondents)			
Social Account	October 2009	April 2010	% Change
Facebook	71%	80%	+13%
MySpace	44%	37%	-16%
You Tube	39%	37%	-5%
Windows Live	33%	19%	-42%
Classmates.com	26%	20%	-23%
Twitter	22%	19%	-14%
In	11%	10%	-9%

Source: ROI Research, June 2010

Daina Middleton, CEO of Performics, said "Social networks have made substantial changes in the lives of their users as they more actively participate with brands and each other. More than a third of all respondents reported using a search engine to further learn after seeing an ad on a social networking site, and more than a third think social networking sites are good sources of information about companies and products..."



Daina Middleton

Middleton added that "It's a groundswell of technology-enabled word of mouth, shifting from strict consumerism to two-way participation between brands and everyday customers..."

Frequency of Activities on Facebook (% of Respondents)		
Social Activity	Facebook Respondents (Once a week or more)	Twitter Respondents (At least once a week)
Make comments about other people's post	54%	
Visit company or product pages	25%	
Login to other sites using Facebook	25%	
Share an opinion about a company	22%	33%
Click on an ad on Facebook	22%	
Make a recommendation	20%	32%
Re-post content	19%	
Ask for a product or service	17%	30%
<i>Source: ROI Research, June 2010</i>		

Scott Haiges, president of ROI Research, concludes that "users are not only satisfied, they want more... respondents expressed a strong desire to get:

- More printable coupons [49%]
- Notifications of sales and special deals [46%]
- Information about new products [35%]

Of course, law firms don't offer coupons or hold sales, but they do offer new services that clients want to know about. eCommerce predicts that by end of 2010, almost 9 out of 10 corporate businesses will engage through social networking portals. On Facebook, says research from ComScore, the visitors who spend the most time on the site also spend the most dollars on online shopping, with an average of \$67 in spending for the top 20% of visitors.

For more information about the study and Performics, [please visit here](#).

For more on this topic, call:

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