

Law Firm Internet Marketing: Creating the Right Marketing Mix

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<http://www.TheRainmakerInstitute.com>

With all the law firm Internet marketing options available to you today, it can be difficult to determine which ones to implement.

It can be equally difficult to decide what mixture of different advertising and marketing media will give you the best response rate.

There are different roles that various law firm Internet marketing mediums play. There are several, such as newsletters and blogs, that are typically very good investments no matter what your area of practice or your target clientele.

There several others, such as social media, Google Adwords and even offline advertising that may give you an even greater return.

How do you decide which law firm Internet marketing mediums to invest in, and which to leave for your competition?

Here are three key things to consider when deciding which law firm Internet marketing tactics to use:

The habits of your target clientele – If your target client is aged 18 to 35, it is likely they rely heavily on social media to communicate and to get their information. Your advertising and outreach marketing efforts should leverage those habits.

Your area of practice – Much the way the habits of your clientele influence your marketing mediums, your area of practice should influence your choices and the way you deliver your message.

Your competition – If your competitors are all using Google Adwords and targeting the same keywords, you may want to refocus your law firm Internet marketing in an area less crowded. At the very least, find a way to differentiate yourself among all the others.

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

Are you looking for specific marketing strategies you can use in your law firm?

Then order the [Rainmaker in a Box](#) 5-DVD set!

Some of the information and strategies you will learn include:

- The 5 Immutable Secrets to Building a 7 Figure Law Practice
- Secrets of Building a Referral-based Law Practice for Busy Practitioners
- The Top 6 Most Powerful Online Marketing Strategies for Attorneys
- Action, Accountability and Next Steps

This program also includes a data DVD which includes all 4 PowerPoint slides for all 4 presentations.

To order this information-packed set click [here](#).

Stop Wasting Precious Time and Money

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.**

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. You can download them now free! Go [here to download](#), and start using these proven strategies today!

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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.

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