

Top 5 Strategies to Drive Traffic & Generate Leads from



Stephen Fairley
CEO of The Rainmaker Institute®

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About Stephen Fairley



- CEO of The Rainmaker Institute—the nation's largest law firm marketing company that specializes in helping small law firms generate more referrals and convert more leads
- Coached, trained and spoken to more than 10,000 attorneys
- Developed the first automated lead conversion follow-up system for attorneys
- Nationally recognized expert on internet marketing, blogging, and social media for attorneys
- Academically trained as a Clinical Psychologist
- International best-selling author of 12 books and 10 audio learning programs
- World traveler: Visited over 35 countries and taken 15 cruises

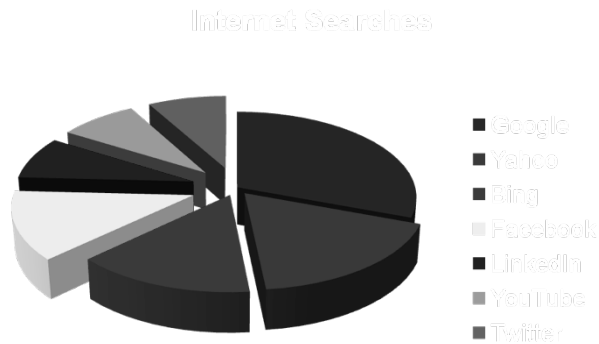
www.TheRainmakerInstitute.com

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Who is using Social Media?

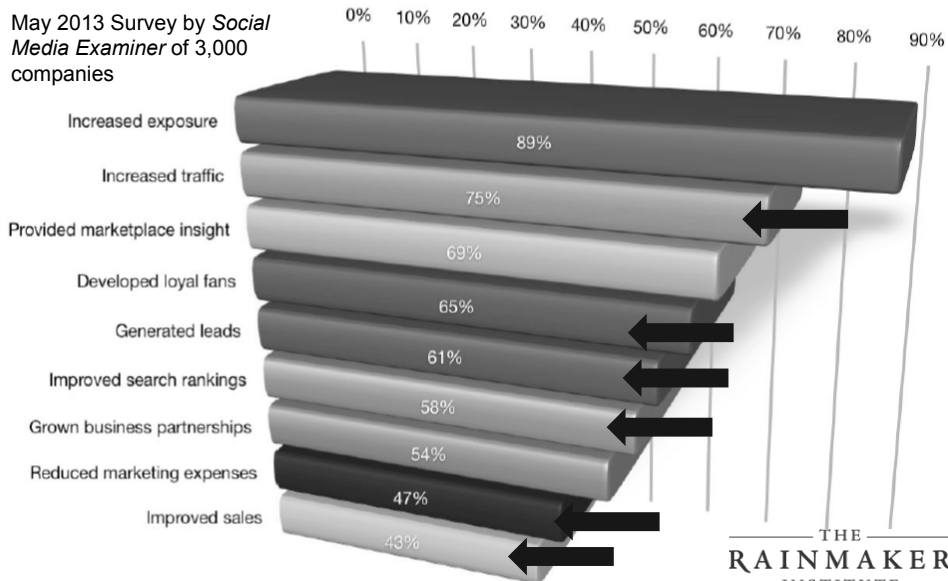
In the last year more people collectively used social media to research and select an attorney than any other search engine, except for Google!

- ✓ Google=19%
- ✓ Yahoo=11%
- ✓ Bing=9%
- ✓ Facebook=8%
- ✓ LinkedIn=5%
- ✓ YouTube=5%
- ✓ Twitter=5%



The Benefits of Social Media Marketing

May 2013 Survey by *Social Media Examiner* of 3,000 companies





Social media is one of the most cost effective ways to

Your "PLATFORM" is...

- How many people know **WHO YOU ARE**
- Who you **HELP**
- How you are **DIFFERENT**



Social Media Can Increase Traffic To Your Website!

✓ Blogs

✓ Videos

✓ Social Media

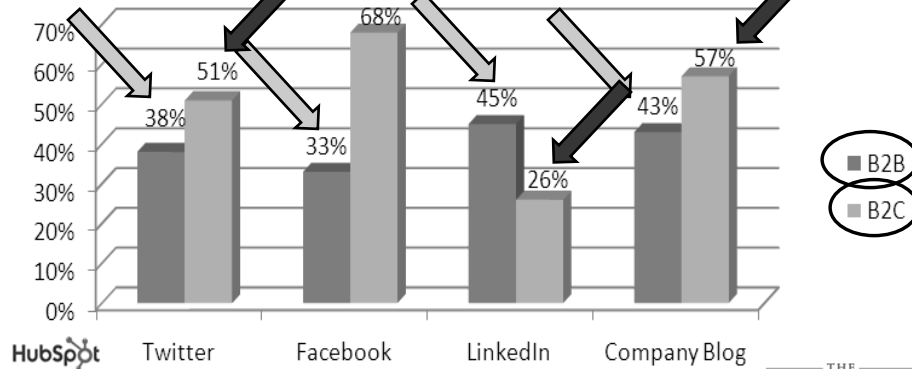
✓ SEO

**INCREASE WEB TRAFFIC
GUARANTEED!**

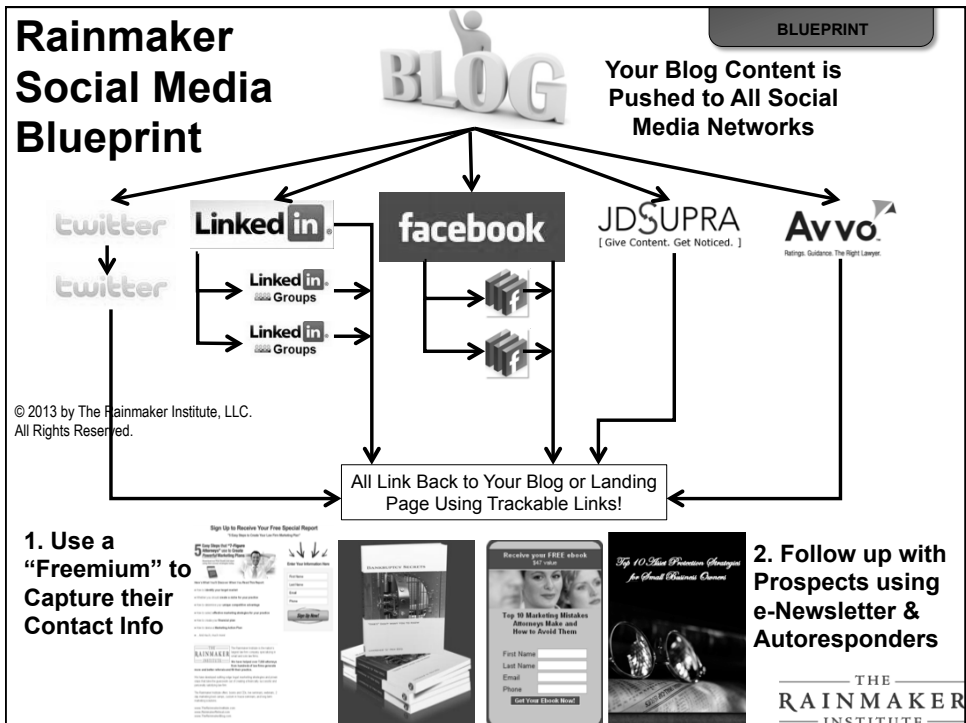
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Social Media Is A Powerful Business Development Tool!

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel



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Top 3 Social Media Tools for Lawyers

LinkedIn

facebook

BLOG

All logos have been taken from their respective homepages. All of these websites can be reached by adding a .com to their company name.

Statistics on **LinkedIn**

- ✓ The most widely used business networking site
- ✓ Since 2003 has grown to over 225 Million active users
- ✓ Another 1 Million people join every 6 days!
- ✓ Average of 22 Million unique visitors per month!
- ✓ Over 750,000+ Senior Executives use LinkedIn
- ✓ ALL the Fortune 500 companies are represented
- ✓ 46% of users describe themselves as Decision Makers
- ✓ Average household income is \$109,000
- ✓ Average age is 41 years

Is this a demographic you want to reach?

www.TheRainmakerInstitute.com

References for all statistics can be found at: <http://bit.ly/lrK4J>

8 Steps to Get Started on LinkedIn®

1. Create a comprehensive profile

Keyword load your title



Stephen Fairley

Law Firm Marketing Expert, Legal Marketing, Business Coach, Best-selling Author, Marketing Expert for Lawyers

Phoenix, Arizona Area | Law Practice

Current The Rainmaker Institute

Previous Touch Media, WorldCast Technologies, TechMaven

Education Wheaton College

Improve your profile

Edit

500+
connections

www.linkedin.com/in/stephenfairley/

Contact Info

Fill Out All Your Work History



EXPERIENCE

CEO

The Rainmaker Institute

October 2000 – Present (12 years 5 months)



The Rainmaker Institute is the nation's largest law firm marketing company specializing in working with small law firms. Over 9,000 attorneys have benefited from applying our proven Rainmaker Marketing System.

We provide live 2-day law firm marketing boot camps, in house custom seminars and outsourced marketing services for small law firms (1-50 attorneys).

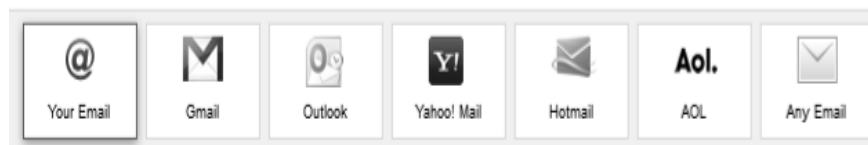
See www.RainmakerRetreat.com or www.TheRainmakerInstitute.com for more information.

- ▶ 1 project
- ▶ 35 recommendations, including:



2. Connect with People You Already Know

See Who You Already Know on LinkedIn



3. Give Recommendations and Then Ask for Them



John Bisnar

Founder of Bisnar|Chase, California Catastrophic Injury and National Auto Defect Attorneys

“ Stephen Fairley is a true visionary. He is a great teacher and communicator.

Business marketing consultants are a dime a dozen, but Stephen is that rare diamond. He not only knows marketing, he is an expert at legal marketing with a knack for rainmaking. His extreme critical creative thinking is unmatched.

Since retaining Stephen to audit our marketing programs and him advising us on changes, our net income has doubled. He has the knowledge, tools and expertise to show you the path to where you want to go. His coaching has allowed many attorneys to exceed their own expectations and live the lifestyle they have always dreamed of.

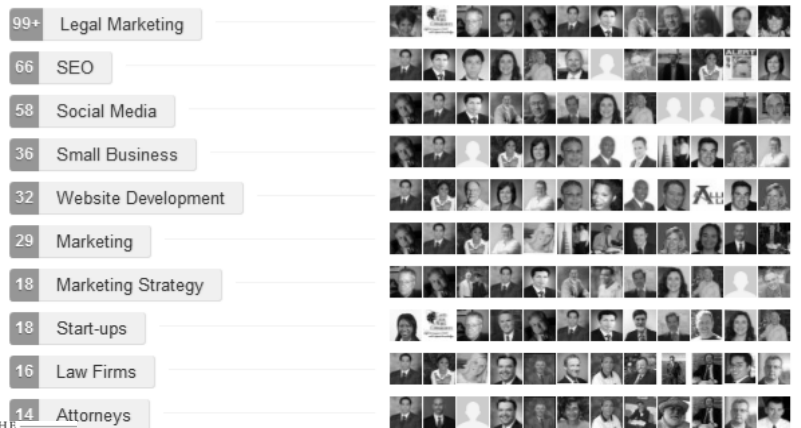
If you want a true leader and professional in the industry and one that stays ahead of the curve, Stephen is it. He is a superstar coach and a great asset to your marketing strategy and your marketing team.

Ask Colleagues to Endorse Your Skills



SKILLS & EXPERTISE

Most endorsed for...



5. Join groups for attorneys, referral sources & prospects

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6. Start a group for your target market and another group for potential referral sources

LinkedIn Go to LinkedIn Ads »

Home Profile Contacts Groups Jobs Inbox Companies News More Groups

THE RAINMAKER INSTITUTE Rainmaker Law Firm Marketing Group

Discussions Members Promotions Jobs Search Manage More...

Start a Discussion Poll

Start a discussion or share something with the group...

Your Activity

Choose Your View **NEW** Show all RSS discussions -

Latest Discussions

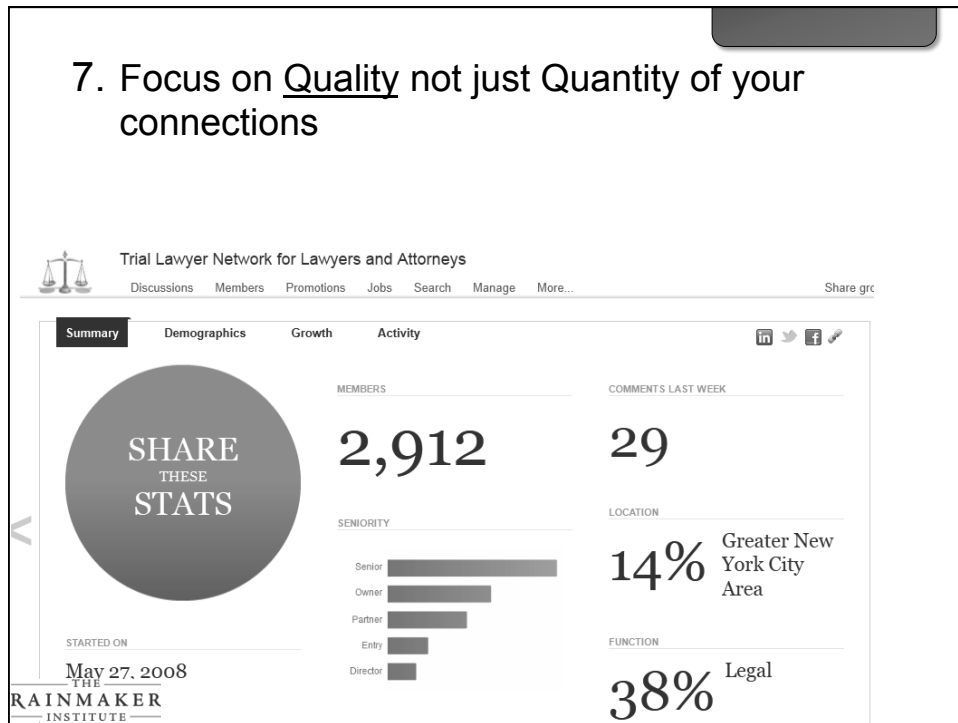
The Rainmaker Blog : Law Firm Marketing and Business Development : The Rainmaker Institute : Stephen Fairley : Professional Legal Marketing
therainmakerblog.com
A recent report by eMarketer.com revealed that in 2011, American adults crammed 11 hours of media content consumption into an average day, with...
posted 3 hours ago
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If you are an attorney in the Phoenix area and are looking for ways to effectively market and grow your law firm, then you'll want to join us...
posted 23 hours ago
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A big reason lawyers tend to shy away from marketing - especially older practitioners - is that their idea of law firm marketing is akin...
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Connect with me on LinkedIn: www.Linkedin.com/in/StephenFairley

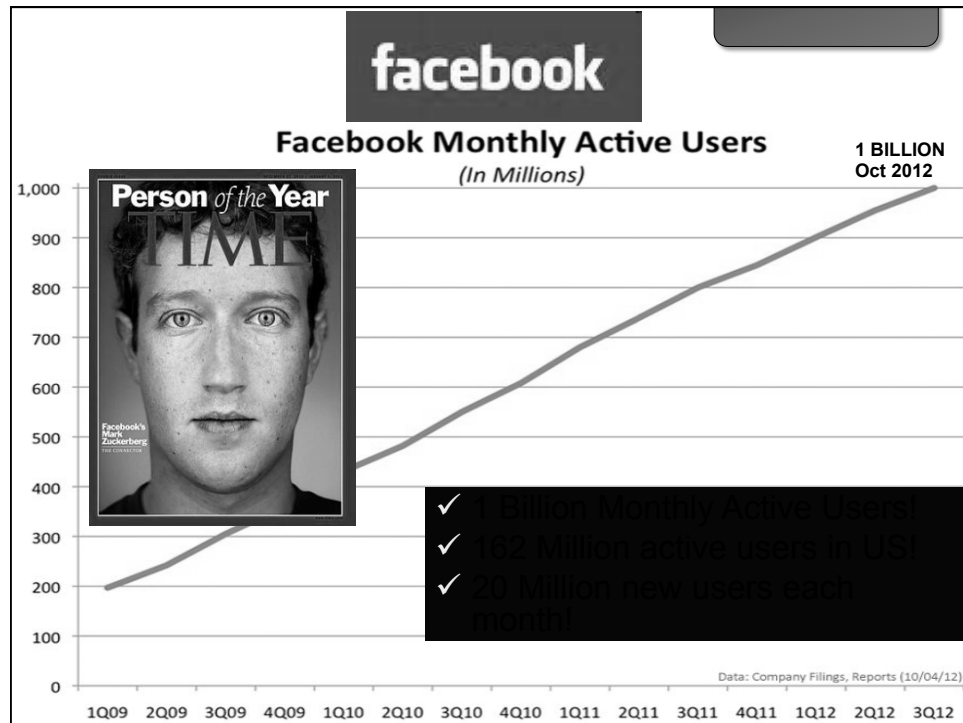
7. Focus on Quality not just Quantity of your connections



8. Take the relationship offline and meet face to face!

- Engage potential referral sources on LinkedIn
- Then invite them to lunch or a networking event via email or phone
- Add them to your newsletter list
- Follow up with them at least 1x per quarter to stay connected

Referrals are a Contact Sport!



FACEBOOK

The Rapid Growth of Facebook.com

- Over **11 million** people log on to Facebook every day
- More than **35 million** people update their status each day (many by using their cell phone)
- Fastest growing demographic is **45-65 yo females!**
- **46%** of Facebookers are over 45!
- Become my friend at: www.Facebook.com/Fairley

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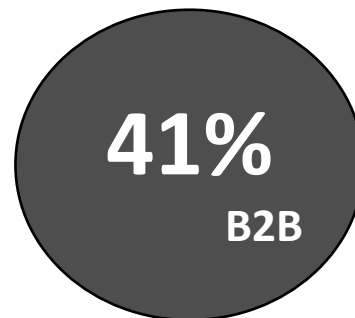
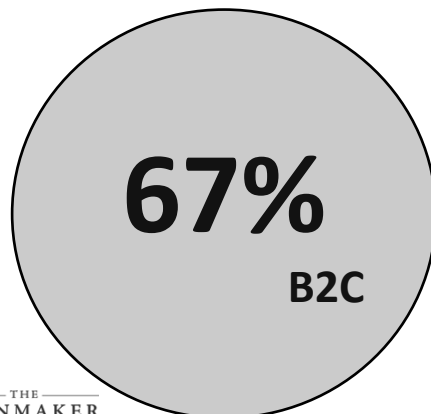
408,000 US Facebook users will die this year!

- From what? Car accident? Drugs? Nursing home abuse?
- Did they have a will?
- Do they need a probate attorney?
- Does their spouse need to file for bankruptcy?

How many will...

- Get divorced?
- Start a business?
- Get sued?
- Need foreclosure protection?
- File a bankruptcy?
- File for SSDI?
- Have an employment issue?

A 2012 study from Hubspot.com
67% of B2C and **41%** of B2B companies
have acquired a client from Facebook!



3 Ways to Market Your Law Firm on Facebook

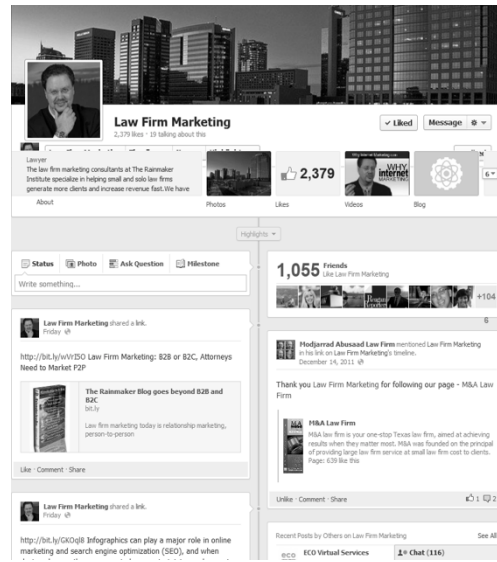
Individual Profile Page

- Used for an individual, not a company
- You can only have 1
- Limit of 5,000 contacts
- Some prefer to keep this “private and personal”
- Can rank for your name when a credibility search is conducted



“Fan Page” for Your Law Firm

- Used to promote your firm
- You can have an unlimited number of fan pages
- Recommend you get one for each major practice area
- You can keyword load the name of the fan page
- Can rank on Google!



Why You Want a Facebook Fan Page

[Omaha Estate Planning Attorney | Will | Trust Attorney | Probate ...](#) ☆ 🔍
Welcome to a Facebook Page about [Omaha Estate Planning Attorney | Will | Trust Attorney | Probate Lawyer NE](#). Join Facebook to start connecting with Omaha ...
[www.facebook.com/omahaestateplanning](#) - Cached

[Whitmore Law Business Corporation and Estate Planning Probate ...](#) ☆ 🔍
Whitmore **lawyer** for Corporations, Probate, Wills, living trust, special needs trust, **estate planning**, Omaha Nebraska experienced av rated **attorney**.
[www.whitmorelaw.com/](#) - Cached



omaha estate planning attorney

Build Your List Using Facebook Fan Pages

A screenshot of a Facebook fan page for "Law Firm Marketing". The page header features a cover photo of a city street with a bus and a sign that says "Law Firm Marketing is on Facebook." Below the cover photo, the page name "Law Firm Marketing" is displayed, along with a "Like" button and a notification of "2,455 likes · 22 talking about this". The page content includes a "Professional Services" section with a description: "We specialize in helping small and solo law firms generate more clients and increase revenue fast." There are also sections for "About", "Photos", "LinkedIn", "Calendar", and "Blog". A "Highlights" section is visible, showing a post from Tuesday with a link to a report titled "Easy Steps that '7-Figure Attorneys' use to Create Powerful Marketing Plans". The page also features a "Recent Posts by Others on Law Firm Marketing" section with several posts from users like Zohar Fisher and Lawyers Directory.

Use Fan Pages to:

- Promote Your Law Firm
- Post Blog Content
- Make Connections
- Build Your List

FACEBOOK

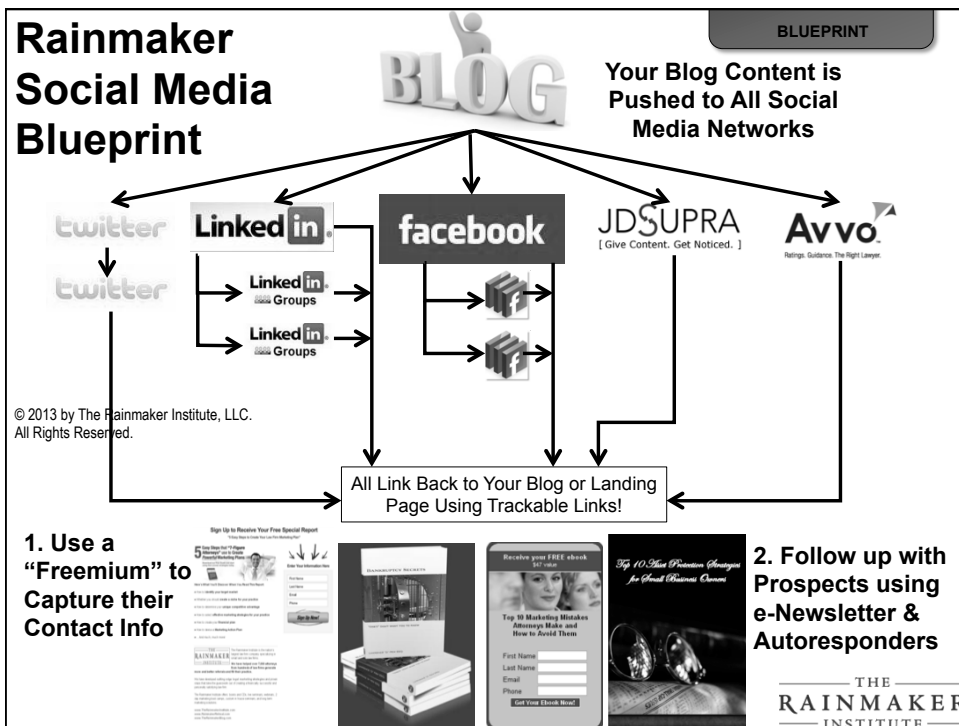
Ways To Target Facebook Users With PPC

- Location (down to the city)
- Age, sex, relationship status
- Likes & Interests
- Educational Level
- School they are attending
- Name of Companies where they work
- Connections: Friends, Groups
- Fan Pages they “Like”!
- Groups they are a part of!

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- **Need to update your Fan page regularly!**
- **Focus on Quality Conversations not just the Number of Connections!**
- **Referrals are all about Relationships!**
- **Use Facebook to drive traffic to your website & blog**



Next Steps

We would like to offer you a complimentary strategy session to show you how to use social media to get more business!

- Click: www.bit.ly/smartattorney
- Call: 888-588-5891

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LET'S CONNECT!



Connect with Stephen Fairley

www.bit.ly/smartattorney

Stephen@TheRainmakerInstitute.com

www.Rainmaker.MyLinkInvitation.com

www.Facebook.com/Fairley

www.Twitter.com/StephenFairley

www.YouTube.com/StephenFairley

www.TheRainmakerBlog.com

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