

Don't Turn Back the Clock on Your Law Firm Marketing

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Did you remember to turn your clocks back one hour last night? If you forgot and have someplace you need to be today – like church – you'll find yourself pretty much alone for about an hour.

Attorneys who are still doing the same old-same old when it comes to [law firm marketing](#) will likely find themselves in the same boat – pretty much alone with few new clients. Don't believe me? Here are some of the latest statistics regarding Internet and social media marketing:

- 91% of online adults use social media regularly
- Internet users spend 22.5% of their online time social networking
- 80% of active Internet users visit social networks and blogs
- 57% of marketers acquired customers via blogging
- U.S. Internet users spend three times longer on social media and blogs than email

- 93% of U.S. adult Internet users are on Facebook
- 87% of the Fortune 100 uses social media
- Every minute of the day:
 - 100,000 tweets are sent on Twitter
 - 684,478 pieces of content are shared on Facebook
 - 2 million search queries are made on Google
 - 48 hours of video are uploaded to YouTube
 - 571 websites are created

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