

## 5 Steps to Use Social Media Effectively for Business Development

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One of the best reasons for attorneys to use social media is that it is a very cost effective business development tool. Here are 5 steps you can take to harness the effectiveness of social media for your law firm marketing efforts:

- 1. Set up a targeted landing page.** Your landing page is separate from – but can be connected to – your website. It should feature content that addresses the specific needs of your target market and have one compelling call-to-action that gets them to connect with you.
- 2. On the landing page offer them something of value.** Offer visitors a free special report, audio CD or white paper on a topic of interest to them. Again, it must address a specific need of your target market.
- 3. Drive traffic to your landing page by promoting it via your social media outlets.** You can announce your free special report on your Facebook fan page, post a Tweet or promote by including the link to your LinkedIn account.
- 4. Visitors to your landing page can only obtain your valuable information if they give you their contact information** (name, phone and email address) and by agreeing to opt into your database and be contacted by your law firm for further follow-up.
- 5. Use their contact information to follow up with them.** When you connect with visitors to your landing page, you qualify them to see if they are a good prospect for you and then offer them a complimentary consultation, if that's part of your business model.

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