

## **Legal Marketing Expert Stephen Fairley to Keynote at State Bar of California 82nd Annual Meeting on September 11**

*Stephen Fairley will present strategies for utilizing social media to boost the bottom line solo and small law firms.*

Phoenix, Arizona ([PRWEB](#)) September 9, 2009 -- Stephen Fairley, CEO of The Rainmaker Institute, a law firm marketing company, will give the keynote presentation on "Unlocking the Secrets of Social Media: How to Leverage LinkedIn, Fix Facebook and Tweak Twitter for Your Law Firm" on Friday, September 11 during the State Bar of California 82nd Annual Meeting. The meeting will be held in San Diego, September 10-13, 2009.

Mr. Fairley's presentation is very timely since social media is all the rage right now with Twitter providing real-time reports from Iran and other hotspots. The business use of Facebook and LinkedIn is growing rapidly, and attorneys can benefit their bottom line by learning how to use these technological innovations.

Mr. Fairley will separate some of the social media fact from fiction and present attorneys with sound strategies that will allow them to:

- Attract highly qualified prospects on Facebook
- Build a referral network on LinkedIn
- Leverage Twitter to build an online following
- Harness the power of educational videos on YouTube
- Learn secret strategies law firms are using right now to rapidly increase their platform

For more information on Stephen Fairley and The Rainmaker Institute, visit their website, [www.therainmakerinstitute.com](http://www.therainmakerinstitute.com).

The State Bar of California Annual Meeting offers attorneys numerous networking, continuing legal education credit opportunities and high-profile international speakers on topics of interest to the legal profession. For additional information on the State Bar of California Annual Meeting, visit [www.calbar.ca.gov/annualmeeting](http://www.calbar.ca.gov/annualmeeting).

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