

Online video is **3X** more likely to increase the conversion of a viewer into a caller

Professional Video for Lawyers + Firms

We offer lawyers and firms professionally produced HD videos optimized for TV, web or mobile viewing.

Attorney Profiles

Our engaging and unscripted videos provide attorney's with the opportunity to deliver a personal message to potential clients in their own style and tone.

Recommended Length: 60 seconds

Firm Overviews

78% of all law firms have a website. What's going to differentiate your firm and drive clicks and calls? Firm overviews can either be scripted with a professional voiceover or interview-driven to deliver a positive first impression and drive higher conversion.

Recommended Length: 90-seconds

Client Testimonials

Client testimonials are genuine and will generate high response rates. Capture their experiences through authentic unscripted interviews that build trust and credibility for your firm.

Recommended Length: 90-seconds

New to video?

Here's a great way to get started:

■ Law Firms

Depending on the size of the firm, you could highlight three of your top attorneys with 60-second profiles, generate three 30-second testimonials using your best clients, and create a 30-second firm overview ad for your website homepage.



Why Video

*Lawyers.com found that if a lawyer has a video on his or her profile page, email from prospects increases **127%** and click-throughs to a firm's by **138%**.*

■ Individual Attorneys

One 60-second attorney profile and two 30-second testimonials designed to convert site visitors to clients.

Contact us to experience how affordable adding professional videos to your marketing mix can be.