

Video Marketing for Attorneys

How Attorneys can use online video to
help the public & build their practices



One of the most compelling ways to convert website visitors to leads is with online video. Before visitors pick up the phone to call, they want information on you and your law firm. Informative videos can help.

Video is an effective mechanism to communicate you and your firm's personality with potential clients. If done right, you can build a relationship and create trust with your potential clients before they even meet you. As some attorneys have a bad reputation among the general public, video allows you to establish a trustworthy, transparent and authentic voice. You can't accomplish this with any other form of attorney advertising.

In past years, attorneys marketed themselves using Yellow Pages, TV, classified ads, brochures, radio and billboards - online marketing has trumped all of this. The Internet has given attorneys the ability to be seen as professional, receive referrals and keep clients coming. Attorneys get to do this by using what they are good at - their skills of personal engagement. It's the forward-thinking attorneys though that are adopting the most powerful online marketing tool - *video*.

Video Drives Business

- *86% of consumers use search engines to find local businesses (WebVisible/Nielsen Study)*
- *Landing pages with professional video generate 4-7x more engagement and response rates (SearchEngineWatch)*
- *Videos in universal search results have a 41% higher click through rate than their plain text counterparts (ReelSEO)*
- *Affluent consumers prefer video and search to other digital advertising formats, as 41% of affluent consumers reported to eMarketer that they took an action after seeing one of these two ad formats. (eMarketer, August 2011)*

"90% of Online Content Will Be Video"

YouTube's Robert Kyncl, head of global partnerships made this statement at International Consumer Electronics Show (CES) 2012ⁱ. Why is that significant and what does that mean for you?

It means that your static website will become less relevant, unless of course it integrates rich video content. It means your viewers will expect you to have video. It means your viewers want to see you on video - they want to learn about you and your firm, they want to hear from you if it's relevant and they want to know how you can help them. Your customers want to see who they will potentially be doing business with - it adds credibility to your firm and increases the chances that they will choose you over another firm.

Video Marketing Tips for Attorneys

Always Offer Useful, Honest Information

There is a recurring theme when it comes to attorney video – most have poor content, they don't provide useful information and most importantly they don't understand what their online viewer is looking for.

Why would anyone look for an attorney online anyway? Often times they don't know an attorney and they don't know someone who can refer them either. They would rather search online to see if someone can help solve their legal problems. The people that are going online to watch an attorney video are doing so because they have a problem and they are looking for someone to solve it.

How can you be the one that resonates with them? In the first place, the viewer has to be able to find the video, be interested enough to play it and watch it in full. Then they have to be so compelled that they call for more information. Let's review each.

Searchers must find your video

Even if your video is technically perfect, if nobody can find it, you've wasted a lot of time. You need to optimize your video for search engines – this should be done with compelling, relevant titles, descriptions and keywords that make sense for your business and what your customer is looking for.

They must press play

Just because a searcher is able to find your video doesn't mean they will watch it. Unless you have a relevant headline and description, nobody will click on your video. The only people interested in watching your attorney video are those seeking an information source or those who have a legal problem and are searching for an attorney to solve their particular problem. The type of videos you are creating shouldn't be expected to go viral as they don't fit the pattern for widespread viewing. A video doesn't need to go viral in

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order to be watched and in order to meet your objectives. That being said, a video that is unwatched translates into wasted marketing dollars ⁱⁱ.

They need to watch the full video

This is where your analytics come in. It's important to evaluate so you can know what you are doing right and more importantly, what you are doing wrong. If nobody is watching your video until the end it is probably not compelling enough and you should consider starting fresh.

It's unfortunately thought that attorneys talk too much and don't listen enough. This is not how you want to come across in your video or you may lose your viewer forever. Although attorneys talk and give advice for a living, the video producer should guide and control the attorney to ensure the right message gets across. It takes an experienced video producer to know what a targeted online viewer is looking for and how to get the attorney to convey a message that will resonate with that audience.

They should be compelled to take action

If you are an attorney offering your services and you are using video to market those services, it is highly suggested that you don't focus the video on yourself. A viewer who takes the time to search for an attorney and doesn't know you is looking for someone to help solve their problem. If you talk about yourself too much, you are giving them reason to look elsewhere. The only way to get a viewer to take action (pick up the phone and call) is to create a compelling video that helps solve your viewers' problem. Without giving any legal advice, explain how you can solve their problem and offer information that nobody else in your field is providing online. Give the information for free and viewers will be compelled to call you for more information.

"Make the difference clear between sharable insights and actual legal advice – the two shouldn't be confused."

Your client is watching video ⁱⁱⁱ

48% of people use video to find more information about a particular service, 28% use it to check out the competition and 16% use it to research companies to try and find services and suppliers.



Video Marketing for Attorneys

Five reasons for attorney's to share legal information with video ^{iv}

- 1 **SEO value** – Lots of fresh, relevant content that matches search terms that potential clients are looking for.
- 2 **Gain trust** – Video provides the feeling of one-on-one connection as you allow the viewer to get to know, like and trust you. People hire professionals who they know, like and trust. Become an information source and they will be thankful for your insights. This will also help you to emerge as a thought leader.
- 3 **Malpractice issues are a misconception** – Many attorneys are reluctant to educate via online video. While they should be careful not to provide specific legal advice or disclaim any attorney-client relationship, common sense does prevail. Answer questions in generalities and remind viewers that custom-tailored legal advice is required. Make the difference clear between sharable insights and actual legal advice – the two shouldn't be confused.
- 4 **Smaller firms are able to push out media quicker** – Smaller firms are more easily able to adopt new technologies and take advantage of new opportunities like online video. Viewers will appreciate that you are passionate about educating them and so the trust will increase as well.
- 5 **There is no indignity in using video** – Without online visibility and useful content, you are unable to attract potential clients or referrals. The wrong way to go is by using old media methods that are outdated and just don't work.

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Here's How Attorney Gordon P. Firemark Integrated Video into his Marketing Mix

Attorney Gordon P. Firemark is one of the most active attorney's online for sharing legal information and maintaining a private practice. He has created his own YouTube channel, *Entertainment Law Information*, which features questions and answers from his audience, on video. While his 'asked and answered' venture started off as a column on his blog, he soon moved to video and received incredibly positive feedback and results. In doing so, he has managed to position himself as a thought leader and is continuously increasing traffic to his website, where viewers are able to find more information about him and his practice. He uses a very honest approach which translates very well in his videos – this positions him as trustworthy and authentic, two very important factors in his field.

Other tactics he has implemented :

- His own Vimeo channel with free copies of his videos
- His own blog, which features his videos as he creates them
- A weekly e-Newsletter on Entertainment Law. Not only does he send out his videos, he also provides news legal updates and events for professionals in film, television, theatre and new media.
- Digital book, The Podcast, Blog & New Media Producer's Legal Survival Guide
- A podcast available on iTunes
- Facebook, Twitter and LinkedIn pages, where he provides news and information in his field as well as his videos as he creates them

Video Marketing for Attorneys

Social Media for Attorney's – *How the Social Web is transforming Legal Services*

While most law firms tend to err on the traditional side, social media has created new opportunities for attorneys to thrive as thought leaders and entrepreneurs.

A recent survey from communications consultancy Greentarget says, "While the more traditional marketing channels for law firm credentialing continue to dominate, in-house attorneys now are using new media platforms to deepen their professional networks; to obtain their legal, business, and industry news and information and to enrich their social and personal lives. Most importantly, they expect that trend to accelerate in the future ."

Social media is uncharted territory for many lawyers, especially larger firms, says Rachel Zahorsky, a legal affairs writer for the ABA Journal. "While many in the field proceed with caution, the exceptional reach of social networks has been a career game-changer for many attorneys."

Blogs

A great way to put a face and voice to your legal expertise is with a blog. Build credible discussion topics in your practice area and become a source for fresh, relevant and helpful information. Integrate video into your blog to create a one-to-one relationship with your audience.

"Jumping feet-first into the blogosphere expanded the national reputation of lawyer Dan Schwartz as the go-to guy on Connecticut employment issues," says Zahorsky. "Former Monroe County, NY assistant public defender and litigation associate Nicole Black reignited her legal career after a nearly three-year hiatus through a series of legal blogs."

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Become a News Source

In addition to creating your own video content, start aggregating and curating news and video about your industry through social sites like Twitter. This can help attorneys to brand themselves as subject matter experts. Bob White, an attorney in Florida uses Twitter to share top tech articles. In doing so, White was quickly able to bring on a couple of tech companies as new clients. The information flows both ways and so you can use it to inform your own discussions.

Social Referrals from your Network

You are not amassing followers with the hope that they will all call you for legal advice – you should be making thoughtful connections with other leaders in your practice area and other relevant industries so that when they know of someone in need of your services, they can refer to you as a credible source. Engage in conversation, join forums, comment as a page on Facebook, follow Twitter conversations, read blogs in your local area, leave comments on relevant posts and link to your blog, website or videos when it's relevant and helpful for the reader.

Video Marketing is the future of attorney success

With its ability to engage, convert and build lasting relationships, video marketing is going to change the way attorneys build relationships and garner new business. Many customers rely upon video as a source of information. For attorneys to find longevity in their video marketing strategies they need to stimulate their viewers with engaging content that is helpful and relevant. If you're not already communicating your story via online video, you are missing out on an opportunity to improve your online visibility, talk to potential clients, generate leads, earn credibility, increase consumer confidence and drive new business.



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Video Solutions



Profiles

Engaging and unscripted videos that provide clients with the opportunity to deliver a personal message to potential customers in their own style and tone.



Ads

Either scripted with a professional voiceover or interview-driven to deliver a positive first impression and drive higher conversion.



Testimonials

Captures customer experiences through authentic, unscripted interviews that build trust and credibility.



News

Compliments traditional PR methods with videos that are journalistic in tone in order to establish credibility and drive media interest.

Appendix: Attorney Marketing Research Notes

- i. <http://www.reelseo.com/90-percent-of-all-web-traffic-will-be-video/>
- ii. <http://www.reelseo.com/attorney-video-marketing/>
- iii. <http://www.reelseo.com/legal-advice-with-online-video/>
- iv. <http://mashable.com/2010/06/01/lawyers-social-media/>