

# Is it Time for Video?

By Roberta M. Gubbins

**C**lients will tell you they hire the lawyer, not the law firm. If this is true, the primary goal of marketing should be presenting the firm's lawyers in the best possible light. Using video on your website captures attorneys in action and shows prospective clients the services they will receive.

A 2014 Pew Research Center study of online adults found that 77 percent of internet users are on Facebook and 63 percent use YouTube. Although YouTube has a smaller reach than Facebook, it is more widely used than LinkedIn (25 percent), Google Plus (24 percent), and Twitter (21 percent).

YouTube says users upload 100 hours of video to its site every *minute*. Video engages viewers, boosts your Google rankings, helps create trust in your firm, showcases individual attorneys, and attracts clients. Video can deliver complex information simply and authoritatively.

Four types of video you might include are:

- **About Our Firm:** Feature each lawyer talking about his or her areas of practice and introduce the staff, who are the first people clients will meet. Explain how lawyers work with clients—how they communicate with regard to legal matters and billing, for example. List the firm's address and include parking directions.
- **FAQs:** Approximately one-third of YouTube searches are for questions related to content, meaning a video addressing frequently asked questions is a great addition to your website. Answer general questions you get on a regular basis in person and remember to give information, not advice.
- **Testimonials:** While having you and your partners on video can help build



trust, consider client testimonials as well. Testimonials can help prospective clients see how you and your firm helped real people.

- **Webinars:** Record speaking engagements and presentations, upload them to YouTube, and offer them as webinars on your site. Educational content helps build your firm's online reputation.

Video is an online social medium. You must keep the videos short—preferably 90 seconds to three minutes, and no more than five minutes for complex information. Post

content frequently and tag it with relevant keywords. Share your videos through social media, email, and your SBM member directory profile page.

Create a video strategy. Before producing your own content, look at marketing videos other entities have created. You'll see mistakes to avoid, such as videos that are too long, feature unnatural delivery, or have bad sound or light quality. Keep it simple—this is online video, not a feature film.

Lawyers have ethical rules, so check the Michigan Rules of Professional Conduct or call the SBM Helpline at (877) 558-4760 before you start. Then, set aside a day for a videographer to shoot your videos; shoot multiple videos on that day.

Finally, measure results. Measure views, referrals, and the number of times the videos are shared. This information helps you learn what works for you. ■



*Roberta M. Gubbins has served as the editor of the Ingham County Legal News. Since leaving the paper, she provides services as a ghostwriter editing articles, blogs, and e-blasts for lawyers and law firms.*

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