

Video Marketing For Law Firms

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Presented by

[BusinessCreator, Inc.]

for  firms only 
We Make Law Firms Grow

We make law firms grow. Ask us how.



Agenda

- About BusinessCreator, Inc. and me
- About the **Power Practice Builder Webinar Series**
 - **Topics**
 - **Goals**
 - **How To Get Your Phone To Ring**



About BusinessCreator, Inc.

BusinessCreator is a full-service local search, lead generation and mobile marketing agency specializing in innovative and engaging local and mobile programs, promotions and campaigns.

Our goal is to increase your online presence and convert your website traffic into new clients.

Holistic approach to local search marketing



About BusinessCreator, Inc.

Holistic approach to local search marketing:

- Local Search Marketing and LSEO
- Citation and Directory Building
- Lead Generation Platform-All In One Marketing Solution
- **Live Attorney Leads GUARANTEED Quality Calls**
- **Reputation Marketing-5 Star Reputation Program**



About BusinessCreator, Inc.

Holistic approach to local search marketing:

- WebCreatorPlus Custom Rent-To-Own Websites
- Lead Generation Websites
- Website and Online Marketing Audits
- Social Media Marketing (SMM)
- Video Marketing-production, SEO, syndication
- PPC
- Retargeting



About BusinessCreator, Inc.

Holistic approach to local search marketing:

- Mobile Websites
- iseekLaw Mobile App Directory
- iseekLaw Mobile Website Directory
- Mobile Apps
- Mobile Marketing
- Mobile Display Advertising-NearYou Mobile Marketing
- Consumer Financing For Legal Services
- Me



Power Practice Builder Webinar Series

Webinar Topics-found on

www.forlawfirmsonly.com

1. Local Search Marketing for Law Firms
2. Why Are So Many Businesses Struggling With Mobile Marketing?
3. Mobile App Marketing For Law Firms-Daniel Rosemark, Esq.
4. Lead Generation-Live Attorney Leads Program, PPC, Retargeting
5. Social Media Marketing and Reputation Marketing
6. Video Marketing



Power Practice Builder Webinar Series

Webinar Topics-found on
www.forlawfirmsonly.com

- Future webinars will focus on specific topics
- Open invitation to attorneys-anyone who would like to participate in our Power Practice Builder Webinar Series should contact me at ed@forlawfirmsonly.com or call me at 855-943-8736
- Future podcast series. We are inviting attorneys and law firm marketing experts to participate in a question and answer weekly podcast beginning January 2016.



Local SEO Uncovered

Goals of the Power Practice Builder Webinars

- Educate attorneys on best practices in local search marketing to help them make informed decisions on how to best spend their marketing dollars for the greatest ROI.
- It is about learning what will get your phone to ring, your next appointment, your next client.
- It is **NOT** intended to be an Local SEO Marketing program for digital agencies
 - Not that level of detail and not that technical
 - Most lawyers do not have time or patience to do their own local search marketing
 - Lawyers should be practicing law and not practicing my craft



Local SEO Uncovered

FOUNDATIONAL solution that integrates well into local digital offerings.

Piece you must do PRIOR to everything else you're doing in your local search campaign.



What to do? Or, how can I dominate the local search results!

- Content-**Content is King**-Search engines “feed” on content
- Did I say Content? **SUBJECT MATTER EXPERT**
 - Written-write for your users and often-don't let your site get stagnant
 - VIDEO!-Google LOVES video! videos are 53 times more likely than text results to appear on page 1!!!
 - Images
 - Syndication-on your site, on social networks, on web 2.0 sites
- Citations
- Barnacle Listings-Major and Attorney Directory Listings
- Google+ Local pages claimed and optimized with location specific keywords, YouTube videos, photos and all your brand assets? If not, your losing rank on 83% of local Google searches.
- Links-Get links from other high value sites



What to do? Or, how can I dominate the local search results!

- Social Marketing-Social Signals-have an active social media presence-Social is becoming more important to search engines. Add sharing buttons to your website to promote sharing!
- Syndicate your content-Channels refer to major “authority” sites.
Examples include: Google+, YouTube, Slideshare, Pinterest, Facebook, Twitter, Tumblr, etc.
Get your content on them. They will rank!
- GET MOBILE!
Be where your next customer is searching.
80+% of local business websites are not mobile optimized.



Video Marketing For Law Firms

What is Video Marketing?

Video marketing is a rather easy concept to define, as it is focused on using video to promote or market your brand, products, or services. Strong online marketing campaigns incorporate video into the mix.



Video Marketing For Law Firms

YouTube **SEO**



Video Marketing For Law Firms

Nielsen:

While traditional TV viewing was up only 0.2% over last year, Internet video viewing was up 45% and mobile video viewing went up 40%.



Video Marketing For Law Firms

Forrester study:

“Any given video in the index stands about a 53 times better chance of appearing on the first page of results than any given text page in the index.”



Video Marketing For Law Firms

Videos can improve your Internet marketing results, but how?

Tips to use video to grow your law firm so that you can attract more clients, generate more referrals, and grow your law firm.

Why is Video Marketing Important for your law firm?

- In such a fast-paced world, many consumers would rather watch **an informative and compelling 2 to 3 minutes of video** than spend **fifteen to twenty minutes reading text.**
- Video is an ideal marketing tool as it can communicate key points to the target audience very quickly.
- Your Video is Your 24/7 Sales Agent



Video Marketing For Law Firms

Why Use Video to Grow Your Law Firm?

- In order to be found on the Web, you need to put information there that your prospective clients will find.
- The information has to be educational, informative, relevant, and useful, and it needs to be distinctive and representative about your firm.
- Video marketing gives you an opportunity to create content that can make more of your ideal prospective clients know, like, and trust you so that they are more likely to try, buy, and refer more of your services over time.



Video Marketing For Law Firms

Why Use Video to Grow Your Law Firm?

- YouTube has more than 1 billion users
- Every day people watch hundreds of millions of hours on YouTube and generate billions of views.
- The number of hours people are watching on YouTube each month is up 50% year over year



Video Marketing For Law Firms

Why Use Video to Grow Your Law Firm?

What are your Competitors Doing?

As videos get more and more popular to customers, your competitors are maximizing the use of video marketing to improve their overall marketing performance.



Video Marketing For Law Firms

Optimizing video for SEO

- Search engines are not capable of viewing the contents of your videos. Regardless of how well-produced and edited your videos are, without proper Video SEO, you run the risk of being outranked by less relevant content in the search engine results pages (SERPs)
- Optimize your videos for distribution online-future webinar
- Improve your videos' user accessibility



Video Marketing For Law Firms

Optimizing video for SEO

- Provide the most relevant keywords to help you achieve strong search rankings on major search engines
- Distribute to the leading online video portals to ensure the highest level of exposure
- Develop an effective keyword strategy that can significantly increase the amount and quality of traffic to your website



Video Marketing For Law Firms

Key #1: Answer General Questions

- According to YouTube.com, 400 hours of video are uploaded to YouTube every minute, YouTube has more than 1 billion users, and YouTube is the second-largest search engine in the world.
- You can use video to answer general questions, upload them to YouTube, and use an annotation to link back directly to your website.



Video Marketing For Law Firms

Key #1: Answer General Questions

- There are many different ways to use video to grow your law firm including Periscope which is a live video streaming app.
- Periscope reached one million users in its first 10 days; lawyers can use this live-streaming app to answer general questions and communicate live with the viewers in real-time.
- The replays are available for 24 hours after the live event. This is a great way to attract new clients and use video to grow your law firm by providing information content that is relevant, timely, and positions the attorney as an expert in their practice area.

Quick tip: Answer common questions from AskALawyer.com. All of the questions from this site come from real people and many of the questions could be like those from your prospective clients. Be sure to pick the general topics. Example Strategy: “5 Things You Need to Know Before Hiring a ____ Lawyer”



Video Marketing For Law Firms

Key #1: Answer General Questions

- Quick tip: Answer common questions from AskALawyer.com. All of the questions from this site come from real people and many of the questions could be like those from your prospective clients. Be sure to pick the general topics.
- Example Strategy: “5 Things You Need to Know Before Hiring a ____ Lawyer”
- Answer FAQs



Video Marketing For Law Firms

Key #2: Add a Welcome Video to Your Website

- This is a great opportunity to connect with visitors to your website and introduce members of your law firm.
- You may also want to include a brief 30-second review from a client as well.
- Endorsements from “real people” now carry more weight than traditional marketing messages. Video is a form of communication, builds trust, and can be used to build authority online when used strategically.



Video Marketing For Law Firms

Key #3: Use Webinars to Attract Clients

- We believe that incorporating webinars into your legal marketing activities creates unique, relevant content that can quickly gain popularity in the Internet community.
- Educational webinars can help your firm build authority online and are a great way to use video to market your business.
- Share tips and advice
- Introduce your team
- Report the news
- Firms can upload a copy of the webinar to YouTube, create a landing page, and offer the webinar as a replay and export the presentation into a PDF and upload it to SlideShare and include the YouTube video.



Video Marketing For Law Firms

Key #4: Create an Educational Library on Your Website Implement Video Marketing

- We recommend publishing one new video per week on a topic that helps build trust, authority, and expert status in your practice area.
- Search online for topics and keywords before creating videos.
- Keep video topics from one to three minutes.
- Before recording videos, create a strategy so that you can record multiple videos during one session.
- If possible, record 10-20 videos and have your editor add an intro, title, and outro. Then your marketing team can distribute one video per week on your website.



Video Marketing For Law Firms

Key #5: Add Videos to Your Social Media

- Video is one of the best marketing strategies to use to grow your law firm because one new video per week on a topic helps build trust, authority, and expert status in your practice area.
- Search online for topics and keywords before creating videos and create videos that are one to three minutes long.
- One 90-second video can be uploaded to your website, YouTube, Facebook, LinkedIn, and SlideShare. The video links can also be shared on Twitter and you can use Periscope to discuss content from the video.



Video Marketing For Law Firms

- Be sure to announce your new videos in a monthly email and print newsletter and provide links to your educational library and YouTube channel.
- As with all marketing, be sure to measure results.
- Create a call to action, use a trackable number, track engagement, and of course track the overall result for each campaign.
- Before you build your video marketing strategy, we do recommend that you consult your state bar rules. Simply visit your state bar website and download the rules so that you have a reference point.
- If you are working with a marketing agency, make sure that they understand legal marketing. Lawyers can not do everything online that traditional marketers recommend.
- Five ways to use video to grow your law firm so that you can attract more clients, generate more referrals, and grow your law firm by building authority online.



Video Marketing For Law Firms

How Attorneys Can Take Advantage of Online Marketing

Online law firm marketing is a daunting task that requires myriad objectives for success. However, online video of your law firm is one of the most neglected efforts to increase traffic. Video marketing can considerably develop your Internet ubiquity in the following ways:

- It places your attorneys as trusted authorities.
- It enables you to communicate with potential clients.
- It begins building trust prior to potential clients meeting your lawyers.



Video Marketing For Law Firms

How Attorneys Can Take Advantage of Online Marketing

- It stimulates your law firm's search engine exposure.
- It adds visual interest to your firm's Website.
- It facilitates discussing legal issues in detail and with more emphasis than text only.
- Video provides a personal connection, which is something your potential clients need with the enormous amount of online competition.



Video Marketing For Law Firms

Valuable Assets Provided by Videos

- Internet users trust and revisit sites that frequently use video.
- In fact, videos create a longer lasting impression on Website visitors by adding an emotional stamp that helps gain their trust.
- Also, sharing your video on a large number of video sites will help you reach more visitors, which could conceivably bring you new clients. Furthermore, you should consider that videos may increase your search engine optimization results.
- Just providing a face and voice for the client should be your principal objective.



Video Marketing For Law Firms

Valuable Assets Provided by Videos

- The best videos provide information to show that your law firm is credible, skilled, reliable and are experts in the community. You can talk about past successes, integrate customer testimonials, and discuss your high level of service.
- Take your law firm marketing strategy to a new level with online video.



Video Marketing For Law Firms

Video best practices

- Don't let perfection get in the way of progress!
- Use a good quality camera – doesn't have to be expensive
- Make sure the sound is good



Video Marketing For Law Firms

Video best practices

- Create new videos frequently
- Post videos on YouTube, then embed in your site
- Optimize videos on YouTube, on website and other video hosting sites (upcoming webinar)



Video Marketing For Law Firms

So...

- More traffic
- More engagement
- Better search engine ranking

Why NOT use video?



Video Marketing For Law Firms

Don't Wait For Your Competitors

- Don't put this on the back burner, waiting for someone else to blaze those trails so that you "do it right," and don't make any mistakes.
- Be the one, or the firm, that steps out of the box to show who you are, and how you are different than your competitors.
- I'm seeing more video out of law firms these days, but I want to see more from you.
- Take some time to sit down to see how you can plug this into your existing goals and plans.



Video Marketing For Law Firms

Bottom Line

- It doesn't have to be difficult.
- The content needs to be good, but it doesn't have to be epic.
- You don't have to spend a fortune on it (unless, of course, you want to).
- You might be surprised at the simple tools you can use, or that you might already have in place.
- You don't have to do it alone to do it right.

Let me know what you think, and if you plan on adding video to your digital marketing and business development mix.



Local SEO Uncovered

How does your business and website appear?

Tools to check

www.localsearchprofiler.com –Check How Your Business Appears Online (Citation Report) and Reputation Report

<https://www.google.com/webmasters/tools/mobile-friendly/>
check how your site appears on a mobile device.

Contact me for a Free website evaluation/audit

Contact me for copies of slides

Contact me for book “Internet Marketing For Local Business”

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We make law firms grow. Ask us how.

