

## Using Online Video Marketing to Win Over Prospective Clients

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### *10 Ways to Grow Your Practice with Online Video*

When competition is tough, law firms need to step up their marketing game.

Sure, presentations and Websites are good. But, what firms really need is something that sets them apart, something that will make prospective clients stop and take notice.

Enter **online video**.

Online video adds a unique **FACE-TO-FACE ELEMENT** that **fosters trust** and compels clients to pick up the phone and make an appointment. These types of videos can be found on a firm's Website - and can include anything from a presentation to an interview.

With that in mind, here are ten ways you can get the most out of your **online video marketing** campaign.

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## **1. Make sure it looks professional.**

You want to establish credibility and trust, so be sure to find a personable, engaging interviewer and a top-notch production crew.

## **2. Put the video on the front page of your site.**

Online video is an **EFFECTIVE SELLING TOOL**, so make sure it's front and center! Embed it on the homepage, so every visitor (and search engine) will see it.

## **3. Submit your video to other online outlets.**

Although **YouTube** is the clear leader, there are many other video-sharing sites worthy of consideration. Here are some you will want to check out:

- [Google Video](#)
- [Yahoo! Video](#)
- [Daily Motion](#)
- [MySpaceTV](#)
- [MetaCafe](#)
- [Revver](#)
- [Veoh](#)
- [Blinkx](#)
- [Break](#)

## **4. Link back to your site.**

When placing videos on the sharing outlets, put your URL near the top of your video's description. You'll get a higher search ranking and potential clients will quickly see where to go for more information.

## **5. Research search terms and put them in the title.**

Find out what words people in need of your services are typing into search engines, and use the most popular ones in your video's title. If you don't know what those terms are, get professional help or use some of these free resources:

- [Wordtracker](#)
- [Google AdWords](#)
- [Keyword Discovery](#)
- [KwMap](#)

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- [Google Trends](#)

## **6. Be mindful of tags and descriptions.**

Most video-sharing sites let you tag videos with keywords and post a short text description, so get the most out of these by sprinkling in the search terms you've identified.

## **7. Include a flattering thumbnail shot.**

A thumbnail is a still shot from your video that appears along with search results. Don't waste this chance to present yourself in the best light possible—choose a key moment from your video, preferably one where you're smiling.

## **8. Monitor and respond to viewer comments.**

Most video-sharing sites also allow viewers to post comments. Use this as an opportunity to answer questions, respond to comments and further promote your practice.

## **9. Consider a pay-per-click campaign.**

Natural search engine optimization, while effective, takes time to bear fruit. You might want to jump-start the process with a pay-per-click campaign that gives you a sponsored search listing. You can learn more at [Google AdWords](#) or [Yahoo! Advertising](#).

## **10. Add new content - often.**

Search engines look for it, and so do potential clients. Keep your content fresh and up-to-date.

Make your firm stand out by **maximizing your online presence with video.**

The technology is there. Use it to your advantage.

*Adapted from article [Growing Your Practice with Online Video: 10 Tips for Getting in Front of Prospective Clients](#) by Diana D' Itri*

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