

## [Small to Mid-size Legal Marketing Firms – Your Online Video Is Allowed to Express Your Individuality](#)

April 5th, 2010 by Kara

Whenever I include an article in my online newsletter with “**Video**” in the title, it receives more opens than any of the others. The same holds true for the articles on this blog, reflecting marketing statistics on video inclusion, across the board.

That being said, here’s my introductory video:

[http://www.youtube.com/watch?v=a1xhhsv1d1U&feature=player\\_embedded](http://www.youtube.com/watch?v=a1xhhsv1d1U&feature=player_embedded)

The director, [Michael Bailey of Morning Glory Films](#), is a lifelong friend with a production studio in Washington, D.C. I admit, when he first suggested shooting me with green screen and rock music on the 2nd track, I wasn’t so sure...

My point is, If you craving to differentiate yourself as not “just another legal organization” then don’t be trepidacious about doing so.

My video’s finished product is slightly “out-of-the-box” from what you normally see in the world of legal service marketing. Like it or not, it is something different that’s available for you and you’ve kept reading to this point, and engagement is the first part of conversion!



My goal is to keep stimulating your creative ideas for your legal marketing online platforms, while encouraging you to participate in my “Jump Start” sessions. Hopefully, I’ll accomplish both of those things.

On another note, in case you’re wondering, yes, I used stock footage.

It’s not as if many of you aren’t going to notice! So, I may as well just say it...

Let’s be honest — it keeps costs down and time expense to a minimum and since I’m admitting to it, it is kind of funny, yes?

There's much more online video to come from Karasma Media. Please feel free to call if you have any questions about how I can assist you with implementing your social media to generate new business.

**Other articles you may be interested in:**

**[Content Brilliance Is the PR of Social Media for Law Firms](#)**

**[“Draconian” ideology is no fix for legal marketers](#)**

**[Legal Marketers Can Step Out Of the Box With Video](#)**

**[As the Legal Industry Shifts – We Can Differentiate By Making A Difference](#)**

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

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