

Online Video

eLawMarketing

Online Video: Don't Get Left Behind.

A recent survey of B2B marketers revealed that:

- 71% believe that online video can help build brand awareness
- 63% are likely to invest in a branded content/video destination in 2009
- 47% expect online video to generate more leads in 2009

Given the popularity of online video, law firms should be thinking how they can best leverage this technology for marketing. Popular video applications for law firms include:

- Client testimonials
- Firm profiles
- Recruiting
- Client education

eLawMarketing's Online Video Services

eLawMarketing offers a suite of services to help law firms and individual attorneys create, host and promote videocasts:

• Scripting

A key ingredient determining the popularity of online videos is quality content. We'll work with you to develop engaging scripts that will capture the attention of your viewers

• Filming

We've partnered with a production company with a **nationwide network of professional videographers**. So whatever city you are located in, or if you have multiple offices across the country, we can arrange for a professional videographer to come to your offices to film your videos.

• Production

Our production partner will convert your raw footage into a video masterpiece! Services include: Video editing (including custom transitions and graphics), audio narration using voiceover, and intro and outro screens.

• Hosting

Stream your video online inside a custom video player that is optimized for the search engines, and supports viral marketing

• Promotion

Promote your video via YouTube, MetaCafe and other online video sharing sites.

• Video center

Deploy a custom videocast center in which to showcase and share your firm's videos in an accessible format

• Tracking

Track how many people are viewing your online videos.

Get Started Today

To get started with online video, please contact us today at 866.833.6245 or sales@elawmarketing.com.

The eLawMarketing Difference: A Nationwide Network of Videographers and a Professional Production Studio Whatever city you're in, or if you have multiple offices spread across the country, we can provide a professional videographer to shoot video on site. We'll then convert the raw footage into a video masterpiece featuring custom graphics and transitions.

