

## 5 Ways to Develop a Video Marketing Strategy

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • July 13, 2010 • [Printer-friendly](#)

### *Video Marketing Can Be the Easiest Way to Promote and Create Instant Connections*



Do you have a website up and running, maybe even a [law blog](#) too, but find that business is still waning?

It may be time to start thinking about **adding VIDEO to your homepage!**

Believe it or not, more law firms around the world are making video one of their "go to" **marketing tools**. They're a cinch to produce. They're **easy on the budget**. And, they're one of the most **effective ways to promote and connect with a market**.

Want to know more?

Here are five ways you can **use video to get your firm's message to the masses**.

#### **1. Promote your brand.**

Create a short, 60-second snapshot using something as simple as a Flip video camera and begin capturing the essence of your firm. Make sure visitors come away from your site with a main message about the company. Also, be sure to supplement the video with written content

**Top Lawyer Coach, LLC**  
601 Penn Street  
Fort Worth, TX 76102

817/992-6711  
[newman@toplawyercoach.com](mailto:newman@toplawyercoach.com)



throughout the site that supports that message. Case studies, photos, and graphics are a nice touch too.

## **2. Showcase your lawyers.**

Clients don't want to hire law firms, they want talented attorneys.

Showcase the legal talent in your firm with videos of the attorneys themselves. They can discuss their [niche practices](#), important cases they've handled, or their approach to [client satisfaction](#).

Videos allow clients to begin building relationships with lawyers even before they meet face-to-face.

## **3. Share experiences.**

When your lawyers give lectures or participate in roundtable discussions, why not share those experiences through video? This can be a great way to show that your firm is connected to the community. It also shows that your attorneys are extremely knowledgeable on industry-specific topics.

## **4. Try video blogging.**

Video has the power to enhance a blogger's personality as it tells visitors much more about YOU than plain text. Instead of writing a standard blog post, consider video blogging, or vlogging. It can be less time-consuming and it allows you to get more information out to your followers - without writer's block.

## **5. Include your clients.**

Reach out to your clients and ask if they would be willing to record a short video about their experiences with your firm or a certain lawyer. Have them talk about their working relationship with the firm, the trust they place in you, and the loyalty they have received in return. You can also create a montage of several clients discussing the firm's accolades, or one with a client and a lawyer talking about their working relationship.

**With video, your marketing opportunities are limitless!**

And, once you've started using video on your Website - you'll be ready for the next step: learning [how to brand yourself on YouTube](#).

*Adapted from article [Five Ways to Use Video on Your Firm's Website](#) by Terry Isner.*

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Fort Worth, TX 76102

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[newman@toplawyercoach.com](mailto:newman@toplawyercoach.com)

