

Law Firm Marketing: What the Dancing Merengue Dog Can Teach Lawyers About Online Video

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Last week I pulled up the Yahoo! home page and one of their promotional boxes was urging me to click on a video of a dancing dog. For some reason, it just caught my eye and so I clicked and – I have to admit – it was a pretty amazing performance. (You can catch it [here](#).)

Monday night I turned on Letterman and noted his guests were Bill Clinton and...the Dancing Merengue Dog, from that same video. I just checked it again and it has over 5.5 million views on YouTube and a movement is afoot to get the dog a spot on *Dancing With The Stars*!

So how does a dancing dog fit into your law firm marketing plan? Look at the video. It was shot in a parking lot. Production value is pretty poor, but that didn't matter -- the video has turned that dog into a worldwide sensation.

Whenever I talk to lawyers about adding video to their websites or blogs, the first thing I usually hear is, "I don't want to spend money on a film crew and make it a big production." The lesson from the Dancing Merengue Dog is you don't have to. All you need is a \$200 video camera (they're all pretty high quality these days) and something interesting to say (to your potential clients, not other lawyers!).

Online video is a highly underused form of law firm Internet marketing that promises a big return. Whether you place your video on the homepage of your web site, or upload it to YouTube, the benefits are undeniable.

Video adds value to your law firm Internet marketing approach in three ways:

1. It **engages the viewer immediately** and convinces them to stay awhile and listen to your message;
2. It provides the viewer (aka potential client) with a chance to hear the authority in your voice, to see the sincerity in your face, and ultimately to **get to know you, trust you and choose you**;
3. It **enables you to tell the client precisely what makes you the better choice** in legal support over your competitors.

If you are looking for a way to connect with clients and prospects, make online video a part of your law firm Internet marketing strategy.

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To order this information-packed set click [here](#).

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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