



Video: The Next High-Impact Marketing Tool for Attorneys

May 29, 2008



THOMSON REUTERS

FindLaw

- Sophisticated techniques for attracting potential clients from search engines like Google and Yahoo to your Web sites
- Award winning designs
- Custom content for your area of practice and specialty written under the guidance of on-staff attorney editors
- Online advertising on FindLaw.com or LegalConnection.com



Neal Moskow, Ury and Moskow



PRODUCTS & SERVICES

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- Video
- Why Video?
- Why FindLaw Video
- Online Video Products
- Video Web site Gallery
- Testimonials
- Video FAQs
- Video Shoot Preparation Tips
- Your-Shot Video Production Vendor List
- Recommended Technical Standards

contact your consultant

Find your representative by entering your zip code:

Find out if your website is set up to attract the clients you want.

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The FindLaw Design Group Receives Two 2007 Webby Awards
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Video



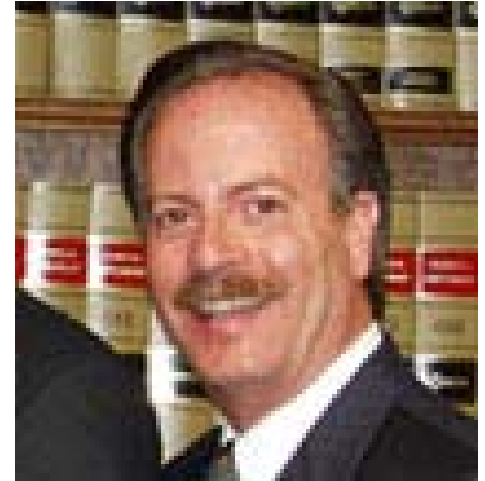
A power that cannot be ignored.

Video grabs visitors' attention and drives them to act. According to our studies, consumers visit an average of 4.8 Web sites before choosing a lawyer online. That drops to 1.8 sites when the site contains a video.

FindLaw is a one-stop-shop for online video. From pre-production and filming to distribution, hosting and measurement of results, we do it all. A FindLaw team will come to your firm for a full day for your on-site video shoot. We produce four one-minute clips, integrate them into your Web site and your Findlaw.com attorney profile, and distribute them to other online video sites.

Don Sowers

- Managing partner in Takakjian Sowers Sitkoff LLP
- Former Police Detective and Deputy District Attorney
- Past Chairman Criminal Justice Section – Los Angeles County Bar Association
- Instructor at the Los Angeles County Sheriff's Academy for twenty years
- Created first Web site in 1996
- FindLaw customer since 1998
- Working on fifth generation Web site with FindLaw



Laura Hamad

- FindLaw Field Producer since first video beta began in August 2007.
- Helps FindLaw clients identify and create the story for each of their videos.
- Directs video shoot, ensuring the client's vision gets captured during the day.
- FindLaw employee since August of 2006.
- Worked in print and online communications at MN state teacher's union prior to joining FindLaw.
- Graduated *summa cum laude* from MN State University Moorhead with a degree in Mass Communications.



Agenda

- **Why Video?**
The next high-impact marketing tool for attorneys
- **Attracting qualified leads**
Video search engine optimization & distribution
- **Process**
How to shoot a video that converts prospects and serves clients
- **Getting your money's worth**
Evaluating return on investment

Why Video?

The bottom line: A professional, well-crafted video allows your potential clients to meet you before they even hire you.



Why Video?

People – lots of them – love to watch videos online.

Comscore reports that nearly 139 million U.S. Internet users watch an average of 83 videos per month – **that's 3 out of 4 American Internet users.**



Source: "Number of Online Videos Viewed in the U.S. Jumps 13 Percent in March to 11.5 Billion" comScore press release, May 12, 2008, www.comscore.com

Why Video?



Why Video?

A well crafted online video can help you connect with more prospects, and promote your firm in a way that's both **personal** and **highly professional**.



Let's explore key reasons why the potential for video is so great.

Why Video?

It's persuasive.

- Online video drives people to act — to pick up the phone and call your law firm.
- Our studies show that consumers research 4.8 Web sites, on average, before choosing an attorney online. That decreases to 1.8, however, when those sites contain video.



Source: "How Consumers Meet Their Legal Needs Online" FindLaw webcast, June 26, 2007, 43:05

Why Video?



1-866-666-4LAW
FREE CONSULTATION
IN OUR OFFICE OR IN YOUR HOME

It's suited for legal marketing.

- Video communicates warmth and personality.
- It captures the character of the law firm & its people, and takes the mystery out of the legal process.
- Online video erases the intimidation factor and encourages prospects to contact you.
- FindLaw customers are receiving 190 video views per month

Why Video?

It's a growing factor in search results.

- With the introduction of Universal Search, more video is appearing in Google search results.
- Yahoo, AOL and Ask also are incorporating video.
- Across the board, search engines are pushing to provide more comprehensive information to users – and video is rapidly emerging as the new medium of choice.

The screenshot shows a Google search for "attorney gary martin hays". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, there are tabs for "Web" and "Video". The "Video" tab is selected. The search results are listed below, with the first two results highlighted in a red box. The first result is "Atlanta Personal Injury Lawyers | Georgia Car, Truck, Motorcycle ..." with a video thumbnail. The second result is "Gary Martin Hays & Associates | Gary Martin Hays, Georgia Super Law..." with a video thumbnail. The third result is "Attorney J. Philip Milam, Gary Martin Hays & Associates GA - AOL Video" with a video thumbnail.

Google attorney gary martin hays Search Advanced Preferences

Web Video

Atlanta Personal Injury Lawyers | Georgia Car, Truck, Motorcycle ...
The personal injury attorneys at **Gary Martin Hays** & Associates in Atlanta and ... caring, experienced personal injury **attorney** fighting for your rights. ...
www.garymartinhays.com/ - 27k - [Cached](#) - [Similar pages](#) - [Note this](#)

Gary Martin Hays & Associates | Gary Martin Hays, Georgia Super Law...
Have you been injured in a car accident? Call **Gary Martin Hays**. Free initial consultation 888-934-8100. The personal injury lawyers at **Gary Martin Hays** ...
www.garymartinhays.com/CM/Custom/Meet-Gary-Martin-Hays.asp - 24k - [Cached](#) - [Similar pages](#) - [Note this](#)
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YouTube - Attorney Eric Ripper, Gary Martin Hays & Assoc ...
Visit www.garymartinhays.com Eric Ripper graduated with honors ...
[Watch video](#) - 1 min 14 sec - ★★★★★
www.youtube.com/watch?v=Ne5c1oCF0ID

YouTube - Attorney J. Philip Milam, Gary Martin Hays ...
Visit www.garymartinhays.com J. Philip Milam Duluth ...
[Watch video](#) - 1 min 59 sec - ★★★★★
www.youtube.com/watch?v=9iAfJufakWc

Attorney J. Philip Milam, Gary Martin Hays & Associates GA - AOL Video
Visit www.garymartinhays.com J. Philip Milam Duluth, Georgia Philip Milam graduated from the University of Georgia in 1981 with a degree in economic...
video.aol.com/video-detail/attorney-j-philip-milam-gary-martin-hays-and-associates-152122341 ...

Why Video?

It's a great way to stand out.



- In the crowded online marketplace for legal services, where Web sites struggle to attract attention, video is a terrific tool for communicating your unique message in a format consumers enjoy.
- Our studies show that 58% of consumers indicate video increases their likelihood to contact the law firm.

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Attracting qualified leads

Why Video SEO matters: The value of Web Video



For law firms, the type of Web video that possess the greatest value is promotional video.

- These videos contain a message that is a promotion in itself.
- Promotional videos do not generate direct revenue on their own. Instead, they must be distributed across as many services and viewers as possible.

Attracting qualified leads



The Value of Distribution

- **The main goal for any promotional video is for it to be seen by as many people as possible. The more traffic that flows to your videos, the more value generated.**
 - To achieve this goal it's important to find a distributor who can put video content in front of the largest audiences on the Web.
 - It's also crucial for a law firm's video to contain a URL to be visited or call to action.

Attracting qualified leads

Simply put –the more traffic that flows to your videos, the more qualified leads you will attract.

Your law firm's videos cannot be found without being properly optimized and distributed.



Attracting qualified leads

What is video search?

- Video search engines allow users to enter keywords into a search box, just as one would into a Yahoo! search box.
- Rather than get back Web pages, users are provided related video clips from across the Web.
- While traditional search engines like Google are skilled at indexing, understanding and finding text-based content, they are inadequate for finding video content results.

blinkx

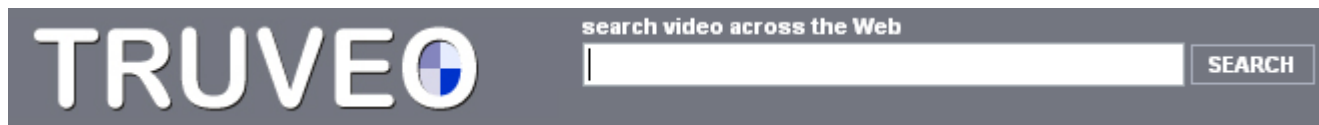
Over 26 million hours of video. Search it all.

Go >>

Attracting qualified leads

How does video search work?

- Video search engines use methods such as speech recognition, visual analysis and video optical character recognition to allow software to listen to, watch and read the text appearing on the video content itself.



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Process

Consider the video as an opportunity to welcome someone, as though you were welcoming them in to your homes. Put them at ease. Say the comforting things the prospective client needs to hear. Demonstrate your warmth, personality, expertise and professionalism and close the video with a call to action.



Video

California Lawyers Criminal Defense A... 01:32

Visit Website

Takakjian, Sowers & Sitkoff LLP, Criminal Defense

California Lawyers Criminal De...	01:32
Domestic Violence Spousal A...	01:35
DUI Drunk Driving Lawyers Lo...	01:34
Theft, Shoplifting Attorneys Lo...	02:03

TAKAKJIAN SOWERS SITKOFF LLP
CALIFORNIA CRIMINAL DEFENSE ATTORNEYS



Introduction video for
Southern California Criminal
Defense Attorneys

Process

The style of video plays a key role in a potential clients decision to contact a firm

- 76% prefer interview style in an attorney or firm profile:
 - Informal conversation vs. formal, rehearsed script
 - Want to see the personality of the attorney
- Want to contact a firm/attorney that “looks successful” and professional

Process

Before shooting any video, whether it is for television or for the web, a plan is always needed.

- A good plan will help structure a video and allow filming to run smoothly.
- The type of video being made, the format that is going to be used, and the number of shots that will be taken are all things that should be considered before filming.

PLAN FIRST!

Process

- In preparation for the video shoot, in your next five to ten prospective client interviews, make notes of the top five questions that are raised by the prospective clients.



- What things do you commonly repeat in each presentation to a prospective client?
- What are your strongest sales points? Make a list of your top one-liners?
- What are your shortcomings? How do you address them if they are raised by a prospective client?
- What makes you different from your competition?

Video

The screenshot shows a video player interface. At the top, there is a video thumbnail of a glass of amber liquid with a white napkin. To its right, the text reads "DUI Drunk Driving Lawyers Los Angele..." and "01:15". Below this is a "Visit Website" link with a computer icon. Further down, there are icons for email and a link. The main content area is titled "Takakjian, Sowers & Sitkoff LLP, Criminal Defense" and contains a list of four video thumbnails with their titles and durations:

Thumbnail	Title	Duration
	California Lawyers Criminal De...	01:32
	Domestic Violence Spousal A...	01:35
	DUI Drunk Driving Lawyers Lo...	01:34
	Theft, Shoplifting Attorneys Lo...	02:03

At the bottom of the player, there are navigation icons (back, forward) and the firm's logo: "TAKAKJIAN SOWERS SITKOFF LLP CALIFORNIA CRIMINAL DEFENSE ATTORNEYS".



Practice area focused video for Southern California DUI Lawyers

Process

- Lawyer advertising guidelines vary by state. Attorneys should contact their state bar association or review their state ethics rules to interpret how the rules apply to their individual practice.
- It's beneficial to use a production company who is familiar with the law and can catch any potential bar violations as they happen.

This will prevent the video from having to be re-shot – which can be cost prohibitive.

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Getting your money's worth

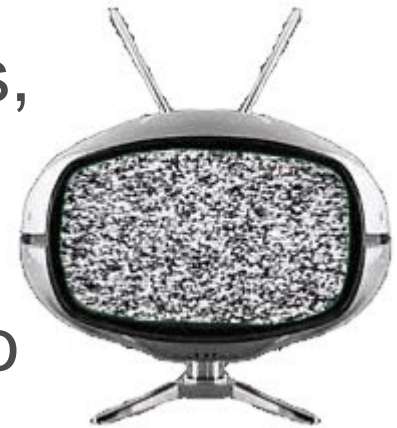
A well done video will increase the following:

- **Contacts:** In a recent study conducted by FindLaw we measured an average **34% increase in email contacts** alone after video had been added to customer's sites and **20% increase in traffic.**
- **Time Spent on Site:** Potential clients stay longer on Web sites where effective video is present.
- **Page Views:** Video engages potential clients and evokes them to visit other site pages to read more about the firm.

Getting your money's worth

Consider this:

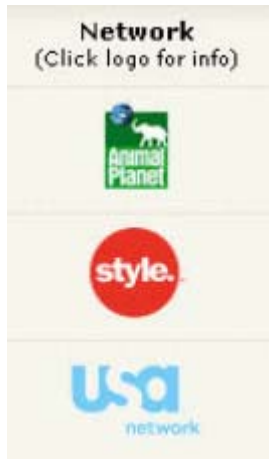
- In a direct comparison of daytime cable TV airtime schedules for Minneapolis, Chicago, Los Angeles, Miami & New York – we found the average cost per 30-second TV commercial ranges from \$226 up to \$1,800.



Source: SpotRunner.com Airtime Schedules created May 21, 2008 for Minneapolis, Chicago, Los Angeles, Miami, New York

Getting your money's worth

For example - in New York:



- For a promotional campaign, the cost per 30-second daytime TV commercial costs **\$720**.
- At minimum, a law firm should purchase **35** spots that would appear randomly over a one week period.
- Each week would cost about **\$25,200**
- That's **\$100,800** just to air TV spots for a month long campaign.

With the increased popularity of Digital Video Recorders like TiVo there is no guarantee that the commercial will even be seen by the 18+ target audience.

Source: SpotRunner.com Airtime Schedule created 5/21/08 with run dates from 6/9/08 – 6/16/08 for Manhattan/Brooklyn/Queens

Getting your money's worth

Unlike TV, your online video doesn't just air at a certain time on a certain date; it is always there to stay.

Anytime a user is searching for you, they can find your video and meet you online.

- This is what makes online video such an invaluable part of any firm's marketing plan.



Getting your money's worth

Giving your potential clients the ability to watch a well-crafted video delivers a level of confidence in your firm that trumps any other marketing efforts.



Video

The screenshot shows a video player interface. At the top left is a video thumbnail of a man in a white shirt. To its right, the text reads "Domestic Violence Spousal Abuse Batt..." and "Visit Website" with a laptop icon and a duration of "01:27". Below this is a list of videos under the heading "Takakjian, Sowers & Sitkoff LLP, Criminal Defense":

Video Title	Duration
California Lawyers Criminal De...	01:32
Domestic Violence Spousal A...	01:35
DUI Drunk Driving Lawyers Lo...	01:34
Theft, Shoplifting Attorneys Lo...	02:03

At the bottom of the player is the firm's logo: "TAKAKJIAN SOWERS SITKOFF LLP CALIFORNIA CRIMINAL DEFENSE ATTORNEYS".



Practice area video for
Domestic Violence Lawyer -
Spousal Abuse - Child
Abuse Defense Attorney

Questions



<http://www.lawyermarketing.com/video>