

'It's the law' - interesting download

3 reasons why should video be a core part of your law firm's marketing strategy

It is easy to see the need for Video content in a B2B environment as being faddish. We often get asked "where does it fit?", "How can we utilise video within our industry when all we do is write letters?"

The reality is that at Journey we're seeing an increasing number of clients embrace video as part of their marketing strategy and they are seeing the results. The key is doing it with a purpose and not just because your competitors are. In this guide we give you 3 good reasons why you should be doing it.

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1. Video delivers impact and creates immediate connections

In a sector where key staff have limited time, video can deliver clear, high impact messaging with minimal input from your lawyers. Video is really effective in humanising complex propositions.

As humans we connect much better with other human faces and voices than with text. Video is able to deliver complex messages in far less time than reading text-based marketing materials.

Visitors to your website want information about who you are, what you do and how you do it before they pick up the phone or fill out a contact form. Video is ideal for this engagement process.

More than 70% of marketers state that video converts better than any other form of marketing activity.

So, if you want to quickly and effectively grab the attention of a prospective client who might be looking for services that you offer, video should be your main tool for achieving this.

2. Video is effective in building your brand

Increased competition in the legal sector means that firms have to offer a broader range of services and be one step ahead of the competition in communicating their USPs. As well as showcasing the real people behind the name, video can help to build your firm's brand far quicker than other marketing methods.

This is because video is renowned for being highly shareable across all digital devices, enabling you to grow your audience and your customer base.

The more video content you create the more you build the perception of your firm as an authority in your areas of specialism.

3. Video delivers return on investment

A well planned video production and distribution strategy will look at your firm's objectives over a year or more and take into account available budgets. It will layout a clear and comprehensive strategy for targeted deployment of video in multiple formats and durations which dovetail with your wider marketing strategy.

This targeted approach means that you reach an audience who you know are receptive to your messaging and are therefore more likely to move from being prospects to clients. Rather than wasting valuable budget on a scattergun approach you are maximising the effectiveness of your resources.

Types of video content you should consider are:

- Brand video
- Thought leadership videos
- Case studies and testimonials
- FAQs
- Live events

An experienced video production company will take time and effort to understand your law firm, its USPs, objectives and its people and translate that into an effective creative proposition that delivers maximum impact and ROI.

If you'd like to know more about how video can enhance your firm's brand and increase your turnover then why not get in touch with Journey. Alongside our marketing and brand support, we offer comprehensive production and strategy services and are always happy to have an informal chat about what the best options might be for your business.

So if you've not thought about the use of video before, maybe now is the time to do so?