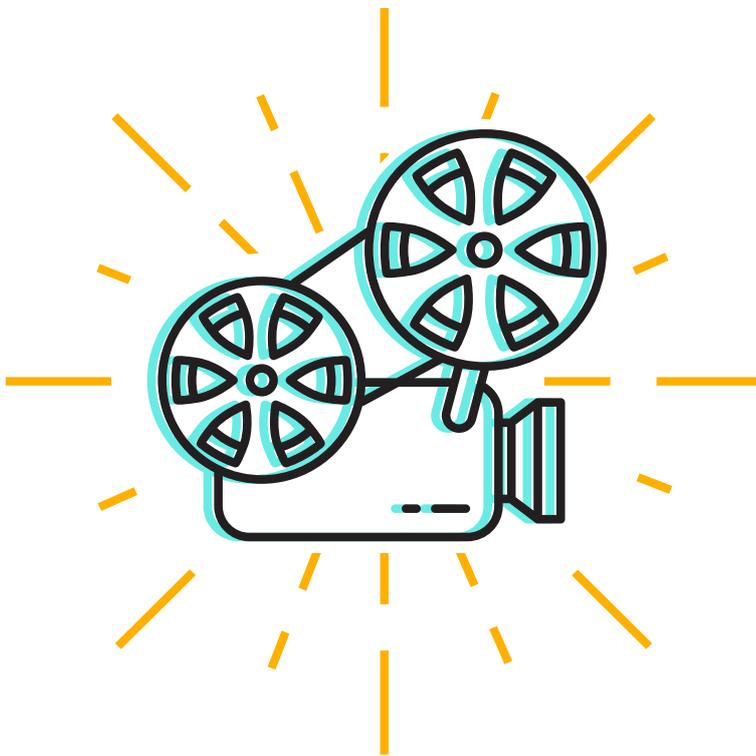


THE BIG TREND

IN 2016:

ADDING VIDEO TO YOUR WEBSITE

BY TERRIE S. WHEELER, MBC



As more and more lawyers are jumping into the Web-based digital video movement, being the star of one's own video shoot can spark fear into the hearts of even the most fearless lawyers. Consider the statistics:

- One of the top four online marketing strategies for 2016 includes more interactive content to websites, including videos (Hinge Marketing, 8 Jan 16).
- 80% of Internet users recall watching a video they saw online. Of that number, 46% take action and make contact based on the video (Video Brewery, Jan. 2016).
- Over 60% of visitors to your website will watch a video before reading the same content (ReelLawyers, January 2016).

The jury is in. Adding video to your website will engage visitors and make it more likely that prospective clients and referral sources will call you.

Should You Consider Adding Video To Your Website?

If the concept of adding videos to your website sounds compelling, but you are not convinced yet to take the video plunge, consider the following:

- Are you confident about what differentiates you in the marketplace?
- Do you know what services reflect your best and highest use as a lawyer?
- Would you rather shoot a video versus writing website content?
- Can you identify questions your current and prospective clients frequently ask you – those you have to repeat each time?
- Do you spend a lot of time delivering “free consultations” to clients you don't end up working with?
- Are you engaging and articulate?

If you answered yes to more than three of the questions above, you should consider adding videos to your website.

Why Don't More Lawyers Use Videos?

Many of the lawyers I work with have seen videos on other websites that don't look professional and/or make the lawyer look quirky or uncomfortable. When I see this, it makes me think the lawyer did not work with a professional videographer, nor did they practice their responses prior to the video shoot. Having a reputable professional shoot your video ensures quality

and avoids the typical pitfalls of videos. Practice makes perfect also applies to your video debut.

Tips for Creating Interesting and Informative Videos

Identify Questions. Create a list of questions that help convey why your clients hire you, your approach and philosophy, and what questions clients ask most frequently.

Give Your Videos a Theme. Your videos should fill a specific niche for potential clients and as such, should connect to one another.

Hire a Pro. While digital technology has become more state-of-the-art, making it easy for novices to produce digital video, make the investment and work with a professional videographer. The pros will ensure your videos have a news-quality appearance.

Practice, Practice, Practice. While you want your videos to appear comfortable and conversational, practice your responses with your partner, spouse or pet. The more you practice, the more comfortable your responses will sound.

Keep It Short. One of the goals of adding video to your website is to encourage viewers to contact you. While you want to address the question, you want to do so with an eye toward piquing interest in the viewer. Set a goal of 30-seconds to one-minute responses (maximum) to each question.

Be Yourself. Let your personality show through. Smile, blink, and use vocal inflection to get your points across. Remember, you are talking to people who could hire you or refer business to you. Let that personality shine!

Dress the Part. Dress as if you were going to have a professional photograph taken. Depending on the number of videos you will be shooting, you may want to include a wardrobe change so you are not wearing the same thing in each video.

I Took The Video Plunge: Now What?

Don't let your videos just sit on YouTube. Be proactive about how you use them. Consider the following tips:

Have Your Website Developer Imbed a Video Player on Your Website. Time and time again, Google Analytics show us that

the most viewed pages on a firm's website are attorney profile pages – consider adding a video to your profile.

Create a Consultation Room on Your Website. Creating a consultation room allows potential clients to get a feel for the type of advice you give. It shows them the breadth and depth of your knowledge.

"80% OF INTERNET USERS RECALL WATCHING A VIDEO THEY SAW ONLINE. OF THAT NUMBER, 46% TAKE ACTION AND MAKE CONTACT BASED ON THE VIDEO."

Create a Video Blog. Faster than writing, with a more personal touch, Video Blogs (Vlogs) are a great alternative or addition to the classic blog.

Promote your Videos on Social Media. Videos get more views on social media than written posts and images. Promote your video on as many social channels as possible.

Include New Videos in Your Client Communications. Include new videos in client communications. When you communicate with your clients, make sure to feature new videos on your website

Portfolio for Other Video Appearances. If a television station needs an expert commentator, having videos on your website can serve as a video portfolio for other video opportunities.

There's no need to fear – videos are a great tool that clients love to see. Having a video series starring you – yes, you! – gives you more credibility in your clients' eyes and allows them to connect with you before they even meet you.



Terrie Wheeler, MBC is the founder and president of Professional Services Marketing, LLC (PSM). Terrie has spent the last 25 years as an in-house marketing director, marketing consultant and marketing coach to lawyers and law firms. She currently serves as a video coach for the MSBA's Video Shoot program for lawyers. If you have a marketing question, contact Terrie at twheeler@psmmarketing.com or via telephone at (320) 358-1000.

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