

## Video Marketing for Solicitors: 7 Tips to Attract Clients



Video is an ideal marketing technique for solicitors.

You can build trust with clients, share your legal expertise and present a friendly face.

In short, videos can help you attract clients.

The key to video marketing for solicitors is what you choose to film and how to use your videos.

### **The Best Videos to Create for Your Law Firm**

#### **1) Present the Right Image to Clients with Your Team**

Potential clients research online before they get in touch with you.

So the content on your website and social media is going to have a major impact on their impression of your firm.

How do you create content which presents the right image?

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With video, you have the chance to show clients who they'd be dealing with and what it would be like to work with you.

You can introduce your team and the areas they specialise in. As well as showing the personality of your firm.

What's more, with video it's easier for people to remember the content they've seen. So if you use video marketing this will make your firm and [your brand more memorable](#).

Here's an example of a video from Franks Accountants. It presents a friendly face to break down the traditional image of accountants.

[\[Video - Franks Accountants - Meet the Team\]](#)

### 2) Win Your Clients' Trust with Helpful Answers

Clients visit your website because they need help from a solicitor.

How do you gain their trust?

A would-be client will want to see evidence of your credibility. You can do this with your qualifications or how long you've been a practising solicitor.

But a way to stand out is to talk about your client's problem and answer their questions.

Why?

Because when you share your knowledge through videos you start to [build trust](#). You're seen as a helpful expert.

Start with common questions that new clients ask you. Then add more videos to create a library which shows your authority.

### 3) Show Your Positive Results with Client Success Stories

Testimonials from satisfied clients can help you win new clients.

That's because the social proof of a client talking about how you helped them is a [great persuasion tool](#).

Create video case studies which show how you've helped clients. Let your clients tell their own story and explain the positive results in their case.

If your viewers can relate to the success stories it will help persuade them to get in touch with you.

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Here's an example of how to use positive feedback from clients in a video for Salesforce.

[Video - [Salesforce World Tour](#)]

### How to Make the Right Impact with Your Videos

The right videos are only the start of video marketing for your solicitors' practice.

How you use your videos to make the right impact is equally important.

#### 4) Use Your Videos to Improve Your Search Results

Videos are a great way to help you get found on Google and other search engines.

##### Website

Websites with videos are more attractive to [search engines](#) because of their varied content.

A page with videos, photos and text is also easier for people to use and more client-friendly.

What's more, engaging videos will increase the time that visitors spend on your website. This is one of the indicators that Google uses to rank your website in search results.

##### YouTube

Upload your videos to YouTube because it's the second most popular search engine after Google.

Key steps you need to take with your videos are to:

- Add [tags and descriptions](#) to provide context or link to supporting content
- Use titles that clients are likely to search for
- Include subtitles to make your videos watchable without sound

#### 5) Encourage More Visitors to Become Clients with Targeted Videos

The common places to use videos on your website are the Home page or About page.

But some of the most effective uses of video are on specialist service pages.

When you create a video to target a sector or a service, your viewing audience will be smaller but more engaged. These types of videos can improve your credibility and help overcome objections.

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What's more, videos that focus on specific topics can improve their effectiveness. It's been shown that videos on website landing pages can [increase conversion rates by 80%](#).

### 6) How to Make the Most of Your Video Marketing Online

In addition to your website and YouTube, you can also use your videos elsewhere online.

#### Social Media

From LinkedIn to Facebook, videos create better engagement than words or pictures alone.

With both platforms, it's important to upload the videos. Videos you host on Facebook or LinkedIn will reach more people than ones you host elsewhere.

#### Google My Business

If you have a [Google My Business](#) account then you can post your videos here too.

They will show up for 7 days when people view your Google My Business listing. It's another way to stand out from other law firms when clients search for local solicitors.

### 7) Cut the Cost of New Content by Reusing Your Videos

As you've seen, professional videos are a worthwhile investment.

But to get even more value from them, you can [reuse your videos](#) to create new content:

- Create smaller snippets to share on social media
- Capture images to use in other marketing
- Link to your other marketing such as email newsletters
- [Add a transcript](#) with each video to help people who prefer to read and to increase the SEO benefits
- Create separate blog posts using your video transcripts as the starting point

#### In Summary

With video, you can market your firm and its specialist legal services in an effective way.

In addition, many clients want to deal with a local solicitor face to face. Video is the ideal way to connect with potential clients and help you to stand out from other law firms.

Credits:

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