

Why You Need to Integrate Video Into Your Legal Marketing Mix

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According to the [Pew Internet Project](#), 78% of adult Internet users watch videos online – on YouTube, their smartphones and on social media networks. That's almost everyone.

In fact, videos are one of the best ways to convert prospects into paying clients. We are visual beings and when we see someone talking on video we see their expressions, hear their tonality and can begin to feel a shared reality with the person we are looking to do business with.

People buy emotionally and justify logically, so the more emotion you can conjure on your website with videos the better.

You do not need to spend a fortune getting these done. An iPhone or simple Flip Camera will do the trick. The most important things to remember are:

1. **Make sure the audio is clear** (while people will watch a less-than-perfect visual, they will NOT tolerate poor audio quality).
2. **Stand up** when you record the video, you exude more energy and personality that way.
3. Each video should be **no more than 3 minutes** (recording frequently asked questions is a great place to start).
4. **Be enthusiastic and compassionate** in your videos -- people do business with people they know, like and trust.

Video also helps your SEO – you do know that Google owns YouTube, right?

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National Law Review, Volume IV, Number 32

Source URL: <https://natlawreview.com/article/why-you-need-to-integrate-video-your-legal-marketing-mix>