

# Elevate your legal marketing game with video

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Attractive, high definition pictures used to be sufficient for setting your website apart from the competition. While photos are still important, the public's tastes have evolved into higher expectations. Let me share some numbers with you:

- 55% the people watch some form of online video every single day.
- Online video accounts for 74% of all digital traffic.
- Video on a landing page boosts conversion by more than 80%
- More than 1 billion people regularly watch YouTube, which accounts for almost a third of all internet usage
- Almost 50% of all internet consumers look for a video before purchasing a product or service.

I hope you see where this is headed. These statistics were accumulated by the marketing firm [Invisia](#) and they demonstrate the power of video in a comprehensive marketing platform. Like the podcasts that we discussed earlier in the month, video is another creative way to connect with prospective clients, while establishing yourself as a credible attorney within your practice area.

There are a few different ways you can accomplish this goal. If you are only interested in opening the door to video marketing, try adding an introductory video to your website. It doesn't have to be long. Just a few minutes to introduce your practice. You could discuss your mission statement or highlight some of your legal successes. Give website visitors a bit of insight into your firm and why they should choose you to assist with their legal needs.

If you want to walk through the door, you can do so with several videos on your website regarding various areas of law. You could include one on each practice page or incorporate them into your blog posts. This is more time-

consuming, but the addition of consistently new video content can really pay off with higher search results.

Now for those who want to break the door completely down, why not create a YouTube channel with weekly videos? This is essentially taking podcast to the next level. These videos can serve two purposes because they can be used directly on your website, but they are also available through the widely visited YouTube.

And don't think that you will have to be limited to areas of practice in your video presentations. Be creative by bringing on interesting co-hosts to discuss current events. Highlight local organizations or people doing amazing things in your community. The possibilities are endless if you are willing to put yourself and your practice out there. Of course you need to make sure that you are abiding by the the rules of your state, but video does offer a wealth of marketing opportunities.

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**About Erika Winston:**

*Erika Winston is a freelance writer with a passion for law. Through her business, The Legal Writing Studio, she helps legal professionals deliver effective written messages. Erika is a regular contributor to [TimeSolv](#) and a variety of other publications.*