

# VIDEO MARKETING

HOW IT WORKS AND WHY TO USE IT

Video Marketing is important ammunition in your general marketing arsenal.



If used properly, it can be extremely powerful. With the rise of bandwidth accessibility, YouTube is consistently surpassing Google and Yahoo in total U.S. search queries per month.

Video has the ability to tell your firm's story and show who you really are. The user is able to "meet" the firm and relate on a personal level, as opposed to reading mundane text. The key is having professionally produced videos. If done poorly, video can reflect negatively on a company.

With the rise of popularity in online videos, most companies have already realized the potency of video marketing.

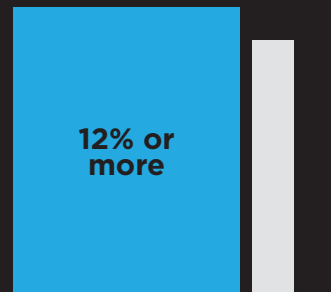
*Don't get left behind.*

**Search engines take videos seriously. So should you.**

**53x more likely**  
to appear with video

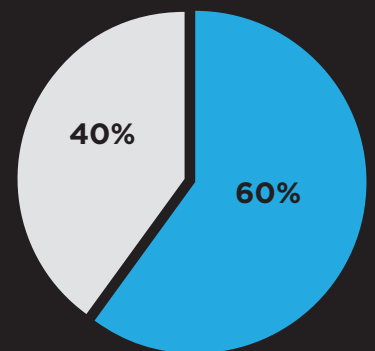
A properly coded video is 53 times more likely to appear on the first page of a Google search, compared to a traditional text-based page or website.<sup>2</sup>

**Increase client inquiries**



Research indicates that video generally increases website conversions by 12 percent or more.<sup>1</sup>

**Invest.**



About 60% of competitive law firms indicate that they plan to invest in online video in the next 12 months.<sup>3</sup>

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