

How Video Marketing is Evolving and Why Your Law Firm Needs To Keep Up

Marketing just isn't what it used to be.

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Digital marketing is constantly changing, always keeping marketing professionals on our toes. Just a few years ago, the digital world was a lot different from what it is today. And, who can forget what technology was like fifteen years ago? Between dial-up internet, iPods, and flip phones - the digital revolution was just getting started.



Now, shopping, email, social media and more is easily accessible all within your mobile phone.

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Digital marketing is constantly changing, you have to keep up on what's hot in the industry to be successful.”

Mary Ann Fasanella, CEO ACE

Instant gratification is all the rage with internet users, which explains why video is so popular with consumers. These crisp videos are quick and engaging, making it more appealing than text-driven content. Due to its impressive success, [video marketing](#) is quickly becoming the mobile user's go-to resource.

With 78% of people watching online videos every week, and 55% viewing online videos every day, it's clear that video marketing is one legal marketing tactic your law

practice doesn't want to ignore. Video production has become so popular that it's no longer used solely for entertainment purposes. Now, high quality videos are covering live events, product reviews, presentations, and more. And, yes, legal video marketing can absolutely be employed to advertise your law services.

The rise of video cannot be ignored

Today, it's almost unheard of to not have the Youtube application installed on your phone, but access to video hasn't always been this easy to come by. Back in 1950, less than 10% of American households had a television. Fast forward to a year ago, and the average household reportedly has 7.5 devices ranging from TVs to tablets.

With access to video on so many devices, it's no wonder that video has seen such vast growth over the years. And, thanks to its convenience, people now use video as a resource to help them when they need information on a topic or task.

And, while businesses can utilize video marketing to their advantage, it's consumers who really have control over the content that's put out there. Think about it- anyone can easily put out a video, but the needs and wants of your audience determine if your content will actually be

consumed.

That's why before you implement video marketing for your law firm marketing strategy, you really need to put some thought and consideration into the content you plan on producing. Ask yourself the following questions: What knowledge can we offer in our firm's videos? How can we make the content engaging and easy to consume? How long should our videos be?

An easy way to plan out your first video is to pinpoint what step of the journey your past clients get stuck on, or which questions your attorneys receive the most. Or, even put together a brand video to explain to potential clients what areas your firm specializes in- whether it be personal injury, workers' compensation, etc.

Establish your law firm's name in the industry

Now that you've determined how you can be of assistance to your audience and prospective clients, it's time to make sure your content is asserting your practice's authority. And, with 65% of the population being visual learners, you will have to meet your audience's expectations in a method that's quick and straight to the point.

Some great marketing tips to make your videos appealing to users are:

Keep it short and sweet. The most important reason that internet users tune in to online video is that they want to consume the content as quick as possible. Yes, the law industry is full of complex topics, but try your best to keep your videos under two minutes in length.

Don't forget the captions. Yes, humans are visual creatures, but sometimes, we're not in a setting that allows us to watch a video with the volume on full blast. And, with 85% of video views happening with the sound off, you want to make sure your viewers can follow along to your law firm videos with the sound muted.

Produce video content that will help. The law industry is complicated, but luckily, lawyers can use that to their advantage. Use your videos as the chance to answer any pressing legal questions your audience might have, or to fulfill any needs of theirs you can address through educational videos.

Make sure it's unique. With so many competing law firms putting out high quality content, marketing ideas are bound to overlap. However, try your best to be as creative as possible with your videos, to help your attorneys stand out. This will make your firm appear more personable than all the other ones online.

Ready to take your [law firm's video marketing](#) strategy to the next level or learn about other marketing tools you should be using? Contact Advisory Concept Evolvers today for a free law firm website consultation, and find out how we can improve your practice's digital marketing to obtain you new clients.

About ACE

Advisory Concept Evolvers (ACE) has more than 25 years' experience consulting in the Philadelphia legal community. Our passion lies in developing strong relationships with customized solutions that deliver high-impact outcomes for our firms. Over the years, we have become a trusted business and marketing advisor for law firms, leading them into digital pathways.

Our focus has always been helping firms achieve their goals while generating revenue that results in either new clients or cost-saving solutions. We are the go-to advisor for many law

firms, helping them manage their digital footprint, in-house marketing, medical record retrieval, legal research contracts and the entire litigation lifecycle from early case assessment to courtroom presentation.

This release was drafted by [Results Driven Marketing, LLC](#): a full-service digital marketing, public relations, advertising and content marketing firm located in Philadelphia, PA.

Related Materials:

Law Firm Marketing Guide

<https://www.lawfirmmarketingcompany.com/law-firm-marketing-the-complete-guide-on-marketing-your-law-firm>

Why is Listing Management Important for Law Firms?

<https://www.lawfirmmarketingcompany.com/why-is-listing-management-important-for-law-firms>

Marketing to Law Firms: How to Boost Conversions On Your Website

<https://www.lawfirmmarketingcompany.com/marketing-to-law-firms-how-to-boost-conversions-on-your-website>

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