

Online video is **3X** more likely to increase the conversion of a viewer into a caller

## Professional Video for Lawyers + Firms

We offer lawyers and firms professionally produced HD videos optimized for TV, web or mobile viewing.

### Attorney Profiles

Our engaging and unscripted videos provide attorney's with the opportunity to deliver a personal message to potential clients in their own style and tone.

*Recommended Length: 60 seconds*

### Firm Overviews

78% of all law firms have a website. What's going to differentiate your firm and drive clicks and calls? Firm overviews can either be scripted with a professional voiceover or interview-driven to deliver a positive first impression and drive higher conversion.

*Recommended Length: 90-seconds*

### Client Testimonials

Client testimonials are genuine and will generate high response rates. Capture their experiences through authentic unscripted interviews that build trust and credibility for your firm.

*Recommended Length: 90-seconds*

### New to video?

*Here's a great way to get started:*

#### ■ Law Firms

Depending on the size of the firm, you could highlight three of your top attorneys with 60-second profiles, generate three 30-second testimonials using your best clients, and create a 30-second firm overview ad for your website homepage.



### Why Video

*Lawyers.com found that if a lawyer has a video on his or her profile page, email from prospects increases **127%** and click-throughs to a firm's by **138%**.*

#### ■ Individual Attorneys

One 60-second attorney profile and two 30-second testimonials designed to convert site visitors to clients.

**Contact us to experience how affordable adding professional videos to your marketing mix can be.**

#### WEO Media

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