

**Knave Creative**

# **The Case for Video Marketing in Law Firms:**

## A STRATEGIC APPROACH



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# Introduction:

## Why Video Marketing is Essential for Law Firms

Legal marketing is evolving, and video is now a crucial tool for firms looking to stand out in a competitive landscape. Clients are more likely to engage with video content than traditional text-based marketing. In fact:

- **72% of clients** prefer learning about a business through video rather than text (HubSpot, 2023).
- **95% of a message is retained** when watched in video form, compared to just 10% when read (Forbes, 2023).
- **87% of marketers** say video increases website traffic, and **80% say it directly boosts sales** (Wyzowl, 2024).

Despite these statistics, many law firms still rely on static website content and written articles, missing out on the advantages that video provides. Without video, firms lose potential clients who prefer more engaging, digestible content. Video marketing can help bridge the gap between expertise and accessibility, creating a stronger connection with prospects and boosting overall brand authority.



# Why Law Firms Need Video Marketing:

## ROI: A Data-Driven Advantage

### Higher Engagement

Video content generates **1200% more shares** than text and images combined (Brightcove, 2023).

### Lead Conversion

Landing pages with video **increase conversion rates by 80%** (Unbounce, 2023).

### SEO Boost

Websites with video content are **53x more likely to rank on Google's first page** (Forrester Research).

### Increased Dwell Time

Visitors spend an average of **2.6x longer on pages** with video (HubSpot, 2023).



# Measurable Marketing Impact

## ROI: A Data-Driven Advantage

### Improved Client Retention

Video enhances understanding of complex legal topics, improving trust and client commitment (Think With Google, 2023).

### Higher Revenue Growth

Companies using video grow revenue 49% faster than those that don't (Aberdeen Group, 2023).

### Lower Cost Per Lead

Video marketing can reduce cost-per-lead by 33% while increasing lead quality (Wordstream, 2023).

### Higher Client Trust

57% of consumers say video gives them more confidence in a service before committing (Animoto, 2023).



# Measurable Marketing Impact

## ROI: A Data-Driven Advantage

### Traffic Growth

Video drives a 157% increase in organic traffic (Search Engine Journal, 2023).

### Click-Through Rates

Emails with video see a 300% boost in CTR (Campaign Monitor, 2023).

### Social Performance

Video posts receive 48% more views on LinkedIn (LinkedIn Marketing Solutions, 2023).

### Brand Authority

Firms using video establish stronger thought leadership, leading to higher inbound inquiries (Content Marketing Institute, 2023).



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# **Building Your Brand and Expert Profiles**

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## Enhances Client Relationships

Personalised videos **create stronger connections** with potential and existing clients.

## Strengthens Employer Branding

**Attracts top legal talent** by showcasing firm culture and values.

## Addresses Client Stress and Uncertainty

Many legal services customers are in overwhelming, stressful situations. They are looking for a person who can help them, not just a corporate entity. Featuring your lawyers in videos **helps remove the impersonal, rigid corporate image** and replaces it with a humanised, approachable brand that **instils confidence in potential clients**.

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# Building Your Brand and Expert Profiles



# Building Your Brand and Expert Profiles

## Humanises Your Firm

**Showcases expertise, credibility, and trustworthiness.** Many legal services customers are often dealing with overwhelming and stressful situations. They are looking for someone who can help them navigate these challenges.

By featuring your lawyers in videos, you move away from a rigid corporate image and **present your firm as a humanised, approachable entity**. This helps build trust and confidence, showing potential clients that they are in **capable, empathetic hands during a challenging time**.

## Positions Your Lawyers as Industry Leaders

Thought leadership videos establish **authority** in specialised legal fields.



# Choosing Your Videos

VIDEO MARKETING STRATEGY



# Landing Page Hero Videos

YOUR SERVICES, VALUES, AND STATEMENT

## About Us Overview Video

This is often the first impression potential clients will have of your firm. A compelling video can increase homepage conversions by 80% (Unbounce, 2023).

## Practice Area Videos

By addressing each legal service individually, you provide clarity and build trust. 96% of people watch explainer videos to learn more about a product or service (Wyzowl, 2024).



# Explainer Videos

## MAKING LEGAL SERVICES DIGESTIBLE

Explainer videos simplify complex legal concepts, making them accessible to potential clients who may struggle with legal jargon or uncertainty about their situation. Their primary functions include:

### **Educating Clients**

Breaking down legal processes to improve understanding and reduce intimidation.

### **Building Trust**

Establishing authority by demonstrating expertise in a clear, digestible format.

### **Boosting Engagement**

Video content keeps visitors on a page longer, increasing their likelihood of conversion.

### **Enhancing SEO**

Google prioritises pages with video, improving search rankings and organic reach.

Explainer videos serve as 24/7 brand ambassadors, guiding potential clients through legal services while increasing conversions, improving retention, and enhancing search visibility. For law firms, investing in high-quality explainer videos is a data-backed strategy for long-term client engagement and revenue growth.



# Client Story Videography

## OFFERING HOPE AND REASSURANCE

When a legal services customer is dealing with a life-changing event, such as a personal injury claim or family dispute, they may feel isolated and overwhelmed. **Client testimonial videos can be a powerful source of hope.**

By hearing from past clients who have navigated similar challenges, prospective clients are reassured that they are not alone. These videos show that others have successfully gone through the same process and received the help they needed.

Not only do these stories offer comfort, but they also **humanise the legal process**. Prospective clients can relate to the personal experiences shared in these videos, which can make the decision to seek help from your firm easier.

They see **real people, not just legal experts**, speaking directly to them, which can strengthen the emotional connection and build trust. Client testimonial videos can therefore act as a **guiding light** for those facing tough situations, making them feel supported and **confident in their choice of legal representation**.



# Thought Leadership & Behind-the-Scenes Videos

## STRENGTHENING BRAND TRUST

By leveraging thought leadership and BTS videos, law firms can break down corporate barriers, boost visibility, and strengthen trust. These videos showcase not just legal expertise, but the human side of law, making firms more accessible to potential clients.

### **Establishes Trust & Authority**

Thought leadership videos position lawyers as go-to experts, fostering credibility.

### **Boosts Engagement & Reach**

BTS content makes firms more relatable, increasing audience interaction.

### **Removes the Corporate Barrier**

Humanises the firm by showcasing the people behind the brand.

### **Drives Organic Traffic**

LinkedIn video posts get 3x the engagement of text posts (LinkedIn Marketing Solutions, 2023).

### **Increases Social Shares**

Audiences are 1200% more likely to share video than text and images combined (Brightcove, 2023).

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# Thought Leadership Videos

## **Expert Insights**

Lawyers discussing industry trends, legal updates, or niche specialisms.

## **Case Law Analysis**

Breaking down recent legal cases and their implications.

## **Q&A Sessions**

Addressing common legal concerns from potential clients.

## **Panel Discussions & Interviews**

Featuring senior partners or guest experts discussing key legal topics.



# Behind-the-Scenes (BTS) Videos

## **A Day in the Life**

Showcasing the daily work of a lawyer or legal team.

## **Office Culture & Team Dynamics**

Giving a real look at the people behind the firm.

## **Event Coverage**

Capturing firm-sponsored conferences, pro bono work, or networking events.

## **Client-Centric Processes**

Showcasing how a case progresses, demystifying the legal journey.



# The Advantages of Animation for Legal Video Content



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## **Simplifies Complex Legal Topics**

Animated videos break down difficult legal concepts into easy-to-understand visuals, improving client comprehension.

## **Evergreen Content**

Unlike live-action videos featuring staff, animation does not become outdated due to turnover, ensuring longevity.

## **Lightens Stressful Subjects**

Legal matters can be intimidating; animation adds a visual storytelling element that makes them more approachable.

## **Increases Engagement**

Viewers retain 95% of a message when delivered in video form, compared to just 10% in text (Forbes, 2023).

## **Cost-Effective Scalability**

Updates and modifications to animated videos are more affordable compared to reshooting live-action content.

## **SEO Benefits**

Animated explainer videos can increase website dwell time by 2.6x, improving search rankings (HubSpot, 2023).





# COLLABORATE

**At Knave Creative, we specialise in legal content marketing that resonates.**

**Whether you're looking to boost your brand, drive online traffic, or improve SEO and social media engagement, our legal video marketing services are designed to help law firms like yours succeed.**

Get in touch if you'd like to discuss an idea or work on a collaborative project.

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