

[Law Firm Marketing: Do You YouTube?](#)

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Last week, YouTube celebrated its fifth anniversary and announced that it is now serving more than 2 billion videos per day. Yes, that's billion, with a "b". Every day. Is there a place for YouTube in your law firm marketing program? 2 billion times, yes.



When we build a client's website, we always add video features. We know, lawyers love words. But **your potential clients love video**, and hosting your video clips on YouTube is an excellent way to state your case to those potential clients as well as improve your search engine ranking.

Plus, it's easy and economical to do. So whether or not you have video features on your website, you can create a YouTube channel for your practice that will do double duty for you, persuading potential clients why they should hire you, and boosting your Google ranking. Here's how:

Pick your specialty. You've heard me say it before, but it bears repeating: one of the biggest legal marketing mistakes attorneys make is generalization. You need to promote yourself as a specialist (in the marketing sense) – you're a divorce lawyer, or a car accident attorney, or an estate planning lawyer. Choose 3-4 topics within your area of specialization and develop informational talking points (no more than 3-4 minutes each) that potential clients will find useful. And remember, you are not shooting a commercial – make it short and informational.

Shoot your videos. Your clips do not need to be Hollywood-quality productions. You can get a Flip HD Video camcorder for around \$200 and have one of your staff shoot the videos of you in your office or conference room. The Flip has a built-in USB connection so you can upload each clip to your computer, edit it, and create a file for YouTube.

Set up your channel. Isn't the 21st century great? With YouTube, you can create your own TV channel. The website will walk you through the process, including uploading and tagging your video. **Be SURE you title and tag your video with your keywords** (i.e., "Atlanta divorce lawyer") so you feed those search engines. You will also need to add a description – be as specific as possible and load up on those keywords.

Promote your channel. Add your YouTube channel URL to all your social media pages – LinkedIn, Facebook, Twitter, etc. – as well as to your email signature. Have everyone in your practice add it to their social media and electronic signatures as well. You can also search for relevant videos on YouTube and post a video reply linking your channel to those relevant videos. And, of course, embed the clips into your website and link to your YouTube channel from there.

After five years, YouTube is no longer just for skateboarding dogs and sleepy babies...it's a great social media tool for your law firm marketing arsenal that can help you with SEO and attracting new clients.

Stop Wasting Precious Time and Money

Feel like you don't have time for marketing? Let us show you how to make a plan that runs on "autopilot" – one that attracts new and lucrative clients while you focus on your practice.

Learn how easy it can be to create an effective law firm marketing plan that performs by getting our **Free Guide: 5 Easy Steps to Create Your Law Firm Marketing Plan.**

After working with many ultra-successful lawyers we found five common threads in their marketing plans. This guide outlines these shared elements to provide insight into strategies that work and how to make them work for you.

There are two versions: one for Attorneys in Solo Practice and one for Attorneys in a Small Firm. You can [download](#) them now free! Go [here](#) to download, and start using these proven strategies today!

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice.

He is the international best-selling author of 10 books and 5 audio programs.

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5 Easy Steps that "7-Figure Attorneys" use to Create Powerful Marketing Plans

Download our Free Guide and start using their proven strategies today.

