

## Allen Matkins Produces Excellent Marketing Videos

By **Larry Bodine**, a Business Development Advisor with a nationwide practice. He has helped 250+ law firms generate new revenue by devising strategies, conducting business development retreats and individually coaching attorneys. He can be reached at [www.LarryBodine.com](http://www.LarryBodine.com) and 630.942.0977.



Larry Bodine

**Smart law firms are starting to produce high-quality, polished videos to market their firms.** Check out the excellent videos produced by [Adam L. Stock](#), Director of Marketing & Business Development at [Allen Matkins Leck Gamble Mallory & Natsis](#) in San Francisco.

[The #1 Activity on the Internet is To View a Video, according to Pew Internet Research.](#)

When online, watching a video is the favorite activity of most adults -- an important point for law firm marketers to know.

The Allen Matkins videos feature high production values, practical tips, interviews with professors, a voiceover by a former TV news reporter, animated captions, and panning graphics a la documentary producer Ken Burns.



Awww. The Allen Matkins guide dog for the Blind. What a loveable Labrador.

• **Video press release: California Commercial Real Estate Sees Turning Point by 2013 –**

<http://www.youtube.com/watch?v=tb-SPyvvFxU>

• **Video legal alert: Video Alert: New California Refrigeration Regulations**

<http://www.youtube.com/watch?v=ZVKY6qNzIEc&feature=related>

• **Video blog entry: Fairness Hearings: A Faster, Cheaper Alternative To Federal Registration**

<http://www.youtube.com/watch?v=Kh3xcsBrus&feature=related>

and my favorite:

• **Guide Dogs for the Blind - Allen Matkins Diversity & Community Involvement**

<http://www.youtube.com/watch?v=Djhoim3hNTw>

With more than 240 lawyers situated in five major business centers in California, the firm's clients include AT&T Corp., Black & Decker, Blackstone Real Estate Advisors, Capmark Finance, Inc., CB Richard Ellis, Google, Inc., Hoag Memorial Hospital, Imperial Irrigation District, Kilroy Realty, Legg Mason, Metropolitan Life Insurance Co.,

Sares- Regis Group, Sunstone Hotel Investors, Inc., The Home Depot, Tishman Speyer Properties, Wells Fargo Bank and Westfield America Corp.

Visitors can subscribe to Allen Matkins videos at <http://bit.ly/ex200U>

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Assisting law firms for 20 years:

- Training lawyers at firm retreats.
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- Developing business development strategies.
- Using technology to market a practice.