

Law Firm Marketing: Using Video to See (Results) & Be Seen

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<http://www.TheRainmakerInstitute.com>

If you believe the latest Internet statistics regarding online video viewership, you might think that most Americans are spending a very big portion of their day watching videos on their computers.

And you may be right.

According to comScore Video Metrix data, **178 million U.S. Internet users watched 30.3 Billion online videos in April.**

You read that right. Over 30 **Billion** video views in one month.

For 178 million viewers, that averages out to 171 videos per viewer in April. Or an average of almost **six per day**.

So are you using video on your website or in your blog? If not, why not?

Video is hot, hot, hot! People are watching more videos online than ever before (see above). It's easy to get started with a Flip video camera, or by hiring a local high school or community college film student to shoot and edit your video.

It's more about content than quality these days when it comes to online video. Use education-based marketing to draw prospects in and entice them to connect with you.

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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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