

New Approaches to Using Video for Business Development

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HOW BIG IS ONLINE VIDEO?

Internet video is the fastest growing part of the web

84.2%

U.S. Internet audience that viewed online video
– Comscore, December 2010

45%

Annual growth rate per year in the US
– Nielsen, February 2011

14.5B

Video streams watched in U.S. in January 2011
– Nielsen, February 2011

HOW DOES ONLINE VIDEO HELP LAW FIRMS?

How can a web site stand out?



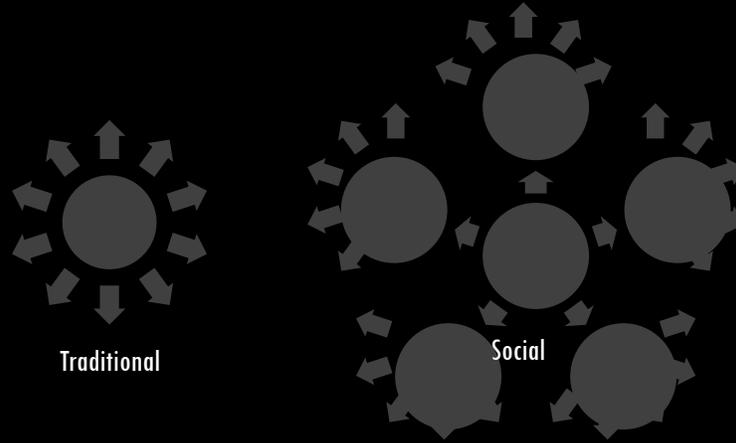
300,000,000
web sites

200,000,000,000
searches/year

How does video help you online?

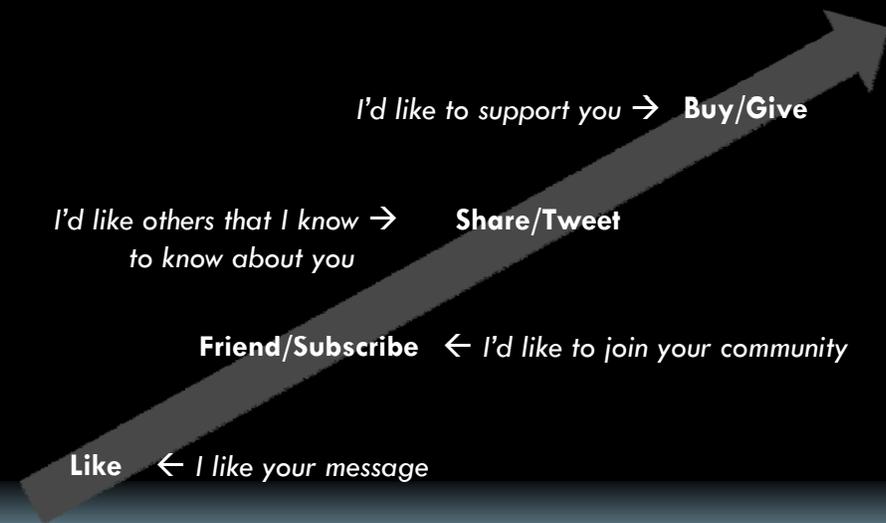
- Higher search rankings
- Social medium
- Effective for messaging
- Builds your brand as a content provider

Video is a social medium



"Every audience has an audience"

Levels of social media engagement



Why video can be an effective medium for law firms

Highlights the lawyer

Clients ultimately hire the lawyer not the firm

Complex information can be explained simply

We can communicate our expertise simply

Distribution is free

Because it is in demand, others will distribute it for us

Key Steps for Video Marketing (Law Firm)

Objectives

- Build Buy-in
- Assure Quality
- Proof of Concept
- Be Organized
- Track

Internal Tasks

- Address Partners with plan
- Hire videographer or find internal resources
- Create internal or 'light' videos
- Archive and reuse footage
- Use channels and document success/failure

WHAT KINDS OF CONTENT?

WHAT IS EFFECTIVE?

Thought leadership



News



Industry / Event



Education

The following highlights the issues contained within the ACC InfoPak entitled "Drafting and Interpreting Contracts"

Video Contents:

Contracting Process	00:25
Debunking Contract Myths	00:47
Operative Revisions	01:11
Intellectual Property in Different Jurisdictions	01:41
Representations and Warranties	02:11
On-going Relationship Terms and Terminations	02:33
Contract Management Systems	02:58



Community involvement

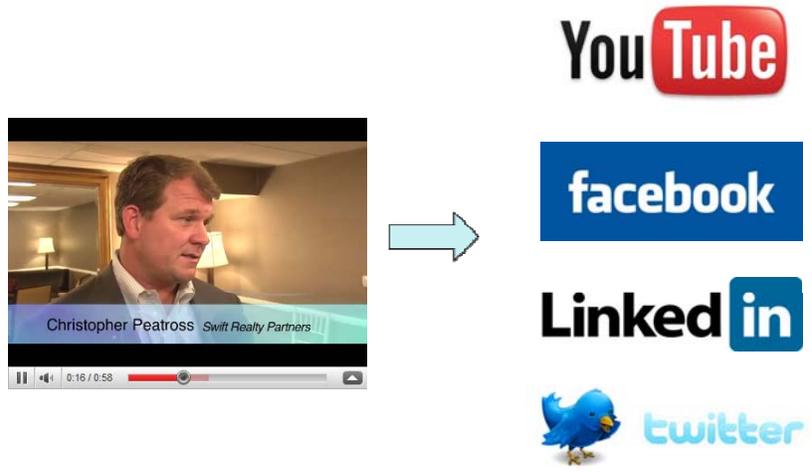


What social media channels should you use for your online video?

Social Media Landscape



Distribution via social media sites

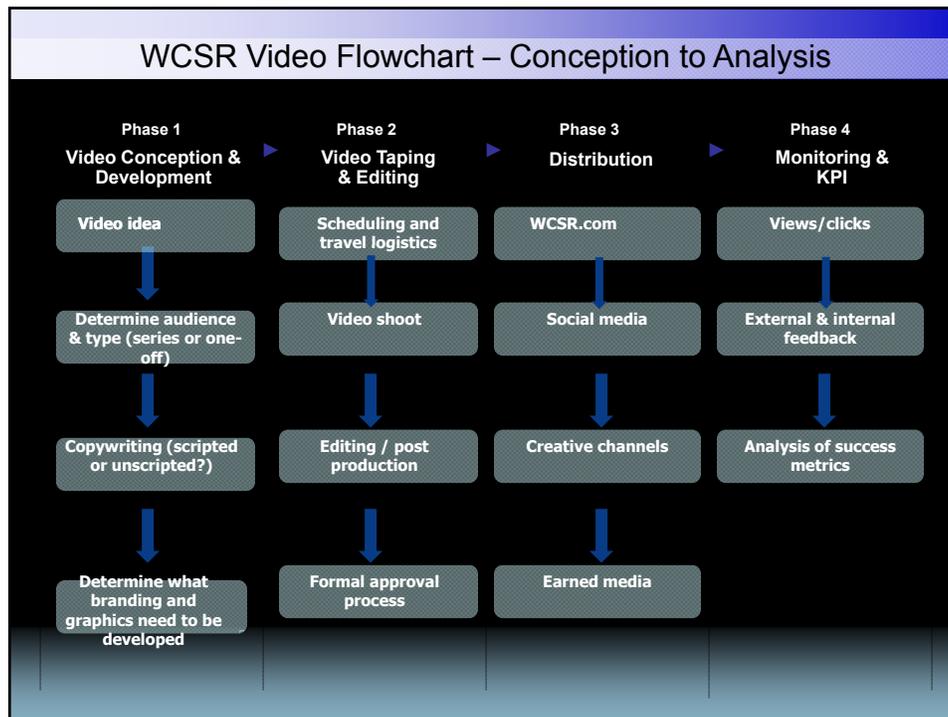


Distribution on sites focused on the law



Which drive traffic to your web site





Summary

- Plan (personnel, equipment)
- Prepare Your Organization
- Identify Types of Videos
- Select Channels
- Produce Quality Content