

HEADS UP, Lawyers! Get More Clients Through Visual Online Marketing Campaigns

You are a good lawyer. But like so many other good attorneys, you can't seem to get a steady stream of clients.

You've tried cold calling and even spent hundreds to publish your ad on the local paper. You're probably still running your ads on the Yellow Pages.

The truth is that it may still be working for you, but the resources you allot to Yellow Pages are resources you could be channeling to more effective marketing techniques. Face it, it's just not getting you the numbers you want.

And all leads remain cold--if you ever get some.

There's a way to get you out of that rut.

It's visual branding. If you're not using images and videos to market yourself or your firm, you're missing out.

Of course, as with any type of marketing, you must do it right in order to get results.

Here's a list of how and why adopting a more visual marketing approach will do wonders to your brand and increase the clients you get.

1. It's easy to start a video marketing campaign.

Of course, this is the first thing that came into your mind. You've spent thousands on marketing and you've probably been burned out with the lack of results.

With how technology has progressed over the past decade, you don't need a full video crew to get a video up online. In fact, explainer videos have been very effective in marketing.

Explainer videos are short, descriptive videos that introduce your law practice. In as short as 90 seconds to three minutes, these videos discuss the reasons why you're the criminal defense lawyer for the job. You don't need to be a professional actor to be in the video-- quality photos can stand in for you.

These are far from cheap-looking, tacky DUI lawyer videos you see on late night TV. These are polished, professional videos that accurately represent your practice. Companies like [ImageOne](#) can help you get set up immediately.

2. Your clients are on the internet.

You probably knew it all along. Your prospects are on the internet but you have no idea how to reach them. It's true, there are so many ways to get started but not all techniques as effective.

Let's throw in a some numbers.

[One billion people visit Youtube every month](#) to watch videos, listen to music, and generally find solutions to their problems. In that one billion people are prospects you haven't been reaching. The potential reach of video marketing is just unmatched on the internet. The statistics on Facebook ads have soared-- with 800 million people using Facebook every day, it's just not surprising.

And with people accessing the internet through their mobile phones, you are accessible at the moment prospects are deciding on whether to get a DUI lawyer or which criminal defense lawyer to get.

3. People have short attention spans.

Videos and photos are the most visual form of advertisements. They're the most engaging, too. These days that people are bombarded with so much information, it's important to introduce your law practice through content that is easy to digest. If you cannot provide something that's quick and engaging, your prospects will simply move on.

Videos deliver the best. Forrester Research says that [one minute of video is worth 1.8 million words](#)! That's bringing a lot of value in such a small time--close to getting the intro meeting out of the way.

4. Your practice is just as good as your visual presence on the internet.

If you ever talked to good marketers these days, they will tell you over and over that visual content is the key to client engagement. When you're considering what kind of content to associate with your practice, look no further than videos and photos.

Gone are the days that prospects would be attracted by a photo of you in your office, surrounded by your staff.

Here are the vital components of an online visual presence that works:

- Professional, identifiable brand look or logo. This "look" or logo will be in everything that relates to your practice--from business cards to videos.
- A clean, responsive website. If you have a terrible and outdated website, you are losing business to the lawyer who *looks* like a professional.
- A snappy, straightforward explainer video that talks about the problems your prospects face and how you are crucial to solving those issues.

You might be the best DUI lawyer in your county, but without the visuals to show you are indeed the best, clients will never know that.

Remember: Always have your best foot forward when it comes to your online presence.

5. You will be ahead of the curve.

You don't see a lot of lawyers engaging their audience online, and they're probably out here looking for solutions too.

Launching a visual marketing campaign will put you ahead of the curve. Capture the market that's severely overlooked.

It's true that a lot of lawyers still use outdated marketing techniques, and it could be for a variety of reasons. It would probably point to obliviousness as to how marketing has evolved since lawyers have been so hard at work the whole time.

PR agents and the Yellow Pages will always take your money.

If those are the only "marketing people" you've been in touch with, they will definitely not tell you that a big chunk of your resources and efforts are going to waste.

Start as soon as you can

Take these lessons and start working on a visual approach to marketing. With the right visual tools, you'll be sure to get hot leads like you've never had in the past years.

Outperform your competitors by getting in touch with marketing experts like [ImageOne](#) today.