

Your Firm's

**Video**

**Strategy**

**Checklist**



Whether you're leaving your video strategy in the hands of legal marketing experts or want to take it in-house, we hope this checklist helps you generate more engagement and sales conversions:



## **Audience**

Define who your message is for.

## **Goal**

What's the purpose behind this video? (Drive traffic, build on brand awareness, capture a lead, etc.)

## **Platform**

Where should you post this video? Will it resonate with your audience on TikTok? LinkedIn? YouTube? All of the above?

## **Budget**

How much money will you allocate towards equipment, location, filming, editing, ad spend, etc.

## **Equipment**

Before hitting the '1, 2, 3, Action!' You'll need a camera, lenses, storage, tripod, mic, lights, etc.

Need advice on what video equipment is best for you based on quality and your budget?

**Schedule a 1-1 with the experts** +



## **| Location**

Find a place with no distractions.

## **| Script**

Align this with your goals. Pro tip: Keep it short, sweet & simple. Some platforms like Instagram have a 1-minute limit.

## **| Length**

This will depend on your goal and platforms.

## **| Hook**

Attract and hold people's attention with something captivating, e.g., a fact, a question, or an anecdote.



## | **Headline & CTA**

Whatever you do, always ensure you have a headline and CTA at the end. Where do you want your audience to go? What action should they take?

**Tone: There's no correct answer here, but authenticity is key.**

## | **Pattern interrupts**

The point of videos is to personalize them to the max. You can maintain your audience engaged with video add-ons like voiceovers, special effects, animations, graphics, different camera angles, transitions, etc.

## | **Metrics to measure success**

- + **Video Count** - the total number of people who have viewed your video.
- + **Engagement** - includes the comments and likes that your video content generates.
- + **Watch time** - the total time that people have watched your video.
- + **Click-through rate** - If you're running a video ad campaign with a call-to-action button, the number of clicks and click-through rate will be one of the main KPIs you need to measure. The goal is to get as many people as possible to click from your video to your landing page.



**Video is your ticket to better leads, sales, and relationships.**

**We can help you out!**

