

CreativeCapsules.

Legal Video Marketing Checklist

SHORT-FORM VIDEO STRATEGY

Create sub-60 second legal tip videos for platforms like TikTok, Instagram Reels, and YouTube Shorts

Focus on one legal question or topic per video.

Start with a strong attention-grabbing hook within the first 3 seconds.

Include a clear call-to-action: "Schedule a Consultation" or "Download the Guide."

CLIENT TRUST & AUTHORITY

Record authentic client testimonials highlighting real experiences.

Capture ethically compliant case outcome stories to showcase expertise.

Film behind-the-scenes office or team introductions to humanize your firm.

Publish educational explainer videos for your key practice areas.

LIVE ENGAGEMENT & WEBINARS

Host live Q&A sessions regularly on social media.

Conduct webinars for complex legal topics to educate and engage clients.

Repurpose webinar recordings into short social media clips or email content.

Encourage audience interaction with polls, Q&A prompts, and chat participation during live sessions

SEO &
DISCOVERABILITY

Optimize video titles with clear, high-intent legal keywords.

Write 200–300 word keyword-rich descriptions for each video.

Include accurate captions and full transcripts for accessibility and SEO.

Embed videos on relevant service pages for better discoverability.

AI &
PERSONALIZATION

Use AI tools to generate scripts efficiently for various legal topics.

Create personalized video responses for leads based on practice area and funnel stage.

Automate captioning and distribution across multiple platforms to save time.

CONVERSION & LEAD
GENERATION

Embed “Schedule a Consultation” buttons directly under videos.

Use retargeting campaigns to re-engage viewers who watched part of the video.

Link videos to landing pages, lead capture forms, and email nurture sequences.

BONUS TIPS

Behind-the-Scenes Content: Showcase your office, workflow, or team culture.

Explainer Videos: Break down complex legal procedures into simple, digestible steps.

Ethical Compliance: Ensure content follows all advertising and regulatory rules.