



# The Future of Video

**5 Predictions for 2017**

For lawyers, accountants and architects

2017



**Bekhor Management**  
PROFESSIONAL PRACTICE DEVELOPMENT

**SPR**  
intellectualize

# The Future of Video

## 5 Predictions for 2017

It used to be that hanging a shingle over your door was the marketing plan for lawyers, accountants and architects. Those days are long gone. Marketing has been edging in since the 1990's. Today, not only has marketing become an integral part of the professional landscape, but the pace of change is dizzying. On top of the widely accepted vehicles - websites, brochures and events - there are the more recent arrivals - blogs, social media, podcasts and video. And every other day it seems, there's another new "thing" that you could be doing to build your practice.

So, how do you decide which option to bet on to win? Or, do you need to do a bit of everything?

Recent trends offer some insight. Of late, there's really only been one medium experiencing an undeniable surge in growth with both consumers and business executives.

That's video.

To be clear, we're not expecting video to do away with the foundation of a professional marketing plan. But, we are expecting that those who jump on it first - with videos strategically aligned with their practices - will build advantage for the life of their firms.

Keep reading for more on the future of video - five predictions that take into consideration professional sensibilities, the services buyer's behaviour, trends in the professional sector and our own first-hand consulting experience.



## Video will influence which professionals get the inquiries.

Any serious search for a professional begins with a question, a need or a challenge. So, it stands to reason that if your video helps the viewer understand an issue, a solution or a point of view, it would also serve to influence their interest in working with you.

Referrals used to be the single-most important factor in determining which professional gets the inquiries. But, today, clients prefer to rely on their own judgments about the firms they hire. So, before contacting a lawyer, accountant or architect, they will pull up the firm's website, even when they have a referral from a trusted source. That spells opportunity for those professionals that give their market the information they are looking for... in the way they want to receive it. Convenient. Personal. Accessible.

And here comes video.

Video taps right into that motivation your market has to independently assess your firm. Not only will your prospects learn about your firm's services, they will also get a sense of culture, style and processes.

Research shows that if you stimulate auditory and visual senses you increase your viewers' understanding of your pitch by 74%.<sup>1</sup>

What's the single-most important reason one professional gets hired over another? Fit. Video helps prospective clients make that assessment, faster and with greater confidence. They don't even have to leave the comfort of their work or home. No parking, no hassles. And, better still, by the time they come to see you, they're already interested in working with you. They're really just looking for validation.

1. <http://www.forbes.com/sites/theyec/2013/10/10/why-a-video-elevator-pitch-will-improve-your-market-share/#3dd16a6cc7f3>

# 2

## The way video is used will significantly expand and evolve.

Currently, the way professional services firms use video to market their practices is pretty much limited to cases / projects, interviews, corporate and, occasionally, testimonial videos. This is very typical of any industry entering the exploratory stage with this medium. They give video a try, see that it works and then get serious about it.

For firms that have had the benefit of a few trial runs, video will be used to showcase their assets in a new and more meaningful way, through thought leadership, innovative thinking and industry commentary. The goal will be to educate and add value for their audience, rather than simply promote themselves. Essentially, they will be using video to create an intellectual, communication tool.

Thought  
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video.

The way video is used by professional services firms won't just be expanded, however. It will also become more sophisticated. Marketing plans will evolve from developing the firm video, to developing a series of videos. Campaigns will become highly targeted by market segment.

At some point, resources will begin to be repurposed from other marketing areas, for video. However, we suspect it will be a number of years before entrenched activities will be deeply impacted. For example, photography budgets for architects' portfolios may remain relatively unchanged for a number of years.

Eventually video will move into the 'sales' arena, by way of example the proposal process will incorporate videos. Video will be used to introduce the team, the project vision and to position the firm as a trusted partner.

By going beyond self promotion to targeted campaigns that offer customized value, video will enable clients to relate to law, accounting and architecture firms in a more personalized way.



## Infrastructure will be set up to facilitate the continuous production of video.

Not too long ago, lawyers, accountants and architects asked themselves if they really needed a website. Today, if you don't have one, you virtually don't exist.

Not too long from now, there will be a time when all professionals have, not just a video, but a video channel, fed with a continuous stream of new content.

**Video will become an essential marketing tool that complements everything else.**

So, firms will need to develop the infrastructure to service this relatively new, but burgeoning, requirement. Video will function as an essential marketing arm, as does social media. Social media started out as a short add-on item to existing job descriptions. But today, at least for some mid-sized and larger firms, it's become a job in its own right. The same will be true for video marketing.

Most larger firms will have either a videographer, coordinator or director on staff to engage and manage outside consultants. Eventually, some of the largest firms will establish their own video departments, investing in the technology, equipment and professionals to run it. They will film, edit and distribute their videos independently. They may even acquire an existing video production company to set up this department.

Mid-sized and smaller firms will outsource and partner with one particular consultant or firm that will gain knowledge about their core strengths and act as a trusted partner from project to project. They too will treat their video plan as an integral part of their marketing plan.

Nothing will replace those aspects of marketing that help to develop relationships, whether with clients or referrers. Professionals will continue to give seminars, attend networking events and participate in conferences. But video will become an essential marketing arm that, like a strategic social media plan, complements everything else.



## Messaging will determine which videos stand out.

The most important development in video marketing will be preproduction. Focus will shift from producing to planning a video, or a campaign. The learning curve will begin with logistical questions about developing the first few videos. Then as firms get more experienced, it will move onto messaging.

Instead of just booking a video shoot as if it were a photo shoot, lawyers, accountants and architects will spend more time deciding what their message should be. They will ask deeper questions, ones that tie more directly to their strategic plans and business development goals.

- Which area of practice do we want to build?
- Who is our bull's eye target market?
- How can the video connect with that audience?
- What would be a compelling call to action?
- How will we communicate point of difference?

As professional services firms develop more video, content will become the primary differentiator. The best scripts and storyboards will stand out from the crowd.

Beyond improved clarity and focus, messaging will also be delivered in increasingly creative ways. Instead of talking about the firm's years of experience to try and impress the viewer, the video will appeal to the viewer's senses and emotions. Instead of focusing simply on strengths and expertise, the video will connect through shared values and vision. Some of the more entrepreneurial practices will venture into advocacy, humour and controversy.

Lawyers, accountants and architects will use video to climb through their learning curve about marketing, generally. It is through this medium that they will really start to comprehend that the best marketing isn't about bells and whistles or checklists of assets. It's about meaningful connection... just as it is when they meet their clients face-to-face.

**Content  
will be the  
differentiator.**



# 5

## Early adopters will win.

Who knew ten years ago that the straggler bloggers publishing content into the ether - which for all intensive purposes nobody was reading - would be literally untouchable today as far as search engine rankings and online profile?

We've come full circle to yet another such opportunity. Video.

The window is going to close in pretty fast. But for a limited time, the lawyers, accountants and architects that jump on board – and in a big way – have the chance to create value for the life of their firms.

Searches  
on YouTube  
have already  
surpassed  
Google.<sup>2</sup>

Video will improve search engine results.  
Video will drive online conversion.  
Video will help prospects make decisions.  
Video will trump text for the majority of viewers.

Early adopters will win. Instead of wondering if video works, they will test it and prove that it does.

Video benefits from the analysis to keep making it better. Early adopters, being first to market will afford themselves the time to study and improve every step of the way.

They will use analytics, feedback and market research to test and refine their messaging. Being first to market, they will be more sophisticated than their peers who will be more focused on catching up than getting it right.

59% of senior executives will choose to  
watch video over reading text  
when both are on a website.<sup>3</sup>

2. <http://torontomarketing.blogspot.ca/2015/08/practical-law-firm-marketing-tips.html>

3. [images.forbes.com/forbesinsights/StudyPDFs/Video\\_in\\_the\\_CSuite.pdf](https://www.forbes.com/sites/forbesinsights/StudyPDFs/Video_in_the_CSuite.pdf)

# A Final Word

# 2017

Five predictions.

One story.

The marketplace is changing... rapidly.

51.9% of marketing professionals worldwide name video as the type of content with the best ROI.<sup>4</sup>

Lawyers, accountants and architects interested in taking a strategic approach to marketing, will take the time now, before we go too far down this road, to consider how video can help them meet their practice development goals.

59% of senior executives agree that if both text and video are available on the same topic on the same web page, they prefer to watch the video.<sup>5</sup>

So, for the firms that have the appetite to begin today, where's a good place to start? A really good first step would be to get professional advice about what's involved in the planning process and a strategy that would work for you.

4. <https://blogs.adobe.com/digitalmarketing/search-marketing/seo-for-success-in-video-marketing/>

5. [images.forbes.com/forbesinsights/StudyPDFs/Video\\_in\\_the\\_CSuite.pdf](https://images.forbes.com/forbesinsights/StudyPDFs/Video_in_the_CSuite.pdf)



# About The Authors

## **Sandra Bekhor, M.B.A., B.Sc. Architecture**

Sandra Bekhor is a Toronto-based consultant that provides relationship-based marketing, branding, and planning services to lawyers, architects, accountants and other professional practices throughout Canada. Her team includes talented, high-level graphic designers, copywriters, programmers and videographers. A senior marketing professional since 1992, Sandra founded Bekhor Management in 2005 with the intent to enable professionals to realize their visions for their practices through to the development of business and marketing strategies and the enhancement of company structure and process.


In addition to client work, Sandra Bekhor regularly speaks, teaches and writes about practice development for various professional associations and publications, including: Ontario Association of Architects (OAA), The Bottom Line, The Lawyers Weekly and SlawTips.

## **Roxanne Boutzis, B.A.**

Roxanne Boutzis is a senior marketing executive and a huge proponent of promoting thought leadership. Her skills are honed through 18 successful years with thought leading professional services firms and globally dominant organizations such as CISCO, SAP, KPMG and Stantec. She has thrived in various industries including urban design, architecture, landscape architecture, engineering, accounting, and information technology.

Roxanne specializes in building business development strategies through the exploitation of thought leadership. She recognizes innovating thinking that supports your go-to-market strategy and intuitively knows the value of marketing your intellectual assets and thought leaders.

Today Roxanne is the Principal of SBR Network, a company focused on showcasing thought leadership and industry knowledge using modern multi-media (video and audio) for professional services firms.

The background of the entire image is a dark gray with a pattern of concentric circles. These circles are not solid but are composed of many thin, slightly offset lines, creating a sense of depth and movement, similar to a ripple effect or a stylized target.

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