

The attention economy in Law Firms

Capture mindshare, build trust, drive differentiation and results at scale.

Lawyer expertise in social, snackable video is vital

In today's trust economy, partners and attorneys who show up online shape the firm's perception, build credibility, and strengthen relationships with clients.



01 Visibility = trust & influence

- Attorney presence online **drives credibility and trust**, not just awareness (Vistasocial)
- Partners who show up on social **build stronger connections** with clients and stay top of mind
- **92% of professionals trust firms more** when partners are active on social (DSMN8)

02 Reputation and reach

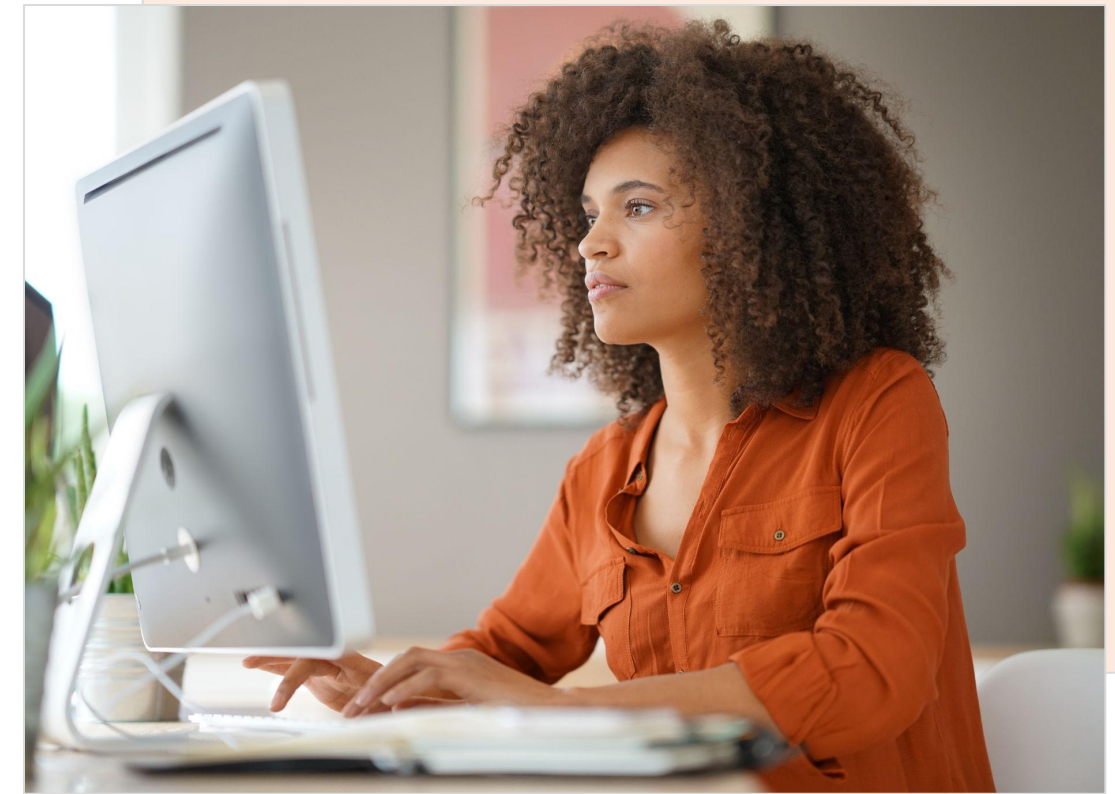
- **71%** of consumers are more likely to procure services from a firm with socially-active leadership (DSMN8)
- Leadership posts outperform brand accounts — **90%** of top-engaged posts were from the managing partner (DSMN8)

03 Real-time leadership

- Platforms like LinkedIn and X **give leaders control** of their narrative and build their personal brand in real time
- Social posts from leaders often get more reach than traditional media statements (DSMN8)

What we are hearing from leaders across Law Firms

Law firms must navigate a fast-changing landscape and rising expectations around visibility — building trust by showcasing attorneys and connecting with both clients and talent.



CHALLENGE 01

Keeping pace in a shifting market

Law firms must keep pace with change — and how they show up in the market.

- Legal issues are shifting faster than ever
- Modern marketing demands visibility — putting attorneys front and center as thought leaders

CHALLENGE 02

Building trust remotely

In a profession grounded in risk, regulation, and relationships — trust is everything.

- Clients seek radical transparency
- Visible leadership builds confidence
- Consistency reinforces authority and reliability

CHALLENGE 03

Breaking through the noise

Audiences are inundated with info — breaking through requires speed, clarity, and purpose.

- Time is tight — must quickly earn attention
- Simplicity cuts through legal complexity
- Clear, relevant messaging drives action

Why “always-on” snackable video is essential for Law Firms

From clients to attorneys, short-form video drives impact and your peers know it.



01 A shift is happening

Meet your audience where they are.

If snackable video isn't part of how you engage, attract, or inform — you're missing where the market has already gone.

02 Short. Real. Actionable.

Snackable video works because it's short, real, and easy to act on.

It grabs attention quickly, builds trust through authenticity, and guides people to what's next.

03 Scale brings the payoff

Scale brings the real payoff — because it turns individual actions into enterprise-wide impact.

From organic reach to deeper trust, every layer of scale multiplies results.

04 Your peers are doing it

Your peers are already doing it — empowering managing partners, directors, and senior leaders to create short-form, on-brand and compliant video to maintain valuable client relationships.

It's fast, relatable, and built for how people engage today.





96% of clients prefer videos less than 2 minutes vs. longer formats
(Digital Marketing Institute)



↑ **RETENTION**

Stay top of mind for clients with easy to digest insights

63% of prospects use social video from industry experts to inform buying decisions (Marketing Week)



↑ **GROWTH**

Attract new clients and engage current ones with expertise

94% of employees prefer video microlearning over long training sessions (eLearning Industry)



↑ **LEARNING & DEVELOPMENT**

Increase team productivity with microlearning

SECTION 02

Short. Real. Actionable.

01 Make it short. Optimize for mobile.

02 Make it real. Make it authentic.

03 Make it measurable. Add a CTA.

You have 8 seconds. That's how long today's digital audience takes to decide what is worth their time.

01 Keep videos short

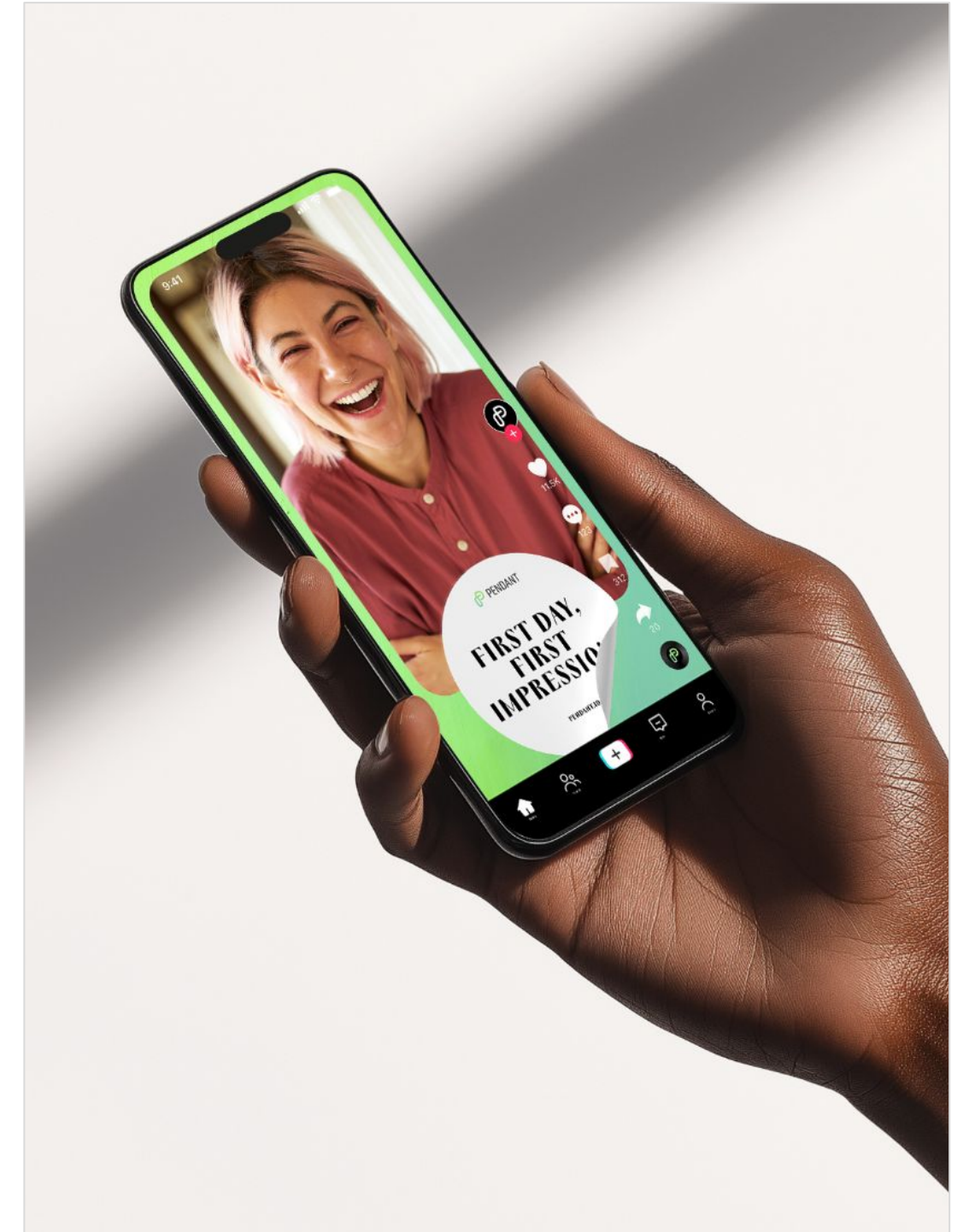
Drive deeper engagement with *concise* content

- Short-form video (under 2 mins) gets **2.5X more engagement** ([Sprout Social](#))
- Videos under 60 seconds have the highest completion rates at **81%** ([Firework](#))

02 Optimize for mobile viewing

Meet the clients and attorneys where *they* are

- **75% of video views** are on mobile, make it mobile first. ([Vidico](#))
- Vertical video fits the scroll and drives up to **20% more conversions** ([Google](#))



01 Make it short. Optimize for mobile.

02 Make it real. Make it authentic.

03 Make it measurable. Add a CTA.

People trust people more than brands. Overly scripted, polished videos often feel corporate and inauthentic.

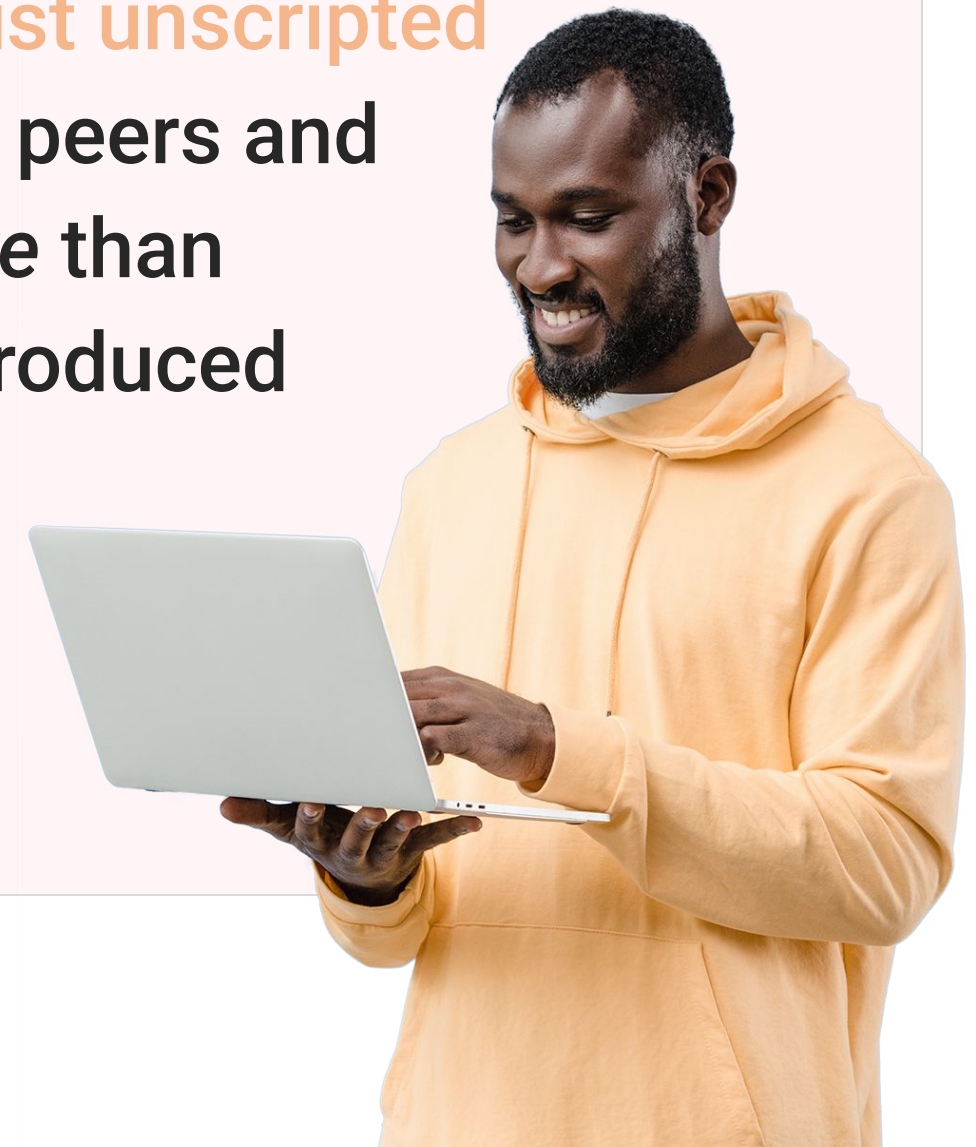
01 75% of people trust industry experts more than corporate brand marketing ([DSMN8](#))

02 Humans make a first impression in 50 milliseconds ([Google Research](#))

03 Authentic voices spark emotional connection and humanize the message

“Viewers trust unscripted videos from peers and experts *more than* corporate-produced content.”

— Edelman



Short-form video pulls audiences in and motivates them to take the *next step*

Client engagement and attorney expertise

- Watch a short clip on social
- Register for a webinar
- Book a meeting

Talent attraction and applications

- Check out the company
- Learn about the job role
- Apply for the job

Employee productivity and retention

- Read the newsletter
- Watch the all-hands
- Complete the training module

SHORT VIDEOS + CTA:

161%↑ active clients ([Wisernotify](#))

VIDEO JOB POSTS:

34%↑ applications ([Career Builder](#))

EMPLOYEE STORIES & TESTIMONIALS:

24X↑ engagement ([PostBeyond](#))

VIDEO COMMS, ONBOARDING & TRAINING:

82%↑ retention, **70%↑** productivity ([Brandon Hall Group](#))

SECTION 03

Your peers are creating
snackable video and *driving*
results at scale

CISCO
Cisco Learning Network Community Event

Design by Design: Your Path to Designing Cisco Security Infrastructure Certification

Estimate and start your annuity benefit seamlessly, with

START MY RETIREMENT

Prudential




ALEX KOSTER
MANAGING DIRECTOR & SENIOR PARTNER
BCG

WELLNESS

Search "working at google day in the life"

@BlueDotTube [Subscribe](#)

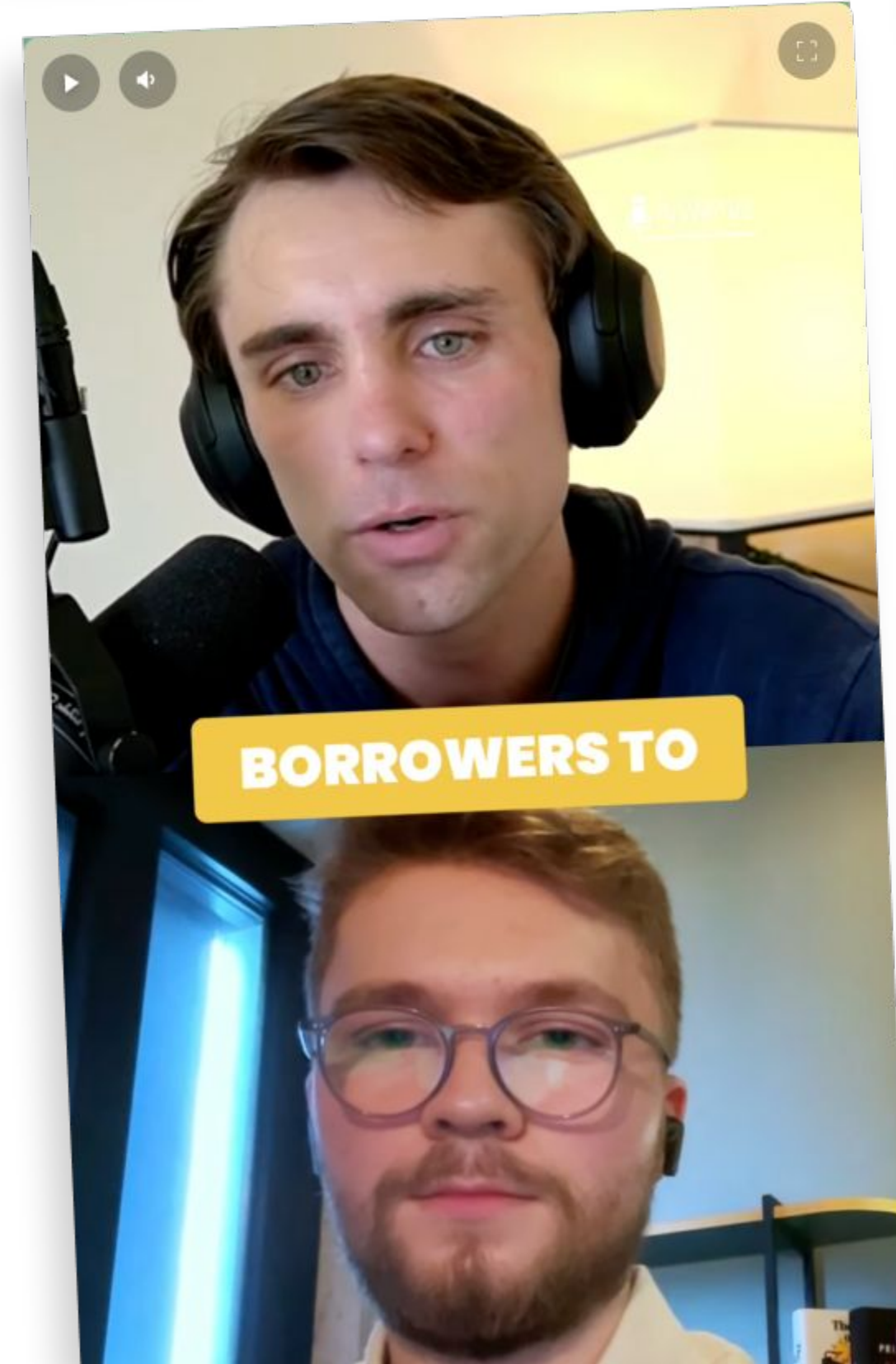
Day in the life of working at Google NYC (@flowerbeannn)

Join the Slido discussion



Cisco Security Infrastructure Certification

SDG Resources



BORROWERS TO

ORACLE



There's so much data when you do many, many slice CT scan.

DLA PIPER



Brian Winterhalter
Partner



Complete Model My Retirement before Start My Retirement.

PGIM
GLOBAL ASSET MANAGEMENT

PART 2: WHAT COULD ECONOMIC POLICY LOOK LIKE UNDER A DEMOCRATIC ADMINISTRATION IN 2025?



Tom Porcelli
Chief U.S. Economist, PGIM Fixed Income

James Senne
Head of Government Affairs, PGIM

Join the Slido discussion

Exam prep do's



JLL

How do computational (biology and science) overlay the traditional biopharma clusters?



Check our Latest Account Executive

valentia

PARTNER THOUGHT LEADERSHIP:



DLA Piper partners record short-form videos on LinkedIn to promote long-form thought leadership on trends in the real estate industry and other capability areas.

“DAY IN THE LIFE” EMPLOYEE VIDEOS:



Shearman & Sterling has incorporated snackable video into their recruitment strategy. By featuring attorneys discussing their experiences these videos offer prospective candidates a genuine glimpse into the life of the firm.

LEGAL INSIGHTS AND REPORTS:



Sheppard Mullin creates snackable video on legal insights, partner discussions and reports. One example is a partner talking about “Employee Use of GenAI: Chat GPT and Beyond,” discussing the legal implications of generative AI in the workplace.

INNOVATION STORIES:



Lowenstein Sandler creates snackable video highlighting the firm’s entrepreneurial spirit and innovative approach to legal practice. By featuring partners discussing cutting-edge cases and the firm’s dynamic culture, these video attract forward thinking clients and candidates.

ATTORNEY STORIES OF PRO BONO WORK:



Akin employes snackable videos to communicate their commitment to pro bono work. These short clips feature attorneys discussing meaningful projects and illustrates the culture the firm fosters, attracting candidates who value social responsibility

TIPS AND TRICKS:



Wilson Murphy records quick tips and tricks around trademark laws. Examples include “How to Make Money from Your Registered Trademark” or “Common Reasons a Trademark gets rejected”.

This is how your peers are getting results

Innovative law firms use these strategies to create snackable videos that engage users and drive real business value.



Keeping it short

Videos under 2 min = **2.5X more engagement** ([Sprout Social](#))



Being authentic

87% prefer real people over avatars or animation ([TechSmith](#))



Going vertical

75% watch on mobile ([Vidico](#)) — vertical gets 10–20% more conversions ([Google](#))



Adding a CTA

81% completion rate = more CTA views & clicks ([Firework](#))



Using captions

92% watch with sound off — captions boost reach & SEO ([Verizon & Publicis](#))



Empowering employees

Employee shares = **10X reach, 8X engagement** ([Ambassify](#))

In summary

01 Law Firm challenges

Complex & rapidly changing landscape

- Law firms must navigate a fast-changing landscape and rising expectations around visibility — building trust by showcasing attorneys and connecting with both clients and talent.

Reaching & engaging audiences

- Reaching stakeholders is hard — getting them to engage is even harder.

Shortened attention spans

- You only have 8 seconds to capture

02 Snackable video is a must

Short, authentic video cuts through the noise, fosters trust, and drives action across the *entire* organization.

REVENUE

RECRUITMENT

L&D

- Captivate clients with snackable expertise
- Retain and engage current and new clients with always-on video
- Attract and empower top attorneys

Bonus:
SEO algorithms now favor short video, leading to enhanced discoverability, increased engagement, and amplified social reach.

03 How your peers are winning

What snackable content do top firms produce?

- Legal tips series
- Attorney testimonials
- Community initiative highlights
- Partner messages
- Market trends
- Attorney stories



04 Scale is crucial

Multiply your impact using employee advocacy.

Viewers want content produce by your *lawyers and partners*, not your *firm*.

- Reach **561%** more viewers (*EveryoneSocial*)
- Gets 8x more engagement (*Ambassify*)
- Viewers are 3x more likely to trust info when shared by experts (*Edelman*)

Without snackable video, you're missing a key market shift in engagement.