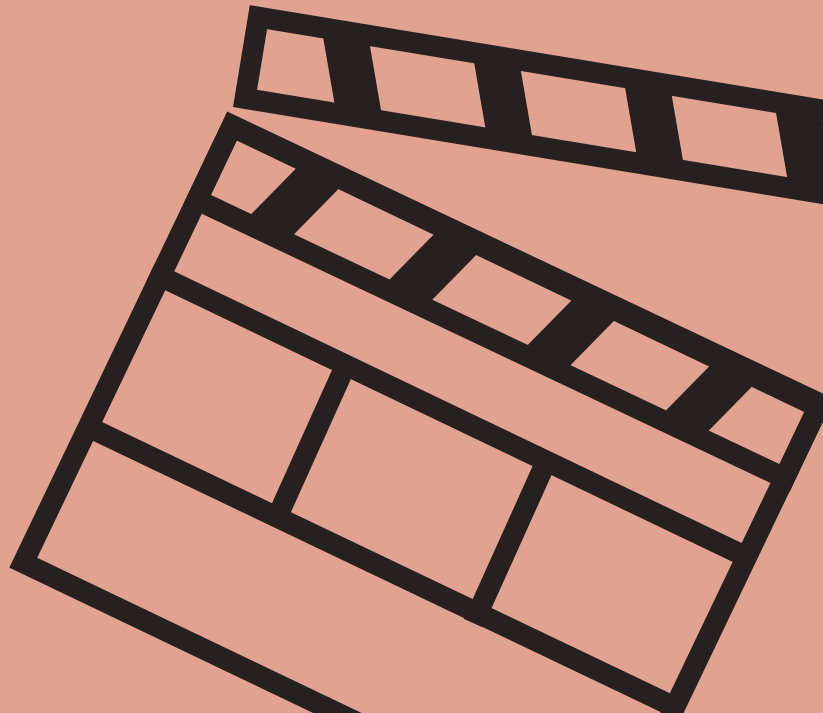




**United Wolves  
Productions**

# **5 ESSENTIAL VIDEOS *EVERY LAW FIRM SHOULD HAVE***





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At United Wolves Productions, we make video simple, strategic, and stress-free for law firms.

Whether you're building trust with prospective clients or attracting top legal talent, the right videos can do the heavy lifting, without feeling like hard work on your end.

With over 30 awards and nominations from national and international film festivals, and a proven track record producing high-impact content for the legal sector, we've made it our mission to bridge cinematic storytelling with strategic marketing, all tailored to professional services.

From working with law firms across the UK to sponsoring industry events like The Lawyers Retreat, we've developed a deep understanding of what works (and what doesn't) when it comes to legal video content. We don't just show up with a camera, we help you shape your message, support your team, and create a video strategy that actually drives results.



Whether you're aiming to win over new clients, recruit top talent, or just bring your brand into the spotlight, this guide breaks down the five essential types of videos that can help you do exactly that.

These aren't DIY TikToks (unless you're into that). These are crafted, professional videos that help you stand out, and keep working for your firm long after they're published.



# THE 5 ESSENTIAL VIDEOS

## 1. BRAND VIDEO

Your firm's first impression, brought to life. A brand video captures your values, personality, and purpose, and tells the story of why you do what you do.



**Ideal for:** Your homepage, about page, social media headers, email campaigns - YouTube & LinkedIn



**Think:** Sharp visuals, real people, clear message — a video that feels like you.



## 2. TESTIMONIAL VIDEO/CASE STUDY

This isn't just about saying "we did a great job", it's about showing the real-world impact your firm has made. These videos bring a powerful story to life, often centered around a standout case, or multiple stories about your satisfied customers, or your firm's role in a wider mission (such as community work or pro bono support).



**Ideal for:** Showcasing your firm's values, building emotional trust with potential clients, and elevating your brand through powerful, story-driven content on your website, social media, or at live events. - YouTube & LinkedIn



**Think:** Emotional storytelling meets professionalism. Less "salesy," more "human."



### 3. SECTOR OR SERVICE-SPECIFIC VIDEOS

Not all clients need the same thing. Show them you specialise in what they're looking for. Tailored Sector-Specific Videos (e.g. corporate services, family law, employment, property, etc.) show depth of understanding and relevance. They position you and your firm as experts in their field.



**Ideal for:** Service landing pages, niche campaigns, explainer ads - YouTube & LinkedIn



**Think:** Clear, concise breakdowns of services with examples or case snippets.



### 4. COMPANY CULTURE VIDEO

Give people a genuine glimpse of what it's like to work at your firm. Culture videos go beyond benefits and job descriptions, they show your team dynamic, values in action, and what makes your workplace feel special. It's your internal brand, brought to life.



**Ideal for:** Careers pages, internal comms, LinkedIn employer branding, onboarding and YouTube



**Think:** Authentic team moments, behind-the-scenes footage, shared values, celebrations, and real people being themselves.



## 5. ANIMATED CUSTOMER EXPERIENCE VIDEO

Sometimes a live-action video isn't the best way to explain a process, especially if it's complex, sensitive, or behind-the-scenes. Animated videos help you walk clients through what to expect when working with your firm, making the unfamiliar feel clear, structured, and approachable.



**Ideal for:** Onboarding emails, explainer sections on your website, pre-consultation resources



**Think:** Clean, engaging animations that outline steps like “what happens after you enquire,” “how we work,” or “what to expect from your first consultation”, all in plain English.



## READY TO BRING THESE VIDEOS TO LIFE FOR YOUR FIRM?

At United Wolves Productions, we don't just film — we collaborate, strategise, and guide you through the entire process, from idea to delivery. If you're curious about how these video types could work for your firm, we'd love to hear more about your goals and offer our insight. Whether you're just starting out with video or looking to refresh your content strategy, we're here to make it simple, cinematic, and tailored to the legal world.

Let's have a no-pressure chat — and see what's possible.