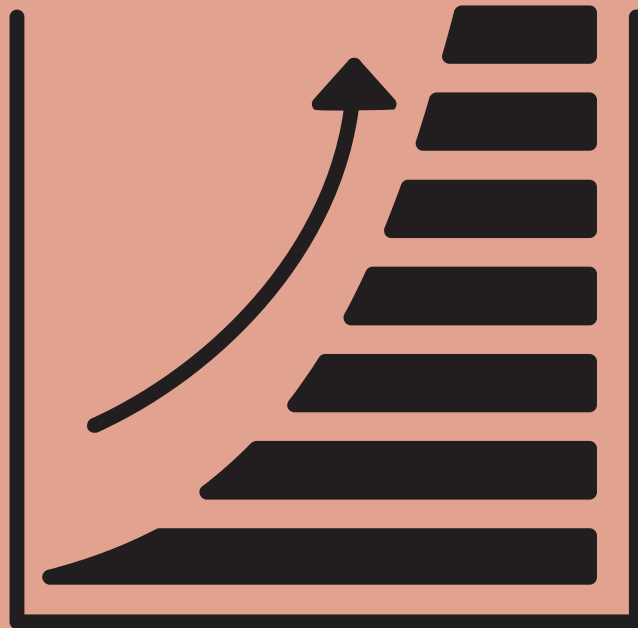




**United Wolves
Productions**

MEDIA SCALING ROADMAP

For Solicitors Who Want To Scale Visibility, Trust & Impact





WHY THIS EXISTS

Most law firms are under-leveraged when it comes to content. Not because they lack expertise, but because they lack a plan. They dabble in social media, commission a video here or there, but rarely anchor it to their actual stage of growth.

This guide shows you how to deploy media strategically, based on your firm's size, turnover, and goals. It's not about spending more. It's about spending smart and knowing when and why to invest in each type of video.

We've broken it down into four firm profiles:

- Emerging Firms – Visibility & Consistency
- Small Firms – Credibility & Conversion
- Growing Firms – Efficiency & Recruitment
- Established Firms – Leadership & Automation

Each section includes your most urgent problems, and the minimum viable media required to solve them.





STAGE 1: EMERGING FIRMS

Turnover: Up to £1M | Staff: 1–10

Mindset: *“We’re doing great work. Now we need people to know about it.”*

Reality: You’re small, busy, and likely juggling legal work with business development. Your expertise is strong — but your visibility doesn’t match it yet.

Strategic Outcomes

The goal at this stage isn’t perfection, it’s consistency and connection.

You’re not trying to win awards for cinematic production just yet.

What you *are* trying to do is make sure that:

- Appear established and credible
- Build visibility across search, social, and local networks

Develop habits and internal skills around content creation

Biggest Challenges

- Budget constraints
- No internal marketing hire
- Inconsistent posting, unclear strategy

These aren’t failures — they’re symptoms of early-stage growth:

- “We never have time to market ourselves.”
- “I don’t know what to post.”
- “We want to do video, but we don’t have the budget.”
- “I’m not comfortable on camera.”
- “No one’s engaging with our posts anyway, so why bother?”

These are normal and solvable. What matters is building a system that works for you.



Smart Content Plan

- Video Production Training (1–2 sessions): Learn to shoot high-quality phone content internally with some minimal equipment and using free apps and software.
- Monthly Editing Support (15–20 reels): You shoot; we edit. This gives you cinematic content without a full crew.
- Reel Strategy: Educational Q&As, meet-the-team, service breakdowns, community work.

Why This Works:

- People buy from people. Showing your face and voice builds immediate trust.
- Firms posting 3–5x weekly see up to 7x higher reach on LinkedIn & Instagram.
- You don't need a fancy video team. You need repeatability.

Mindset Shift

“You don't need more leads. You need more trust.”

The trust starts the moment someone sees your face, hears your tone, and believes you care. Video is your shortcut to that and once you build the habit, it becomes second nature.

A slightly awkward but helpful reel is 100x better than a perfect video that never gets made.

Principle: Volume + Clarity > Perfection



STAGE 2: SMALL FIRMS

Turnover: £1–3M | Staff: 10–25

Mindset: “We need our marketing to convert.”

Reality: You’ve built a good reputation — now your online presence must match.

🎯 Strategic Outcomes

At this stage, video stops being a “nice to have”, it becomes a tool to convert attention into enquiries, drive up the quality of your leads, and give your firm a consistent, professional feel across platforms.

What you're aiming for here is:

- A cohesive video presence across your website and social platforms
- Video assets that do the selling when you're not in the room
- A repeatable structure for your most important services and client interactions

🌟 Biggest Challenges

- Static website with no personality
- Generic social content
- Relying on word-of-mouth without scaling reach

You’ve moved past the DIY mindset. But new challenges emerge:

- “Our site feels a bit... flat.”
- “Everyone says the same thing — how do we stand out?”
- “We get traffic, but it’s not converting.”
- “We want content that works for sales and socials.”
- “We’re growing, but we’re not using media strategically yet.”

This is the critical growth stretch, firms either double down here or start plateauing.



Smart Content Plan

- Foundational Infrastructure Videos (Professionally shot):

◆ 1. Brand Video

This is your headline story. Why your firm exists. What makes you different. Introduce your people, your values, and your passion. This should be embedded on your homepage, in proposals, and pinned on your socials.

Pro tip: Keep it under 2 minutes. Scripted voiceover or talking-head format both work — as long as it feels real.

◆ 2. Client Testimonials (3–5)

People trust people. This is your most powerful form of social proof. Capture a range of client voices (by service area, demographic, or business size). Ideally, film in their environment.

Structure:

- What problem did they face?
- Why did they choose your firm?
- What was the outcome?
- How did they feel?

Bonus: Cut these into 10–20 short clips for use across social platforms.

◆ 3. Service Explainer Videos (1–2 initially)

Think of these like “video brochures.” 60–90 seconds long. Clear, reassuring, benefit-led breakdowns of your key services. Ideal for embedding on landing pages, email follow-ups, and LinkedIn ads.

Example:

- “Our 3-Step Conveyancing Process”
- “What Happens in a Family Mediation Case?”
- “Your Rights in a Settlement Dispute”
- Ongoing Short-Form Content: Use testimonial snippets, b-roll, and educational content to create more than 20+ monthly assets.



Why This Works:

- 86% of people say watching a brand video convinced them to take the next step (Wyzowl, 2024)
- Website pages with embedded video see 2.6x more time on page
- Firms that use testimonial videos close sales 34% faster
- Law firms with video on service pages see a 15–30% increase in form fills

Mindset Shift

“A client shouldn't need to speak to you to trust you.”

Your video library becomes your salesperson, PR team, and brand ambassador all in one. You're not adding fluff — you're removing friction.

Principle: Professionalism is proven, not claimed.

A clean website says you're tidy. A good blog says you're smart.

But a brand video that makes me feel something? That's what makes me pick up the phone.





STAGE 3: GROWING FIRMS

Turnover: £3–5M | Staff: 25–50

Mindset: “We need to scale without burning out.”

Reality: You’re no longer the scrappy underdog. You have momentum, but you’re starting to see cracks: recruitment bottlenecks, inconsistent service messaging, or disjointed internal culture. You need video to solve operational problems, not just promote the firm.

Strategic Outcomes

At this stage, your content should help you:

- Attract the right talent and repel poor-fit applicants
- Communicate culture and expectations without repeating yourself
- Align your growing team around shared values
- Use storytelling to overcome objections and bottlenecks at scale

Biggest Challenges

- Recruitment takes too long
- Staff turnover or poor cultural alignment
- Service delivery teams repeating explanations

Growth brings new complexity — and video is one of the most scalable solutions.

- “It takes too long to hire.”
- “Our team’s culture is drifting.”
- “Our new starters don’t ‘get it’ until month three.”
- “We’re saying the same thing to clients 20 times a week.”
- “Marketing feels reactive and hard to delegate.”

All of these are symptoms of not having scalable media systems.



📺 Smart Content Plan

This stage is about solving bottlenecks, not just looking good. Every video you create should be a time-saver, clarity tool, or trust accelerator.

◆ 1. Culture / ESG Video

You're now hiring often. People want to know not just what you do but what you're like. This video makes your values visible and shareable.

Best used on: Careers page, onboarding packs, LinkedIn posts, pitch decks.

Bonus tip: Show real team moments. Laughter, care, team rituals, this isn't corporate. It's human.

◆ 2. Recruitment Videos

Let current staff explain why they joined, what they love, and what makes your firm different. Build a bank of job-role-specific clips you can use again and again.

Best used on: LinkedIn job ads, career page, recruiter outreach, internal comms.

Bonus: These also reduce interview time, applicants are more informed and self-filter better.

◆ 3. Case Study Videos

Show real client outcomes, results, and emotions. These build proof, position your team as problem solvers, and can be reused across:

- Tenders & proposals
- Service landing pages
- Social media
- Lead nurture emails

Structure: Problem → Process → Result → Reflection

Bonus: Recut into 3–4 shorter assets for different audiences.



◆ 4. Onboarding / Process Videos

Use short, polished videos to explain things once and never again.

Perfect for:

- New client welcome process
- What to expect in a dispute or tribunal
- How your pricing works
- Internal SOP overviews for new hires

📦 Imagine sending a 2-min “What happens next?” video after every signed retainer — calming client nerves and reducing hand-holding.

📊 **Why This Works:**

- Video in recruitment can increase job applications by **34%** and reduce cost-per-hire by up to **30%** (LinkedIn, 2023)
- **87%** of job seekers say video content helps them understand a company's culture better than written job ads
- Explainer videos on client onboarding reduce admin time by **40%** and improve Net Promoter Scores by **18%**
- Case study videos increase service page conversions by **32%** (HubSpot, 2024)

🌀 **Mindset Shift**

“We used to rely on 1:1 explanations. Now we use 1:many content that never stops working.”

At this stage, every department can benefit from scalable content:

- HR → recruitment & retention
- Marketing → service promotion
- Ops → client onboarding
- Leadership → internal alignment

Principle: *Your culture is your brand. Make it visible.*



STAGE 4: ESTABLISHED FIRMS

Turnover: £5M+ | Staff: 50+

Mindset: “We want to lead the market.”

Reality: You’re known, respected, and trusted — but scaling trust, consistency, and quality across multiple teams and locations is complex. Without systems and media infrastructure, things fall through the cracks.

Strategic Outcomes

This is where video evolves from project to platform. You’re aiming to:

- Build a reusable video library that reduces cost and time across departments
- Present consistent messaging across all teams and touchpoints
- Empower your people to speak for the brand — without needing to ‘manage’ them
- Position the firm as a national leader and trusted authority in the sector
- Turn content into infrastructure — not just output

Biggest Challenges

- Inconsistent messaging across departments
- Delays in content creation
- High volume of one-off requests for similar resources

Even at this level, growth comes with chaos:

- “Everyone is doing their own thing.”
- “We spend a lot on content but don’t reuse it properly.”
- “Our messaging is inconsistent across departments.”
- “Marketing is too reactive — we’re not building assets.”
- “We’ve outgrown ad-hoc video. We need a system.”
-

Without a centralised strategy and content hub, you risk doing more work for less impact.



📺 Smart Content Plan

◆ 1. Full Video Asset Library

This is your content bank — structured, categorised, and ready to deploy. It should include:

- Departmental intros (e.g., “Meet our Commercial Litigation Team”)
- Client walk-throughs and how-to videos
- Recruitment campaigns
- Leadership updates
- Thought leadership snippets
- Case studies by sector
- Event recordings
- CSR and community highlights
- Internal SOP or culture docs (video format)

💡 Use tools like Notion, Frame.io, or a custom intranet to house and tag these for easy access by marketing, HR, and operations.

◆ 2. Cinematic Podcast Series

Now’s the time to invest in longer-form, evergreen content. A podcast-style series, filmed with cinematic cameras, builds trust and elevates authority.

- Interview senior partners and clients
- Discuss legislation changes, key cases, future trends
- Repurpose 1 podcast into 10+ shorter clips for LinkedIn, email, or internal training

Use for:

- Marketing & lead generation
- Speaking invitations
- Internal development
- Talent attraction



◆ 3. Reusable Video Templates by Service Area

Create modular videos for each department that can be adapted for:

- Location-specific teams
- Different case types
- Web, social, or event contexts

Example: One “Commercial Dispute Resolution” structure → edited with 5 different partner intros + 3 different client clips = 15 assets.

◆ 4. Event & PR Video Capture

Your firm is likely sponsoring, hosting, or speaking at events. Capture these moments for:

- Brand authority
- Internal morale
- Reuse in proposals and marketing
- Cross-platform content (LinkedIn, YouTube, internal screens, etc.)

Bonus: Create an annual “Year in Review” video from event footage, staff milestones, and major cases.

Why This Works:

- Organisations with centralised video libraries cut training time by **40–60%**
- Firms using cinematic podcasts report **7–12x longer engagement** than blog content
- 92% of buyers say they’re more likely to work with a provider whose people they’ve seen speak (Forrester, 2024)

Reusing video content in internal training leads to a **22% improvement in knowledge retention**



Mindset Shift

“We’re not just creating videos. We’re building institutional memory.” At this stage, you stop seeing content as a cost, and start seeing it as scalable knowledge. Your best thinking, clearest processes, and sharpest insights are captured once — and used forever.

Principle: Video isn’t marketing anymore. It’s infrastructure. This is where marketing, HR, operations, and leadership all converge through systems and scale. The right videos at the right time empower every team to do their best work.





FINAL PRINCIPLE: *SMART BEATS BIG. STRATEGY BEATS SIZE.*

The most successful firms aren't necessarily the biggest. They're the ones who communicate their expertise better — internally and externally.

Video allows you to:

- Build trust before first contact
- Systemise knowledge and processes
- Improve recruitment and retention
- Increase conversions from website and social media
- Amplify your culture and people
- Lead your market through clarity and storytelling

But only if the content is *strategic*.

This framework gives you the clarity to make decisions based on your current stage — and prepare for the next one. Whether you're training your team to shoot reels on a phone, or building a searchable internal content library, you'll know exactly where to start, and why it matters.





What Next?

If this guide helped clarify what your firm needs — and you'd like help putting it into action — we'd love to talk.

We offer:

- Training to help your team film in-house
- Editing and strategy support for short-form content
- High-end production for testimonials, service videos, and campaigns
- Full video system builds for firms ready to scale

Let's make your content work as hard as you do.

