



# LEGAL PRACTICE ADVANTAGE SERVICE

BUILD AUTHORITY. WIN TRUST. DRIVE GROWTH.

CLARITY VIDEO





**ENHANCE PRESTIGE, BUILD AUTHORITY, ACHIEVE LASTING GROWTH**

*Position your firm as a trusted leader with a clear brand story and creative strategy that converts visibility into lasting client relationships.*

# SERVICE PACKAGES

*All packages include a brand story and creative strategy, which provide the basis for all content production*

## BRAND STORY

The brand story defines a legal practice's identity, blending its values, mission, and voice to build trust and differentiation.

## CREATIVE STRATEGY

The creative strategy turns that story into action, aligning messaging with objectives to deliver consistent, measurable results. Videos and images alone are not enough. The creative strategy ensures the content is aligned with the brand story and serves to enhance the prestige of the firm.

# PACKAGES TIERS

## AWARENESS

Maintain brand awareness with your existing audience and potential clients with strategic organic content via your marketing channels.

## ENGAGEMENT

Improve your audience engagement, leads, and conversions with increased strategic organic content that works across all of your marketing channels.

## IMPACT

Maximise your reach, breaking into new markets via the right channels with assets crafted to generate new leads quickly and improved conversion rates, incorporating organic social content and paid media placement across LinkedIn, Google, and Meta channels

# CONSULTANCY PROCESS

*Essential to elevate your brand equity and ensure consistency across all of your touch-points*

## DISCOVERY

This consultancy phase enables us to understand your brand, positioning, voice, audience, goals, and target market. Through understanding these essential elements, we will deliver the appropriate creative assets to engage your audience, create new leads and improve conversions.

The content will help your audience see that your practice offers the best solution to their problems. This will be achieved through visual storytelling, engaging hooks, and calls to action that resonate with your audience's pain-points.

The discovery process will include a structured workshop and will feature:

- Stakeholder interviews
- Competitor analysis
- Sector insights

## BRAND STORY

The brand story provides differentiation, emotional connection, trust & credibility, and message consistency across campaigns, platforms, and client touch points. It is the strategic narrative that builds customer connection by blending origin, values, mission & vision, brand personality & voice.

## CREATIVE STRATEGY

A legal sector-specific creative strategy provides clarity and direction by aligning brand messaging with business objectives and audience needs. It ensures consistency across platforms, strengthens brand identity, and helps campaigns resonate more effectively. By defining the message, tone, and storytelling approach, it saves time and resources, reduces guesswork, and increases impact. It transforms ideas into purposeful content that builds trust, drives engagement, and delivers measurable results.



**ENGAGE AUDIENCES, GENERATE LEADS, ACHIEVE CONSISTENT RESULTS**

*Deliver purposeful content across every channel, turning recognition into interaction and interaction into new business.*

# ASSET & SERVICE DETAILS

*We use professional cameras, equipment, lighting and sound to produce industry-leading content*

## VIDEOS

Boost visibility by leveraging platform algorithms, making expertise more discoverable to prospective clients and peers. Videos strengthen client engagement, support recruitment by showcasing firm culture and values, and reinforces your brand's reputation. Content can include interviews, event coverage, industry insights, acknowledging client pain points and offering solutions. We use a proven story structure to hook the viewer, maintain interest and encourage engagement.

## IMAGES

Catch attention in busy feeds, strengthen authority through professional design and thought-leadership graphics, and humanize the brand by showcasing solicitors, firm culture, or client-focused values. They deliver strong ROI by combining professionalism with visual impact, ensuring the firm is both seen and remembered. Images can feature staff, the firm at work, event coverage, themes related to client issues, or subjects that build brand authority.

## ADVERTS (PAID MEDIA)

Target the right audience with precision, ensuring that your expertise reaches corporate decision-makers, high-net-worth individuals, or niche sectors. Amplify visibility by placing the brand and in front of prospective clients where they already spend time online. Unlike organic posts, ads provide scalable reach and measurable impact, with clear data on engagement, inquiries, and conversions.

Consists of a series of short ads focused on one message and CTA per ad, and a longer version encompassing the combined messaging. Formatted for paid media placement across LinkedIn, Google, and Meta channels.

## PAID MEDIA MANAGEMENT

Strategic planning, execution, and optimization of paid advertising campaigns across digital platforms such as LinkedIn, Google, and Meta. It ensures that every pound spent on advertising is targeted, measurable, and aligned with the your brand's objectives.

# ASSET & SERVICE DETAILS

## CONTENT PRODUCTION

Our content production process is designed to deliver consistent, high-quality assets that reinforce your firm's authority and reputation. Each month, we film and produce videos and photographs using professional cameras, lighting, and sound to ensure industry-leading standards. These assets are crafted to highlight your expertise, humanize your brand, and engage audiences across social platforms, websites, and email campaigns.

In addition, adverts are produced bi-quarterly to support paid media campaigns, combining short, targeted messages along with longer narrative formats. This cadence ensures your firm maintains a steady stream of fresh, relevant content while maximizing ROI. By structuring production around monthly and bi-quarterly cycles, we balance efficiency with impact — giving your practice the visibility it needs to build trust, drive engagement, and generate measurable results.

## CONTENT DELIVERY

Assets are delivered Monthly, following the content production.

Each delivery includes 2 rounds of edits to ensure the content matches your expectations.



**EXPAND REACH, ENTER NEW MARKETS, MAXIMISE ROI**

*Leverage targeted paid media and professional content production to accelerate growth and secure measurable outcomes.*

# DELIVERABLES

## BRAND STORY AND CREATIVE STRATEGY

Produced from a one-time consultancy at the beginning of the campaign with an annual review to ensure appropriate alignment with brand, audience, and platforms.

## ASSETS

Delivered monthly, optimised for social media engagement, website landing pages, emails, and ad campaigns. Everything is produced in line with the creative strategy, maintaining consistent branding, messaging, and goal alignment across all touch points. All content is designed to enhance engagement, produce leads and improved conversions

# PACKAGE DELIVERABLES

## AWARENESS

- Brand story & Creative Strategy
- 8 x videos
- 20 x images

## ENGAGEMENT

- Brand story & Creative Strategy
- 16 x videos
- 40 x images
- Monthly report - campaigns will be adjusted in accordance with data findings

## IMPACT

- Brand story & Creative Strategy
- 24 x videos
- 40 x images
- Video adverts
- Paid media campaign management
- Monthly report - campaigns will be adjusted in accordance with data findings

# STRATEGIC OUTCOMES

## AWARENESS

The Awareness tier ensures your firm maintains consistent visibility with existing clients and prospects by delivering a steady stream of strategic organic content. This builds recognition, reinforces authority, and keeps your brand front of mind across social channels, websites, and email campaigns — laying the foundation for trust and long-term growth.

## ENGAGEMENT

The Engagement tier elevates your practice by turning visibility into measurable interaction. With increased organic content and structured reporting, your firm benefits from improved audience engagement, stronger lead generation, and higher conversion rates. This tier ensures campaigns are continuously refined, making every communication more effective and aligned with client needs.

## IMPACT

The Impact tier maximises reach and accelerates growth by combining organic content with targeted paid media campaigns across LinkedIn, Google, and Meta. Designed to break into new markets and generate leads quickly, it delivers measurable outcomes through precision targeting, professional adverts, and ongoing campaign management — positioning your firm as a trusted authority with influence that extends beyond its current audience.



# CONTACT US

## CLARITY VIDEO

Email: [info@clarityvideo.co.uk](mailto:info@clarityvideo.co.uk) 

Phone: 01865 416824

Mobile: 07340 156519

Website: [clarityvideo.co.uk](http://clarityvideo.co.uk) 

Instagram: [@clarityvideo](https://www.instagram.com/clarityvideo) 

Address: 6 Eyres Close, Ewelme, Oxfordshire, OX10 6LA