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-Staff Reports

Lew Garrison, a local attorney, recently unveiled a new legal marketing Web site that allows users to screen videos of potential attorneys.

Garrison, partner of the 13-attorney firm Heninger Garrison Davis, said the new site, LegalTube.com, helps lawyers get much-needed face time with potential clients, and vice versa.

"Attorneys are always trying to figure out how to market their services and get more business, and statistics show that more people are going to the Internet to find their lawyers," he said.

With those trends and the emergence and ease of video sites like YouTube in mind, Garrison said the site represented an obvious next step in legal marketing.

The site went live on Sept. 1 and Garrison said it has already generated a significant response. The site has already had more than a 100 attorneys sign up and is working to expand its video offerings around the country.

The site is searchable by geographic location and by area of specialty.

Attorneys who subscribe to LegalTube.com's services can post videos on the site to introduce themselves to potential clients or to provide answers to common legal questions. The cost to post videos varies by market.

The new Web site also features a forum, links, a blog and several other resources for potential clients.