

USING LIVE VIDEO: A MARKETER'S CHECKLIST



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INTRODUCTION

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OVER THE PAST SEVERAL YEARS, the digital universe has drastically shifted the marketer's role. No longer is one-way, push advertising sufficient. The environment is more interactive and collaborative, and filled with more noise and distractions. This has forced brands to consider new ways to communicate with and build relationships with consumers. In the words of American Express chief marketing officer John Hayes, "We went from a monologue to a dialogue."

For today's marketers, this means reevaluating your marketing mix—adding channels for customers to connect directly with your brand, products, and product experts.

That brings us to live streaming video. It's a powerful, authentic, engaging, measurable and cost-effective option that more and more brands are turning to, for good reason. And when you add features such as social interaction and product information tabs in a format that consumers are used to already, you create the type of live interactive video experiences that brands need and consumers love.

It's no surprise that live video is growing at a faster rate than pre-recorded video. In fact, more than 100 brands have conducted over 4,500 events using the Brandlive platform to connect with and convert customers—from Pottery Barn, Walmart and REI to GoPro, Levi's and New Balance.

Tom French and others, "We're all marketers now," McKinsey & Company, July 2011.

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OVERVIEW

MARKETER'S CHECKLIST FOR LIVE STREAMING VIDEO SUCCESS

WHAT GOES INTO producing a successful live interactive streaming video event? That's what you'll uncover in the following pages. Whether you're evaluating live streaming video or have already decided to use it in your marketing mix, we think you'll find this checklist helpful.

READ ON TO LEARN:

- [When to use live streaming video](#)
- [What features to look for in a platform](#)
- [How to plan content for events](#)
- [What equipment you'll need](#)
- [How to promote your events](#)
- [How to build out a timeline](#)

WHEN TO USE LIVE VIDEO

LIVE STREAMING VIDEO allows you to tell consistent brand and product stories, convey deep product knowledge, offer click-to-buy convenience, and get people excited about your company, your products, your product experts and your endorsers. It's a less expensive way to conduct a large, in-person event and lends a human touch to what would typically be a strictly impersonal digital campaign.

"Live streaming video. It's a powerful, authentic, engaging, measurable and cost-effective option that more and more brands are turning to, for good reason."

Here are several ways to use live streaming video (based on how Brandlive customers are using our platform):

PRODUCT LAUNCHES

Build buzz for your new products by inviting consumers to interact with your best product experts (product designer, product manager, product merchandiser, etc.) and/or endorsers during live streaming video product launch events. Tell the product story, take consumers behind-the-scenes, provide product content (images and copy) to interact with, include a “click to buy” button, take questions and comments in real-time from the audience. *(Example brands who have done this: TaylorMade Golf, GoPro, New Balance, Ace Hardware)*

CAMPAIGNS

Extend your marketing campaigns from online and/or in-store to the best of both worlds via a live digital experience. *(Example brands: Pottery Barn, Walmart partnering with HP)*

SPECIAL EVENTS

Consider adding live streaming video for key, in-person events you’ve already mapped out in your go-to-market/launch plan. *(Example brands: New Balance, Home Depot, Ball Canning)*

RETAIL PARTNERSHIPS

Brands and retailers can partner by holding combined live streaming video events for their customers (the content can appear on the websites of both companies simultaneously if desired). Bringing product experts directly to consumers, live, is the next best thing to being in the store with them in person. *(Example partnerships: HP/Walmart, GoPro/REI, GoPro/Best Buy, New Balance and several run specialty retailers)*

“We are really ramping up our digital strategy. We want to innovate, and we know live video can generate social traction. No golf brand has done interaction like this before and we’ll keep going as long as the questions come in.”

Ryan Lauder

DIRECTOR OF DIGITAL STRATEGY, TAYLORMADE

HOLIDAY CAMPAIGNS

Consumers have responded well to Holiday-themed events offered via live streaming video. Lifestyle events, with content that puts your product into a lifestyle content while selling the products used in the demonstration, have done especially well. *(Examples include Pottery Barn, Cake Boss)*



WHAT FEATURES TO LOOK FOR IN A LIVE INTERACTIVE STREAMING VIDEO PLATFORM

Notice that the headline above says “platform” not “apps”. In our experience working with over 100 companies on over 4,500 branded live streaming video events, mid-to-large-sized brands and retailers need an enterprise-ready platform to support live streaming video (with robust metrics, archiving, user account management and enterprise-class support), not a mobile app designed to enable any consumer to stream video. That’s why having the right features for brands and retailers is important. Here are the features you should look for:

ABILITY TO CUSTOM-BRAND THE EXPERIENCE

Make sure you can represent your brand in the best light with an interface and Web address/URL that can be fully customized to accommodate your brand’s digital identity, look and feel.

PRODUCTION SCALABILITY

Find a platform that enables a wide range of production options, from single camera (e.g. webcam) to multi-camera with switchable B-roll video clips.

AUDIENCE SCALABILITY

The platform should be able to support tens of thousands of simultaneous viewers. It should also have administrator tools that allow you to manage the live audience interactions at that scale.

MOBILE DEVICE SCALABILITY

Audiences should be able to view and interact with your live streaming video events via any device, including desktop computer, digital tablets, smartphones, and even large screen environments with smartphone-based interactions (e.g. the ability to ask questions and make comments) enabled for the viewers in the room.

SOCIAL/REAL-TIME INTERACTION SCALABILITY

You should be able to provide your audience with ways to interact with your on-camera talent beyond just Twitter. Your platform should enable flexibility in how the audience interacts over different social channels.

ABILITY TO SHOW UP ON MORE THAN ONE WEB SITE SIMULTANEOUSLY

The platform should allow for the live streaming video event to appear on more than one website at the same time. For example, the brand’s own website, the brand’s Facebook page, and on a partner’s website, all at the same time, each with their own look-and-feel.

PRODUCT DETAILS

Look for features, like product detail tabs, that let you merchandise products and drive audience members to conversion opportunities via calls to action such as a “Buy Now” button.

CALL-TO-ACTION (CTA) OPTIONS

Make sure you can clickable and trackable call-to-action buttons.

ROBUST METRICS

Choose a solution that comes with a dashboard and reports that allow you track metrics such as total registrants, total attendance, total interactions (comments/questions), engagement over time, viewing duration, archive views, etc.

ARCHIVING

The content (video, interactions, product information) for each event should be archivable for on-demand viewing after the event. Audience interaction should continue to be live after the event, so even though the event is no longer live, the audience can still ask questions and make comments.

LIVE VIDEO

IDEAS

- *PRODUCT LAUNCHES*
- *CAMPAIGNS*
- *SPECIAL EVENTS*
- *RETAIL PARTNERSHIPS*
- *HOLIDAY CAMPAIGNS*

PLANNING CONTENT

Preparing content for a live streaming video event can take a few hours, a few weeks or a few months, depending on the scope of the event—from a simple virtual wine tasting to a global product launch. Here's what you'll want to pull together:

DEFINE YOUR USE CASE

Will you be hosting a product launch, a lifestyle event or an event tied to a larger campaign or physical event?

DEFINE YOUR DESIRED AUDIENCE

Are you presenting to internal employees, training retail partners, conducting a virtual press conference or reaching out to consumers directly?

ESTABLISH CLEAR OBJECTIVES

Know what your key business objectives and metrics are. Develop your content, product mix and metrics tracking accordingly. Determine what actions you want audience members to take during and after the live event. There are a lot of creative ways to present information and encourage interaction during a live streaming video event.

IDENTIFY KEY ROLES & RESPONSIBILITIES

Will you be using internal or external resources? Who is the project manager? Who will be moderating the incoming questions and comments? Who will be answering the questions? Who will develop the content for the event? Figuring all of this out well in advance of the event will save you time and headaches in the long run.

There are a lot of creative ways to present information and encourage interaction during a live streaming video event.

A KEY TO SUCCESS IS HAVING THE RIGHT PERSON REPRESENT YOUR BRAND IN FRONT OF THE CAMERA.

DETERMINE ON-CAMERA PERSONALITIES

Key to success is having the right person represent your brand in front of the camera—someone who knows the product well, has passion, personality and can explain and pitch the key features and benefits. This should be an “insider”—an employee or endorser—because the goal is brand authenticity. Avoid using actors or professional hosts since the effect can lack authenticity. The stars of the show should be your products and your product experts. Real people in the audience will respond to real people on camera. Mistakes are okay because the audience can relate. Brandlive customers have found product managers, product designers and merchandisers who are great at this.

DEVELOP A RUN OF SHOW

Outline your content. Stick to high-level bullets rather than a word-for-word script. This will make the presentation more natural and allow you to respond to questions and comments as they come up.

REHEARSE

Do a dry run. Keep it loose and don't worry about making mistakes. The audience will forgive mistakes if the content and personalities are authentic.

PLANNING THE PRODUCTION (AUDIO/VIDEO)

Getting the technical details right is just as important as planning the content for your event. Whether you are planning for one event or putting together a production package for your new live video program, there are four things to consider as you select the right configuration for your needs:

Ease of Setup and Portability Will you be in a studio, need to move equipment around the office, or fly to a location with it? How fast do you need to set up and teardown? Will you need to store everything when not in use?

POTENTIAL LOCATIONS

Could there be a lot of background noise? How much room will you have? What kind of lighting is available? Presenters and products - How many presenters will you have? Are you going to show a lot of products, just one or two, or have no physical products at all?

PRODUCTION VALUE

Are you open to an authentic, intimate look into your brand, or does your audience expect a reasonably high value look and feel?

No matter what your answer is to any of these questions, you may be surprised to learn how simple, streamlined, and accessible live production equipment can be.

There are four main components to your production kit and consideration for each when selecting the right items for you:

- 1 Cameras
- 2 Audio equipment: background noise, how many people
- 3 Encoding or broadcasting computer
- 4 Other potential media or creative assets (the need for a switcher)

At Brandlive, we have three different packages that we use as a starting point help our customers select their ideal production kit. To begin this discovery process, we ask three simple questions:

1. WHAT DO YOU ALREADY HAVE?

It's important to know what kind of computer or encoding you will be using, as well as any cameras or microphones you currently have.

2. WHAT KIND OF PRODUCTION DO WE WANT?

Event goals can vary from event to event, and may not have all the same needs for production value.

3. WHAT ELSE DO YOU WANT TO DO?

There may be other projects that you've been wanting to do, but you've just been waiting for the right timing to acquire the tools to do so. Beginning your live video program may be just what you need to take on those projects as well.

LIVE VIDEO IS *viewed*
LONGER
 THAN PRE-RECORDED VIDEO

PLUG + PLAY

- 1 - USB Webcam w/ portable tripod
- 1 - USB Shotgun Mic

BENEFITS:

- Very portable and easy to use with very little training.
- Fast and easy setup
- No software required (web based only)
- Lightweight
- 1 - HDMI “Handycam” style Camcorder
- 1 - USB Webcam
- 1 - HDMI Capture card
- 2 - Tripods
- 1 - Camera mounted Shotgun Mic
- Live Video switching software

BENEFITS

- Extra camera for static close-ups, products shots, and second angles
- Compatible with most computers.

ADVANCED

- 2 - HDMI “Handycam” style Camcorders
- 2 - Tripods
- 2 - HDMI capture cards
- Wireless Lav Mic(s) w/ USB Mixer
- LED Adjustable Light kit
- Live Video switching software

BENEFITS

- 2+ HD camera shots
- Highest quality audio
- Best for moving and product close-up 2nd shots

With all of these examples there are some significant commonalities. This equipment is all very accessible and easy for anyone to learn and use, regardless of production and technology backgrounds and skill.

PROMOTING YOUR EVENT

Getting the right people to your public-facing event is key. Here are a few ideas for getting the word out:

EMAIL

Highlight your product, personalities, and the audience benefits of attending the event. Plan on sending email invitations starting 3-4 weeks before your event, inviting the right segment of your audience to register for the event and re-sending different messages with different Subject lines once a week to those people on the list who have not registered yet.

SOCIAL MEDIA

Like email marketing, you'll want to build excitement around the event, the product(s) you're promoting and who your on-camera personalities are. Start adding posts to Facebook, Twitter, Instagram, and other social platforms 3-4 weeks prior to the event to build momentum. Consider advertising on social networks if you have the budget.

WEBSITE

Create banner ads that promote the event and add them to your website (and partner websites).

DIGITAL ADVERTISING

Consider digital advertising such as Google AdWords, re-targeting and even ad units featuring video or live video (Brandlive can help with live video ads).

PRESS RELEASE

This can be especially effective if you have a celebrity endorser who will be part of your on-camera talent for the event.

PARTNERS

Your Brandlive experience can live in more than one website location simultaneously, which allows you to work with partners who can promote the event because it will be on their website as well.

WRAP-UP

CONCLUSION

With the right attention to detail, your company can produce effective, engaging and successful live streaming video events. No other digital channel is as authentic and direct as live streaming video.

Put Live Interactive Video Broadcasts to Work for Your Brand Ready to get started? Contact Brandlive at 866-532-2154 or sales@yourbrandlive.com for a free consultation.

ABOUT BRANDLIVE

The Brandlive™ cloud-based software platform seamlessly integrates live video, social interaction and product information into a single, customizable user interface that can be viewed on many different device types. Customers such as Adidas, Levi's, Rockwell, REI, Nest and many others use Brandlive to put their product experts on camera to tell product stories to various key audiences for the purpose of training, marketing and e-commerce sales.

FOR MORE INFORMATION, VISIT
www.yourbrandlive.com