



# CONTENT, CONVERSATION, AND CONVERSION

USING LIVE INTERACTIVE VIDEO TO BRIDGE THE GAP  
BETWEEN PHYSICAL PRODUCTS AND DIGITAL AUDIENCES



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# OVERVIEW

## THREE KEY ELEMENTS



CONSUMERS RECEIVE MORE messages than ever before due to an always-connected digital world, and they are spending more of their time on digital pursuits. This environment makes it challenging for physical product brands and retailers to rise above the noise and connect with consumers when

they launch new products and work to maintain product sales momentum.

In other words, *a gap exists between physical products and increasingly digital audiences* that hasn't been addressed effectively by existing digital marketing methods.

Using Web-based video, *especially live interactive video*, is an effective way for these companies to tell engaging product stories, setting their brand apart and revitalizing their marketing and e-commerce strategies.

By integrating three key elements around live video — Content, Conversation, and Conversion — some pioneering product brands and retailers are *rising above the noise*, creating focused consumer attention by hosting live online product experiences that help to bridge the gap between their physical products and digital audiences.

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A GAP EXISTS BETWEEN  
PHYSICAL PRODUCTS  
AND DIGITAL AUDIENCES.

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## 1. CONTENT

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With 90% of information transmitted to the brain being visual and processed much faster than text, video is the most compelling way to communicate information digitally.

Adding live video to the mix brings these additional benefits:

- Strengthens brand-to-consumer relationships
- Facilitates brand and product storytelling
- Results in longer viewing times than pre-recorded video
- Puts a face to the brand name
- Activates brand advocacy

Most importantly, using live online video to put a brand's product experts on-camera, where they can display their passion for the products and demonstrate superior product knowledge, *creates an emotional connection* with the audience that is not achievable through other digital marketing channels.

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LIVE ONLINE VIDEO CREATES AN EMOTIONAL CONNECTION WITH CONSUMERS THAT IS NOT ACHIEVABLE THROUGH OTHER DIGITAL MARKETING CHANNELS.

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## 2. CONVERSATION

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Adding social interaction to live video introduces real-time conversations into the mix, allowing product experts to engage directly with the audience to gather instant feedback, answer questions, and empower audience members to connect with each other.

Live video enables a brand's social followers to connect directly with product experts in real-time, creating a virtual gathering place for an engaging product experience.

## 3. CONVERSION

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Closing the loop by adding e-commerce to live video and social interaction helps brands to convert the viewing audience who have gathered to learn more about products directly from product experts.

This combination of live online video content, real-time conversations and instant conversion is the key to bridging the gap between physical products and digital audiences.

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AUTHENTIC BRAND INTERACTION VIA THE INTEGRATION OF

LIVE VIDEO  
+  
SOCIAL  
+  
E-COMMERCE

IS KEY TO BRIDGING THE GAP BETWEEN PHYSICAL PRODUCTS AND DIGITAL AUDIENCES.

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# CONTENT

EMPOWER PRODUCT EXPERTS  
TO TELL PRODUCT STORIES



“Marketing is no longer about the stuff that you make, but about the stories you tell.”

**SETH GODIN**  
*best-selling marketing guru*

## THE IMPORTANCE OF STORYTELLING

**BEST-SELLING AUTHOR** and marketing guru Seth Godin said that “Marketing is no longer about the stuff that you make, but about the stories you tell.” No matter what product is being sold, the brand or product stories and the emotional connection they create can sometimes matter more than the product itself. When a

compelling narrative is leveraged, consumers connect with a product and more conversions take place without resorting to a hard sell.

## WHY VIDEO IS SO EFFECTIVE

There’s no underestimating the power of video as a storytelling medium on the Internet. Netflix alone now accounts for over 30% of Internet traffic, and together with YouTube brings it up to 50%<sup>1</sup>. Online video is pervasive — 85% of the US Internet audience watches some form of video online. Videos have the power to go viral like no other medium — what other form of content has spread as fast and wide as examples like “Kony 2012” or the “Gangum Style” music video?

There are underlying psychological reasons that give visuals a distinct advantage over written mediums. Ninety percent of information transmitted to the brain is visual, and visuals are processed 60,000x faster than text.

## WHY LIVE VIDEO IS BETTER

Using *live* video achieves a level of interactive communication that isn’t possible with pre-recorded video. Live video allows brands to connect with their customers

## VIDEO FOR BRAND WORKS

**44%** of U.S. email marketers report **increased engagement rates** in messages containing video<sup>2</sup>

**75%** of executives **watch work-related videos** at least once a week<sup>3</sup>

**65%** **visit the marketer’s website** after viewing a video<sup>3</sup>

## CASE STUDY

## MIXING IT UP

**Maker's Mark** brandlive

**CELEBRATE #REDFRIDAY IN STYLE WITH MAKER'S MARK**

Welcome to the inaugural virtual tasting and prelude to #RedFriday with Maker's Mark Bourbon, hosted by rockstar mixologist, Pamela Witzlbar.

What is #RedFriday, you ask? Well, it's everything Black Friday isn't. No parking or purchasing wars. Relaxation. Recliner. Sleep. Friends. Football. Maybe even pie.

Please comment and Tweet away, and of course, ask questions.

@MakersMark  
@PamelaWitzlbar  
#RedFriday

Here's to #RedFriday, because red is the new black!

**QUESTIONS FROM THE AUDIENCE**

Name:

Location:

Email:

Comment:

ALL Questions

**Annell Rufus from SF CA:**  
More names: Pom Tree, Pom Sunday, Maker Happy.

**Annell Rufus from SF CA:**  
Cocktail name: D'yer Maker (only Led Zepplin fans will get this one)

**A Toast to #RedFriday**

1.5 parts **Maker's Mark**    1 part **Pom Wonderful**    0.5 part **Lemon**    Top Off **Ginger Beer**

Maker's Mark uses live interactive video via the Brandlive™ platform to host virtual tastings that influential industry leaders and mixologists attend to learn more about Maker's Mark beverage products and how to mix them into various recipes. One such event on "Red Friday" (their variation on Black Friday) generated **613,515 Twitter impressions** via the influencers in the audience.

**VIEW EVENT** <http://makers.yourbrandlive.com/c/makersmarkredfriday>

in real time and lowers barriers for messaging to come through authentically, which creates a stronger emotional connection.

Live video is so effective because it's the most human form of communication — when we see someone speaking to us on screen, our brain tends to trust them more because it sees a face as a

gathering point for information and believability. Additionally, body language is the most effective way to get emotions across — 93% of all communication comes through body language. When people hear a voice and see the face it belongs to, it becomes the most convincing way to communicate something meaningful.

PRODUCT  
TELL AND SHOW

Demonstrating products with live video allows product experts to tell product stories, show examples of how to use the product, and zoom in on product details. The passion and knowledge that an on-camera product expert conveys — and *the emotional connections with the audience that occur* as a result — cannot be duplicated through any other digital medium.

Not only do live video product demonstrations enable brands to engage consumers with authority and expertise, they allow personality to shine through. Video-based demonstrations make a company more human, putting a face to the brand name.

AUTHENTICITY  
IN REAL TIME

One of the advantages of using live interactive video is there isn't the expectation of a perfectly polished production. Live is engaging because there are unexpected moments that demonstrate authenticity. Sometimes, the beauty of live is the unpolished nature of it. Remember Jimmy Fallon's sketches on *Saturday Night Live*? Half the comedy came from watching him break character and start laughing, which endeared him to audiences. Live video showcases the human element — people aren't perfect and audiences relate to that.

# CONVERSATION

CREATE STRONGER CONNECTIONS  
WITH TWO-WAY COMMUNICATION



“We all are emotional beings looking for relevance, context, and connection.”

**BETH COMSTOCK**  
CMO of General Electric,  
former head of Digital  
at NBC/Universal, and  
co-founder of Hulu.com

COMBINING LIVE VIDEO with real-time social interaction opens up another level of connection and deeper engagement with the audience. These real-time conversations during an online event create an experience that feels more like in-person dialog. When the audience is encouraged and empowered to interact with live presenters and with each other, the results help to bridge the digital divide.

## CASE STUDY *CUTTING A RUG*

Rockwell Tools used live interactive video on the Brandlive™ platform to broadcast a product demo featuring the Sonicrafter X2, a handheld oscillating tool for cutting many types of materials. Toward the end of the broadcast, a viewer typed in and asked “Can the Sonicrafter cut carpet?” While there were many types of materials on hand for live cutting demonstrations, carpet was not one of them. Fortunately a quick thinking Rockwell employee watching the broadcast grabbed a piece of carpet from the office and brought it into the studio for an impromptu demonstration. **The hosts gave the perfect visual answer to the live question** by cutting the carpet on the spot.

**VIEW EVENT** <http://rockwell.yourbrandlive.com/c/sonicrafter>

Real time two-way communication creates a true brand-to-customer conversation. Brands not only gather customer comments and questions, they can respond immediately. Consumers know that they are getting an experience specific to them, and not generic product information created beforehand. When people watch live and ask questions in real time, there is a feedback loop that allows presenters to refine their content on the fly.

## SOCIAL PROOF

“Social proof” is the psychological phenomenon in which people are more likely to take action if they see others taking a similar action. Because others have found success with something, they are more likely to envision themselves experiencing the same. This concept of social proof directly connects to the power of community interaction.

“If your content isn’t driving conversation, you’re doing it wrong.”

**DAN ROTH**

*executive editor, LinkedIn,  
former senior editor at Fortune and Wired Magazines*

## INSTANT, VISUAL ANSWERS

By combining live video with real-time interaction, the product experts can creatively and visually answer a viewer’s questions as they happen. Instead of relying on a generic FAQ and product information, companies can answer real questions, from real consumers, in real time.

This is why review sites like Yelp are so popular — an interactive social environment is the perfect breeding ground for social proof. Success begets success for highly rated restaurants on Yelp.

Social proof also works in *real time*. In group shopping at any scale, validation comes from the previous experiences of companion shoppers and the crowd mentality of like-minded consumers in the same space. When people with similar interests gather around products, learning and purchasing becomes a social activity.

BETTER  
EXPERIENCE  
METRICS FROM  
BRANDLIVE  
EVENT  
ATTENDEES

**89%** recommend  
the Brandlive event  
experience to others

**70%** are  
more likely to purchase  
after a live interaction

**45%** of consumers ask  
questions while shopping live

**68%** opt-in for  
future event notification

# CONVERSION

MOTIVATE THE AUDIENCE TO TAKE ACTION



WHAT ARE DIFFERENT ways to define “conversion”? Depending on the business goals, conversion can mean anything from closing a transaction to receiving feedback about a specific product. It can be spurring action by brand advocates and market influencers. It can also be a brand converting retail channel partners into highly effective sales people by educating them about the brand’s products.

Whatever the goal is, live interactive video can drive conversion by:

- Attracting an audience
- Telling them product stories
- Demonstrating products
- Facilitating conversation with product experts
- Closing with measurable action by audience members

## INCREASE E-COMMERCE CONVERSION

The key to e-commerce success involves many elements that optimize a user’s experience in a way that leads to a transaction. Running live video-based events featuring product experts, with

simultaneous audience access to product information and questions answered instantly, will lead to a more engaging online shopping experience than just presenting product image grids and product detail pages. Live video e-commerce events on the Brandlive platform include all of these elements and have been shown to increase conversion rates by 3x.

It’s like throwing a conversion party that social followers and email list members are invited to.

## VIDEO AND E-COMMERCE

viewers spend **100% more time** on pages with videos on them

viewers are **85% more likely to purchase** a product after watching a product video<sup>4</sup>

### CASE STUDY DRIVING CONSUMER ACTION

The screenshot shows a live event interface for TaylorMade LIVE. At the top, it says "TaylorMade LIVE! Wednesday, May 14<sup>th</sup> at the TaylorMade Tour Truck". Below this is a video player showing three men in a golf truck. To the right of the video is a text block titled "TAYLORMADE LIVE" describing the SLDR S Driver. Below the video is a "QUESTIONS FROM THE AUDIENCE" section with a form for Name, Location, and Comment, and a list of questions from viewers like "Larry from Atlanta, IL" and "Tom Zuzewilla Sr from Pittsburgh".

When TaylorMade Golf launched their new SLDR S drivers via live interactive video using Brandlive™ to broadcast from their Tour Truck at a PGA Tournament in May of 2014, **78% of their audience clicked through** to either purchase a club or schedule a club demo at a local pro shop.

VIEW EVENT <http://live.taylormadegolf.com/c/sldr>



## HIGHER CONVERSION METRICS

**2.67% average**  
US e-commerce website  
conversion rate in 2013<sup>5</sup>

**4.54% are 70%**  
**more likely to purchase**  
a product after watching  
a product video

**11% average**  
BRANDLIVE conversion rate

## COLLECT CANDID FEEDBACK

With a wealth of shopping options and consumer reviews available at the click of the button, e-commerce is more competitive than ever. Just 3 negative reviews are enough to deter 67% of shoppers from buying. During product development, brands can invite select consumers to participate in a live interactive video event designed to solicit product prototype feedback in order to catch potential issues before the products are finalized.

## TRANSFER PRODUCT KNOWLEDGE AND EXPERTISE

Consumers who fully understand product stories, features, and

### CASE STUDY

## GOPRO OR GO HOME

GoPro expanded the reach of their product experts by putting them live on-camera using the Brandlive™ cloud-based platform to train retail channel partners on their new camera and accessories. This approach resulted in a **400% increase in sell-through** at those stores.

benefits are more likely to choose the right solution for them, and less likely to return their purchase. Putting a product expert on-camera using live interactive video to conduct training sessions for the wholesale Sales team and retail store associates increases product knowledge in those key audiences. Retail sales associates who are up-to-date on product knowledge are an essential component of improving in-store conversion rates.

## ACTIVATE SOCIAL FOLLOWERS

Social media is only as valuable as the engagement of the fans and followers. With live video + interaction, brands and retailers can bring fans together for real time social events around their products. Live interactive video events provide a real-time forum for Facebook fans, Twitter followers, and email subscribers to share ideas and interact in one place at one time. Combining virtual social events with the ability to shop

directly from the same interface is a way to monetize the social followers. Additionally, by using event registration to capture email addresses of attendees, social followers can be converted to email list members.

“Successful companies in social media function more like entertainment companies, publishers, or party planners than as traditional advertisers.”

**ERIC QUALMAN**  
author of Socialnomics

# CONCLUSION

BRIDGE THE GAP WITH  
LIVE ONLINE PRODUCT EXPERIENCES

**BY COMBINING LIVE** online video content, conversation, and conversion, pioneering consumer product brands and retailers are bridging the gap between their physical products and their increasingly digital audiences. They are using this new digital channel to successfully produce live online product experiences for product training, product/brand lifestyle marketing and e-commerce sales.

## ABOUT BRANDLIVE

The Brandlive™ cloud-based software platform seamlessly integrates live video, social interaction and instant conversion into a single, customizable user interface. 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.



<sup>1</sup> <http://www.cnet.com/news/netflix-youtube-gobble-up-half-of-internet-traffic/>

<sup>2</sup> [http://www.cmo.com/articles/2013/8/27/video\\_15\\_mind\\_blowing.html](http://www.cmo.com/articles/2013/8/27/video_15_mind_blowing.html)

<sup>3</sup> <http://www.quicksprout.com/2013/11/27/if-a-picture-says-1000-words-than-video-is-priceless/>

<sup>4</sup> <http://blog.hubspot.com/blog/tabid/6307/bid/33423/19-Reasons-You-Should-Include-Visual-Content-in-Your-Marketing-Data.aspx>

<sup>5</sup> <http://www.smartinsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>

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