



STREAMING PROFITS AUTHORITY

CHECKLIST

Checklist

Live video streaming was one of the biggest new phenomena to come to internet marketing in 2015. While the concept has been around for a while, it was the recent launch of three big apps: Periscope, Meerkat and Blab that really brought it to the limelight.

And brought into the limelight is very much an apt description for what has happened with new platforms that have been getting mass media attention. The raw potential on offer here is huge and it's something that has gotten a lot of industry analysts exciting. There has never been a better time to get involved.

If you've read the Live Video Authority eBook then you'll have a good grasp of the subject. To make sure you have a full understanding of the topic though and you know how to start making waves in this area, read on to go through a checklist of everything you need to know.

The Apps

The big three apps are:

Periscope

- ☐ Owned by Twitter, has seamless integration
- ☐ The biggest of the three in terms of users
- ☐ Stored videos for a short period
- ☐ Has a great interface and lets you see periscopes from around the world

Meerkat

- ☐ The first to come on the scene
- ☐ Slightly smaller with slightly less content

- ☐ Has more of a vlogging feel (whereas Periscope is a little more voyeuristic)
- ☐ Doesn't store videos
- ☐ Lets you include images in your streams

Blab

- ☐ A combination of live streaming with video conferencing
- ☐ Big money behind it
- ☐ Lets you join in conversations
- ☐ Not suitable for events and tourism
- ☐ Stores videos indefinitely for replays

To a less extent YouTube also has a streaming service, as does YouNow. Hangouts can also be used similarly in some ways.

Getting Set Up

While the steps are different for each, getting set up involves the following in most cases:

- ☐ Installing the app through the App Store or Play Store
- ☐ Signing up with your Twitter account and/or phone number
- ☐ Adding your existing contacts

It's that easy!

Filming

To start streaming most simply require you to hit a single button and the stream will go out live. A few considerations:

- ☐ Choose a good name/title for your video to attract more people
- ☐ Blab also allows you to pick a tag which will allow users to see your content by filtering by subject matter
- ☐ Engage with your audience and discuss with them as they post comments
- ☐ You can normally change to the front facing or rear camera of your device. Selfies work well.

Some Tips

- ☐ Film regularly
- ☐ You can schedule streams in advance which lets people prepare for them
- ☐ Follow other people to gain followers
- ☐ Share your content to social media
- ☐ You can promote products directly in your videos in order to monetize them
- ☐ Get a good phone camera, speak clearly, consider your back drop
- ☐ Make content that provides value in the form of interesting tips or discussion.
- ☐ Make sure you take advantage of the unique platform by allowing your audience to engage with you and by letting them be a 'fly on the wall'.

Opportunities

There are many things that make this an exciting opportunity for marketers. Including the following factors:

- ☐ Live streaming is so new that it's currently very easy to stand out and get noticed. Every video will get you new followers!
- ☐ Blab makes influencer marketing easier than ever
- ☐ You can build massive buzz for a new product launch
- ☐ You can interact with your audience to increase engagement and create true fans
- ☐ It involves relatively little work with a big pay-off

Promotion

Some things you can do to promote your streaming include:

- ☐ Making sure to grow your Twitter and Facebook followers which will mean more followers as more people sign up
- ☐ Message your mailing list
- ☐ Post to your social media contacts. You can Tweet when you go live ñ make sure to use the right hashtags.
- ☐ You can also promote your streams via YouTube. If you already vlog, you know you have an audience interested in your video content which makes them very targeted for this kind of material.