

# How To Build Your Business With Live Video

A guide to appearing on-camera, growing your audience, and monetizing your livestreams



# Overview:

- On-Camera Best Practices for Live Video
- How to Build Your Audience with Live Video
- How to Grow Your Business with Live Video

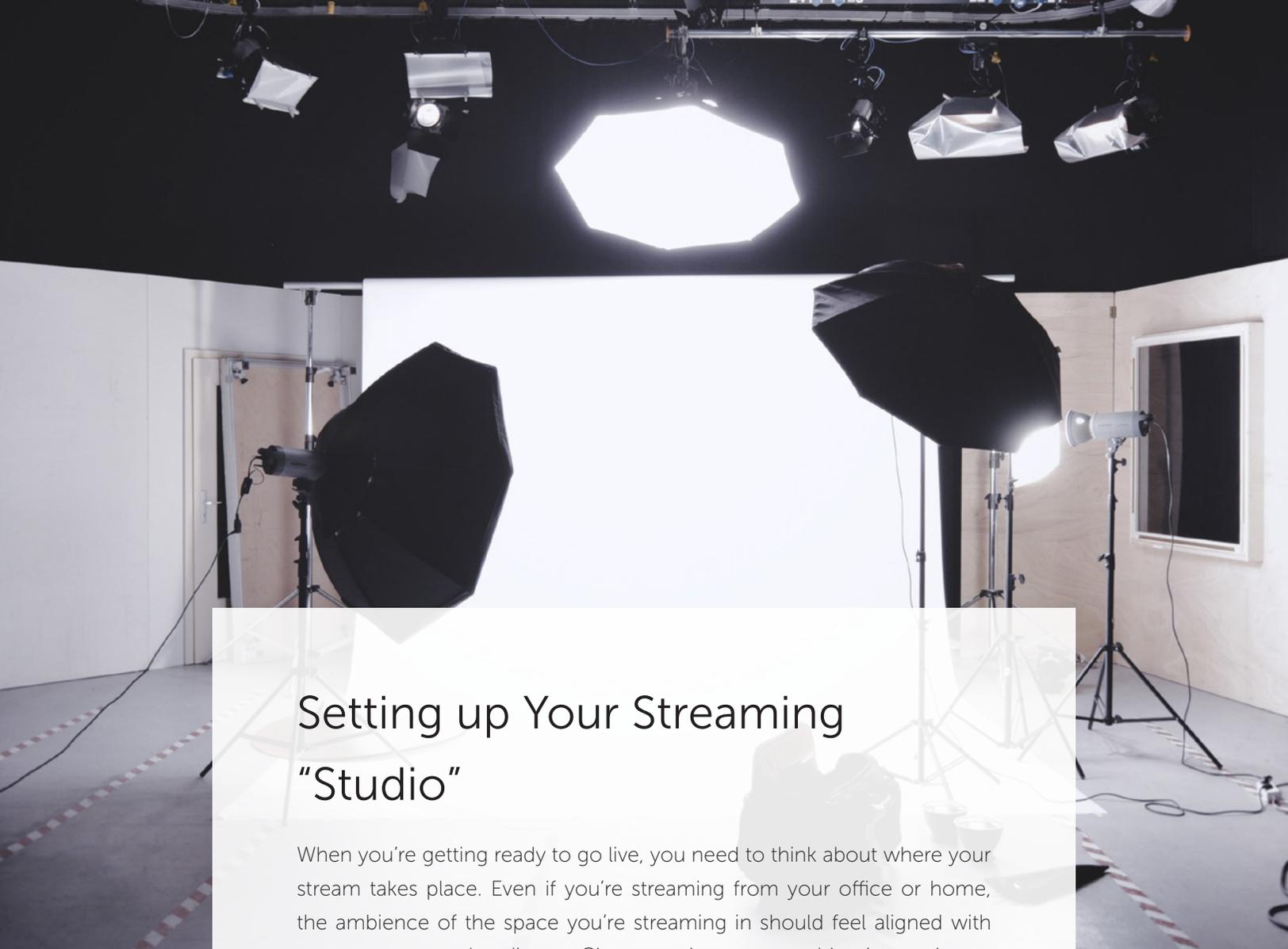


# Getting Ready to Go Live On Camera

As brands and organizations embrace live video as a communication tool, more marketers, executives, pastors, teachers, and other professionals with zero on-camera experience are being called to step up and share live with their audience.

Having a professional on-screen presence doesn't have to mean "stiff" but it does require some thought and preparation.

We created this guide to get you ready for livestream success – from your on-camera presence to your equipment and staging. We'll explore how to build your business with live video, how to scale your live audience, and finally, how to monetize your livestreams. Read on for all of our best live video tips.



## Setting up Your Streaming “Studio”

When you’re getting ready to go live, you need to think about where your stream takes place. Even if you’re streaming from your office or home, the ambience of the space you’re streaming in should feel aligned with your message and audience. Give your viewers something interesting to look at, whether it’s a home studio with personal touches and decor, or a backdrop, like a curtain or brick wall.

You can stream from anywhere, but it’s important to consider the decor of your space and what message it conveys to your viewers. You also want to make sure your streaming space is well-lit. Whether you’re using natural light or a professional solution, make sure your viewers can see you clearly.

## Tell the Story or Have a Conversation

CEO of O2E Brands Brian Scudamore used to have extreme anxiety around public speaking, but forced himself to practice and perfect his craft. His advice? Know the story, and speak as if you were talking to a friend. “Nothing drives me crazier than watching people read verbatim

from a presentation. The best speakers are storytellers – not readers – and if you’re using slides, your audience will follow the screen instead of you,” he writes in Forbes. “Storytelling means sharing an experience with a beginning, middle and end. The brain has evolved to crave this format – **65% of our conversations are made up of personal stories** – and these things stimulate the mind in ways regurgitating information does not.”

## On-Camera First Impressions

In addition to the location of your stream, you also want to think about your presence on camera as a host. When you’re live on camera, you need to keep your energy high to keep your viewers engaged. Additionally you want to think about what you’ll wear and how that represents your brand. Are you teaching yoga and meditation? Then it would make sense to wear yoga pants and a tank top. Sharing marketing or professional best practices? Maybe go with what you would wear to an interview. Just like your decor, your appearance and demeanor should match the topic of conversation. You know how they say the camera adds ten pounds? What it really does is suck away about 20% of your energy. To make sure your enthusiasm comes through you need to amp it up, even if you feel a bit silly or uncomfortable.

When you’re streaming live, it’s crucial to maintain the appropriate amount of eye contact with your audience the same way you would in a normal face-to-face conversation. You also want to make sure your facial expressions and posture convey authority, trust, and interest. If you smile while you talk, even if it seems unnatural, you’re conveying excitement and trust to your online audience.

Don’t put pressure on yourself if you’re shy about being on camera. Take your time, review our advice, and give it a shot. You might be nervous at first, but after enough live events, being on camera will seem less intimidating.



*Live Streaming Pros live at NAB*



# How to Build Your Audience With Live Video

*Luria and David, Live Streaming Pros*

Without an audience, you may as well be broadcasting into the ether. Engaged and interactive viewers are one of the key metrics of live video success. While it sounds straightforward, the ability to regularly share and communicate with a live audience in a casual-yet-branded way requires real planning and thoughtfulness. According to Live Streaming Pros' Luria Petrucci, there are two strategies for cultivating a live video audience within a brand: bring an audi-

ence via an existing personality, or build one from scratch.

Live Streaming Pros works with GoDaddy, who hired an existing brand ambassador with a built-in following to do their live show. "We built the live show, but it's that personality that makes it engaging," says Petrucci. "Whether you do something like GoDaddy or you choose people within the company who are amazing

and passionate about your brand, you have to put that personality forward and be open and authentic.”

## Finding Your Brand's Personality

Figuring out your brand's personality is important, not just for you, but for your audience. What kind of content will keep viewers coming back? What are you offering your audience? And more importantly, what will make for an interesting live show? Depending on your audience, you'll need to tailor your content to meet – and exceed – their expectations.

When you're streaming live events, make sure you choose the right person to represent your brand. If you have a few colleagues who are outgoing and knowledgeable, give them a chance to shine and figure out who is a good fit.

## Live Streaming Pros' Three-Part LIVE Formula

### 1. Consistency

Luria suggests starting with a live weekly show so that your audience knows you're there, and committed to providing value to your viewers. If you're adjusting and re-adjusting your streaming schedule, it'll be that much harder for your audience to remember to tune in.

Of course, things come up, and sometimes you can't commit to a show week after week, or month after month. But even a short broadcast reminds your audience that you're still there. If you don't forget about them, they won't forget about you!

### 2. LIFE Streams

These are streams where you're bringing viewers into your world. Don't be afraid to show the "human" side of your company – broadcast an event at your office, or give your audience a peek behind the curtain to see how your show is produced.

Giving viewers an intimate look at your company's day-to-day is a great way to communicate with customers and viewers. Behind-the-scenes streams showcase your brand's culture more effectively than emails or blog and social media posts.

Putting your best foot forward is crucial, and the most successful brands split the difference between "professional" and "informal" with compelling content. A great example is home improvement website Blinds.com. Blinds.com uses live video to stream high-level messaging from their CEO, Jay Steinfeld, and fun company-wide initiatives.

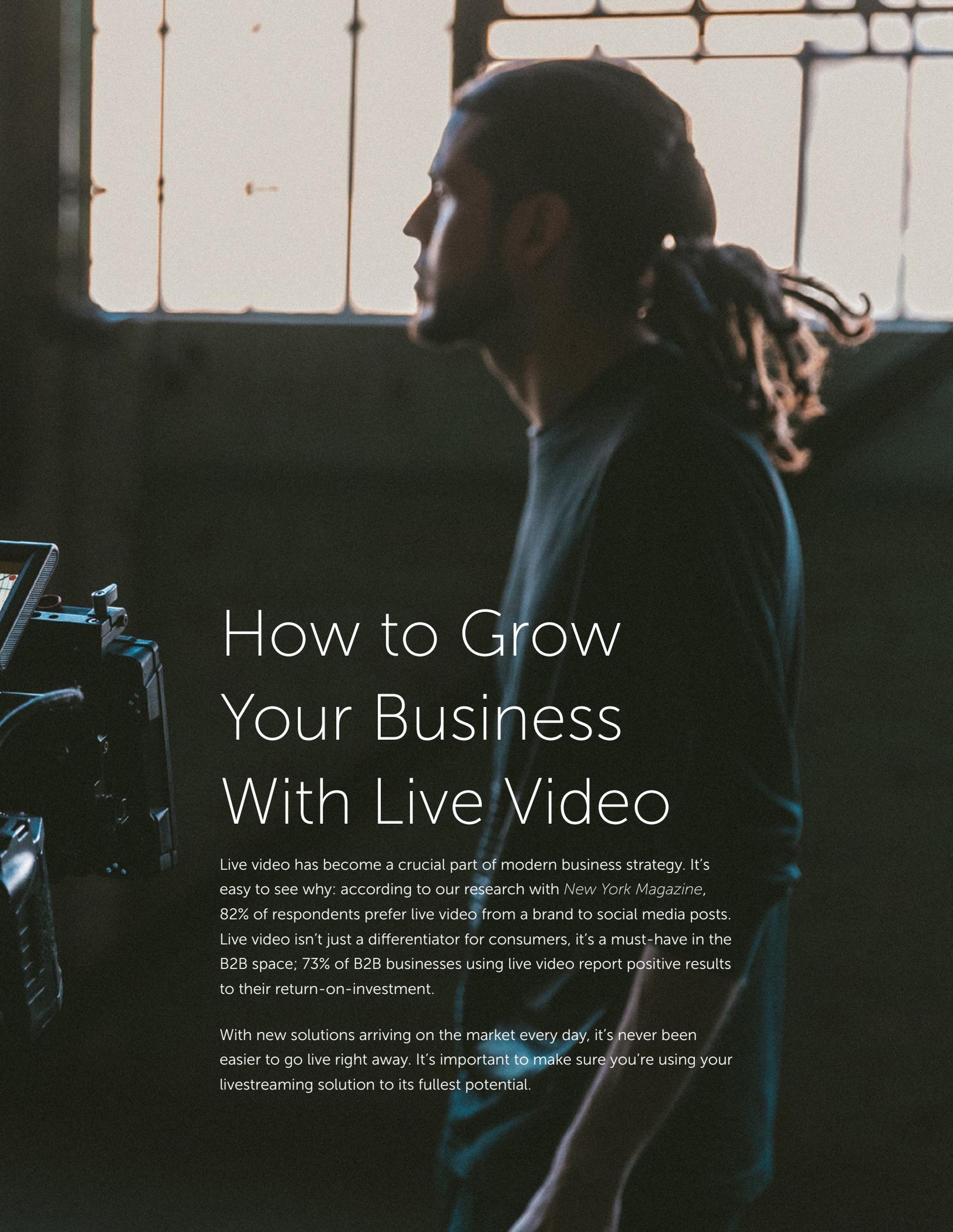
### 3. Reuse and Recycle

Repurpose your live video content to keep your audience engaged. Using archived video to share interesting moments from your live show lets you continue the conversation with your viewers after the show.

If you have a mailing list, reach back out to your subscribers after your live event has ended. We use this strategy for our monthly webinar series, Livestream Learn. When a viewer RSVPs for a live webinar, we automatically send an email after the show with a link to a blog post recap featuring the on-demand video.

Since Livestream's platform automatically saves every live event as a video-on-demand, it's easy to circulate video of your most recent show after the fact. You can post the video on your Facebook page, email the URL, or embed it in your blog post recap so viewers can read about your show and revisit anything they may have missed the first time.





# How to Grow Your Business With Live Video

Live video has become a crucial part of modern business strategy. It's easy to see why: according to our research with *New York Magazine*, 82% of respondents prefer live video from a brand to social media posts. Live video isn't just a differentiator for consumers, it's a must-have in the B2B space; 73% of B2B businesses using live video report positive results to their return-on-investment.

With new solutions arriving on the market every day, it's never been easier to go live right away. It's important to make sure you're using your livestreaming solution to its fullest potential.



Live Streaming Pros take a two-pronged approach to their coaching: assisting organizations with the nuts-and-bolts of livestreaming (cameras, lights, encoding solutions), and helping them create engaging, “approachable” content live. When Petrucci works with entrepreneurs she considers not only their live video goals, but what it will take to achieve them.

Marketing speaker Michael Hyatt turned to Live Streaming Pros when he needed a professional, easy-to-use livestreaming set-up to generate interactive engagement for his brand. “When you look at someone like Michael, he’s a great guy but he’s on a pedestal,” Petrucci says. “What he’s trying to accomplish with live video is a relationship with his followers. That’s what live video is going to do for him.”

Livestreaming your events and productions to a worldwide audience can also create real revenue for your brand. After perfecting your livestreaming workflow, and solidifying your “voice,” growing revenue is a natural next step.

With so many options available, it can be hard to find the right strategy. Here are four ways to monetize your live video content.

## Live Video Monetization: Weighing Your Options

### 1. Donations

Online donations are fast-becoming a considerable source of revenue for content creators. M+R Benchmarks reports that online giving is growing 13% each year. And new platforms like Patreon and Recurrency have made it easy for audiences to contribute directly to their favorite content creators.

Patreon, Recurrency, and other donations platforms are easy to use, but there are other solutions created just for live video use cases.

Live video destinations like Twitch and Livestream have integrated donations directly into their platforms. Twitch's Tip Jar function lets users accept donations from viewers on their Twitch and YouTube streams. Livestream's built-in donations feature makes it easy to connect a Stripe account to your Livestream videos and accept donations from your page.

Both the Livestream event page and the live player embed feature a built-in "donate" button so your viewers can show appreciation without navigating away from your broadcast.

Philadelphia's Enon Tabernacle Baptist Church is one of the many organizations using this feature. Ireland-based, live music streaming startup CENTRSTAGE also uses donations to support the independent musicians who broadcast on their platform.

## 2. Ads with Google Double-Click for Publishers

Think advertisements are just for corporate broadcasters? Think again! Google Doubleclick for Publishers, or DFP, lets you run ads at any point during your live event.

Adding short advertisements to your live broadcast recreates the familiar look and feel of traditional television for a fast-growing digital audience. Google DFP lets you seamlessly designate portions of your web page for advertising.

Mid-roll advertisements are one of the most effective ways to advertise to your audience. According to *AdAge*, viewers watch mid-roll ads 90% of the time, compared a 78% completion rate for pre-roll ads. It's easy to sync your Google DFP account from within your Livestream account settings. Once your settings

are configured, you can trigger Google DFP from within Livestream's Studio software.

Independent networks like BeTerrific Live and the LawNewz Network use DFP throughout their live shows. BeTerrific Live broadcasts five days a week on Livestream to a worldwide audience, with viewers tuning in from Thailand to Brazil.

The LawNewz Network broadcasts live courtroom coverage of the nation's top criminal cases. Their Livestream channel and live player embed are home to a dedicated community of viewers. That audience helps LawNewz grow revenue with advertisements on their live player.

## 3. Lead Capture

According to Hubspot, adding live video to your marketing stack increases customer conversion by 80% or more. Live video brings a dynamic component to your marketing strategy, engaging viewers whether they tune in on desktop or mobile. But how do you continue the conversation after your broadcast has ended?

Adding lead capture tools, like forms or email fields, is a common best practice for staying in touch with your audience. Many platforms have marketing and lead capture tools built in.

At Livestream, we've built a lead capture feature with the marketer in mind. You can add a customized lead capture form on your live player with the push of a button, and set data fields on an event-by-event basis. Adding a lead capture form will "gate" your live video stream, and require viewers to fill out the form before viewing your broadcast. This gives you a clearer picture of your demographics to help you target your post-show follow-up.

NFL's New Orleans Saints are already using lead capture to better understand their audience. Their

pre-and-post-game broadcasts routinely attract thousands of viewers. Streaming behind-the-scenes content gives Saints fans more opportunities to connect with their favorite team. With lead capture, the Saints' marketing organization uses these valuable insights to better target their email campaigns to customers who have engaged with their video.

#### 4. Pay-Per-View Model

If you're using live video to broadcast events, think of a pay-per-view service as a virtual box office. Many brands will employ a "Freemium Model" to attract viewers. Boxing legend Oscar de la Hoya's Golden Boy Promotions has revolutionized online sports broadcasting with their live video strategy. They augment their in-person ticket sales and grow online revenue with a pay-per-view model for their Ring TV Live network.

Golden Boy alternates between free broadcasts and traditional pay-per-view programming, enticing viewers with a free sample before converting them to paying subscribers with premium content. This is a similar approach that brands like Ultimate Fighting Champions use, broadcasting smaller fights on Fox Sports 1 before switching to a pay-per-view network for their main event.

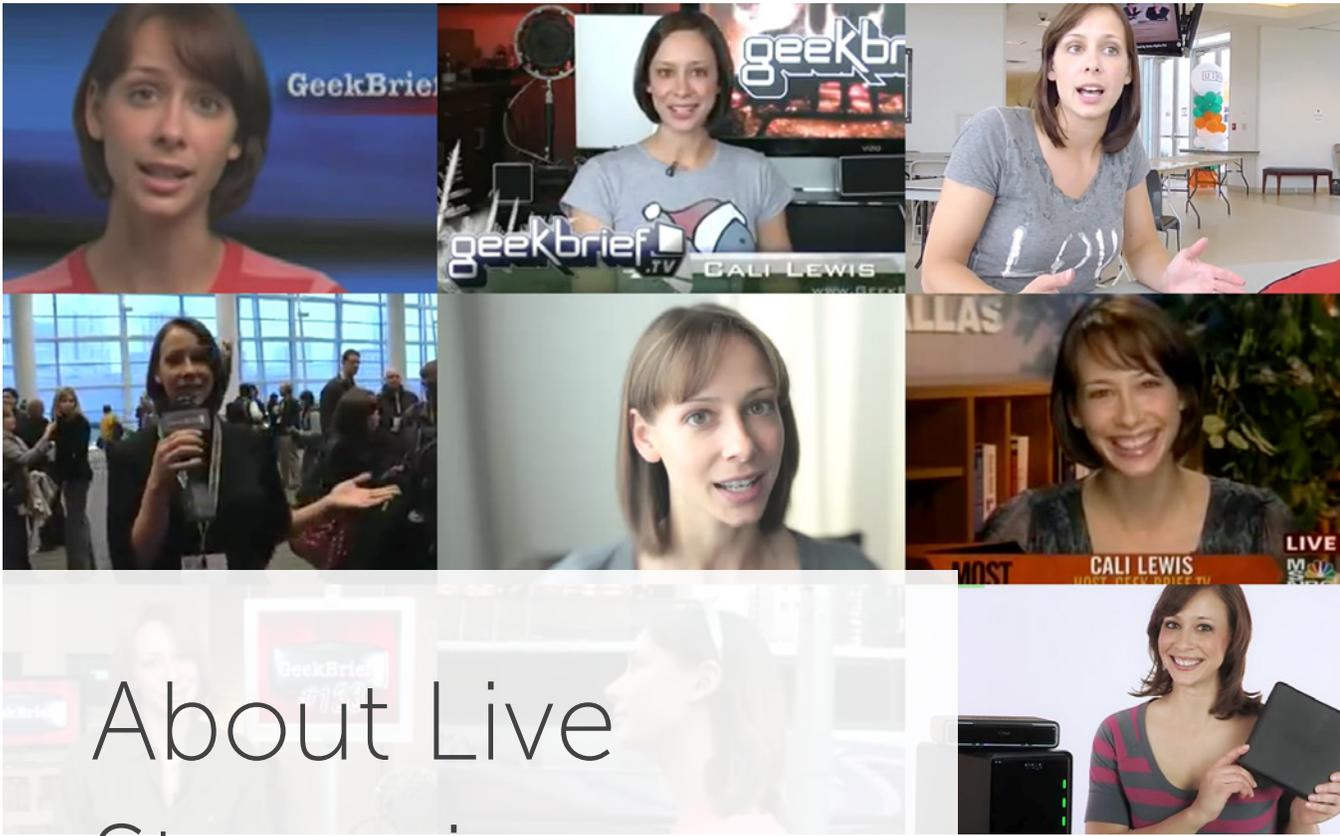
Livestream Enterprise subscribers can easily add pay-per-view to their events using one of our partners' payment processing and content entitlement systems. You can activate pay-per-view on an event-by-event basis and set your own "ticket price." And with Livestream's Simulcast feature, you can take your cross-platform streaming strategy to a whole new level. By streaming a portion of your content to multiple social channels, you can entice viewers before driving your audience back to a pay-per-view stream on your website.



# Why You Should Monetize Your Live Video Content

Streaming video already accounts for two-thirds of the world's internet traffic, and by 2020 it will spike to 82%. Successful brands are seizing this opportunity, diving head-first into the live video gold rush. Livestream's end-to-end solution of platform and hardware is the perfect toolkit for monetizing your digital content. With our monetization options, you can tailor your live video strategy to meet your needs and connect with your audience at every step.





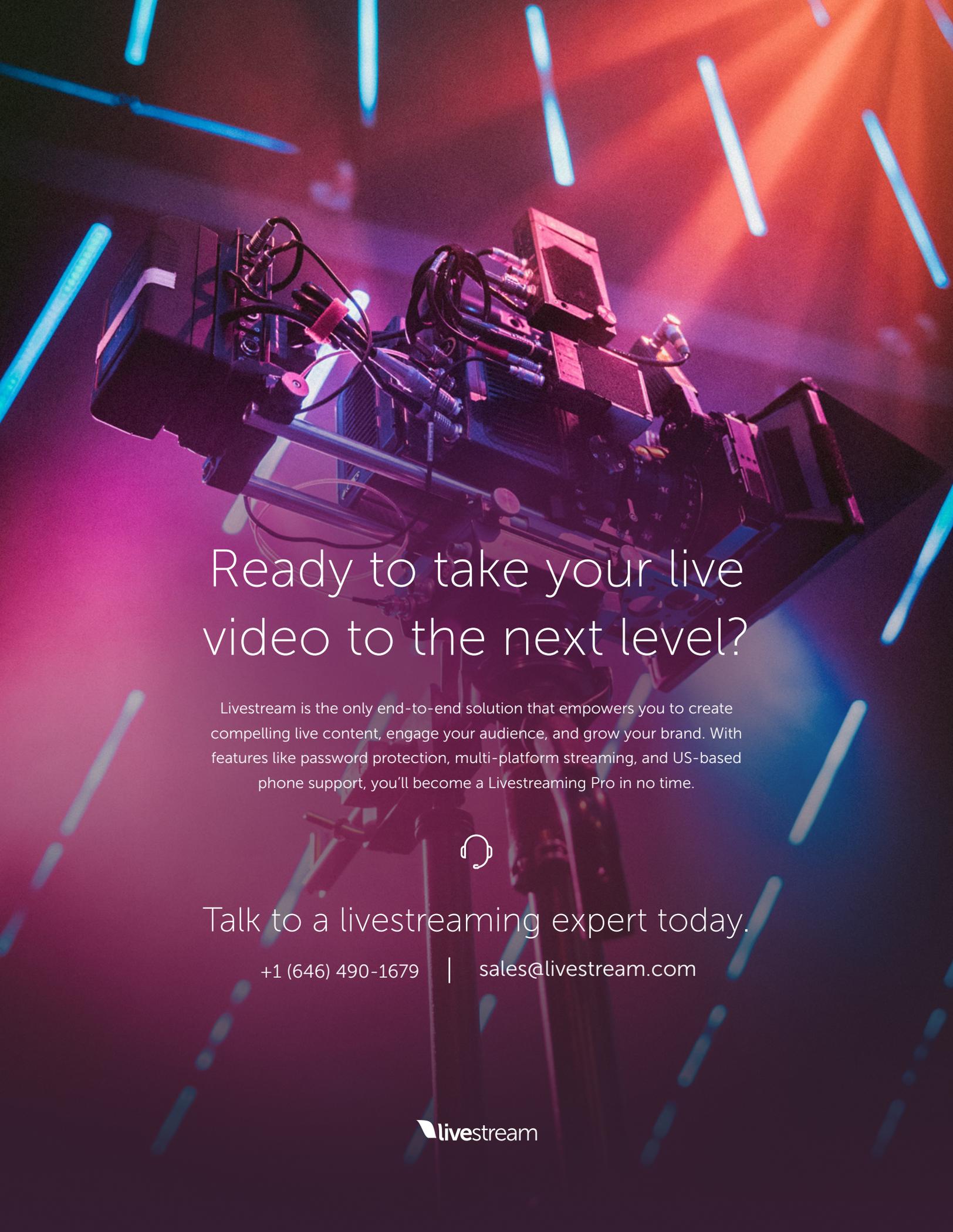
# About Live Streaming Pros

While working at a self-storage facility in 2005, Luria Petrucci started making videos about technology on the first video iPod as “Cali Lewis.” Overnight she had over 2,000 views per episode, and five months later her live video strategy landed her a contract with PodShow.

After building an audience of tech lovers on iTunes, she moved to YouTube, launching “GeekBrief.” Since then, Petrucci has built a successful career creating authentic and engaging videos for the tech industry. With partner David Foster, Petrucci co-founded and launched **Live Streaming Pros**, the leading live video consulting company. Live Streaming Pros prides itself on making live video easy and accessible for brands like GoDaddy, AT&T, and Orange County Choppers.

## Luria Petrucci

Cofounder and Host, Live Streaming Pros



# Ready to take your live video to the next level?

Livestream is the only end-to-end solution that empowers you to create compelling live content, engage your audience, and grow your brand. With features like password protection, multi-platform streaming, and US-based phone support, you'll become a Livestreaming Pro in no time.



Talk to a livestreaming expert today.

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