

THE DIGITAL LIFE

By Kendra Wright

Marketing with Facebook Live

Throughout The Digital Life series, I have shared digital ways to improve your life, health, productivity and marketing. Today we are going to dive into the trendy new Facebook Live feature where I'll tell you how you can use this tool to enhance your marketing (and maybe even your life).

Why Use Facebook Live

Facebook Live is catching on like wildfire! There's no denying the importance of video in digital marketing, and we've all learned to behold the power of Facebook. Because Facebook is so prolific and videos are so popular online, my prognosis is great for Facebook Live.

If you aren't familiar with Facebook Live, it's a live video broadcasting platform similar to Periscope or Meerkat. Facebook Live is similar to Apple's Facetime, but with an audience rather than one-to-one broadcasting. Whereas Periscope is owned by Twitter, Facebook Live's integration with Facebook will make it hard for Periscope to continue to gain traction.

With Facebook Live, you can take audiences up close or behind the scenes for literally anything. What's even better is it connects your videos to where much of your audience already lives— on Facebook!

How to Use Facebook Live

The beauty of Facebook Live is that it's simple to use.

1. Go to place a post on Facebook, and you'll see concentric circles with Live Video.
2. Just like a status update, you will post some text, in this case a description of your video.
3. Then click Go Live, and you will be live on Facebook to anyone watching your feed.
4. Again, like status updates, Facebook will continue to include your post in feeds as long as it is getting interactivity like Comments, Shares and Likes. And while it's so new, interactivity is very likely.



Tips for Facebook Live

So, how can you make your live streams exciting and informational? Two of the best ways are through promotion and presentation.

1. Give your followers a heads up few days before you start your live stream. **Promote your broadcast with a post** or a short video saying when the live stream will be and what you're going to share. This will let your followers know when to tune in and will help increase your viewers. Especially for things like concert lineup announcements, there's a great potential to draw interest!
2. Once you're ready for the actual live stream, it's show time! (Take deep breaths...relax...you got this!) I always like to **start with a warm smile and a few inviting welcome sentences.** The first few seconds of the video



Continued on page 87

Continued from page 22

- determine if your viewers are going to stick around or keep scrolling. So, keep a confident, yet loose and exciting demeanor. Also, let your audience know what you're going to talk about and for how long. I know I always like to hear a small list of agenda items if I'm going to listen to someone talk for a while.
3. Finally, the Facebook Live broadcast should **end with a call to action**. You could encourage people to visit your website or sign up for something. It's important to include a next step to keep your audience engaged with the organization after the broadcast is over.
 4. Promote your video. Just like promoting posts, you can promote your video.

My Experience with Facebook Live

I've now posted my first video both personally and for business. I'm not going to lie to you – it was nerve-wracking! The excitement of broadcasting live can be scary, but all it takes is a little bit of practice to get the hang of it. And it's better to get practice while others are practicing as well. The reality is, we're all newbies, so it's a great time to be a novice at Facebook Live.

The reward is absolutely worth the risk! Take our experience using Facebook Live at

Saffire, for example. When we did our first Facebook Live video, we paid \$20 to boost it to our followers. Out of 1,050 fans, 547 watched the video, 756 saw the video in their feed, and our total cost per video view came out to **ONLY \$0.04 per view!**

This is such a great deal and prices for videos will only continue to go up. This is where it truly pays to be an early adopter, so get on board soon for the best bargain!

I hope you add Facebook Live advertising into your budgets ASAP. I know you won't regret it! Break a leg!

Kendra Wright started her career managing non-profit fundraising events. Then in an "about face," she took a job managing global Internet strategies at a Fortune 1000 company in 1995, just as the Internet came to being. She left that company in 1998 to found Wright Strategies, working with clients like KEEN Footwear, Nike, Jeep, Chrysler, Intel and Panasonic. Then in 2009, Kendra launched Saffire to do integrated online marketing and ticketing for hundreds of events, venues and destinations. It's been a wild ride! Kendra can be reached at kendra@saffire.com, and more information about Saffire can be found at www.saffire.com.