



# LIVE STREAMING

THE SOCIAL SHAKE-UP

# NICE TO MEET YOU



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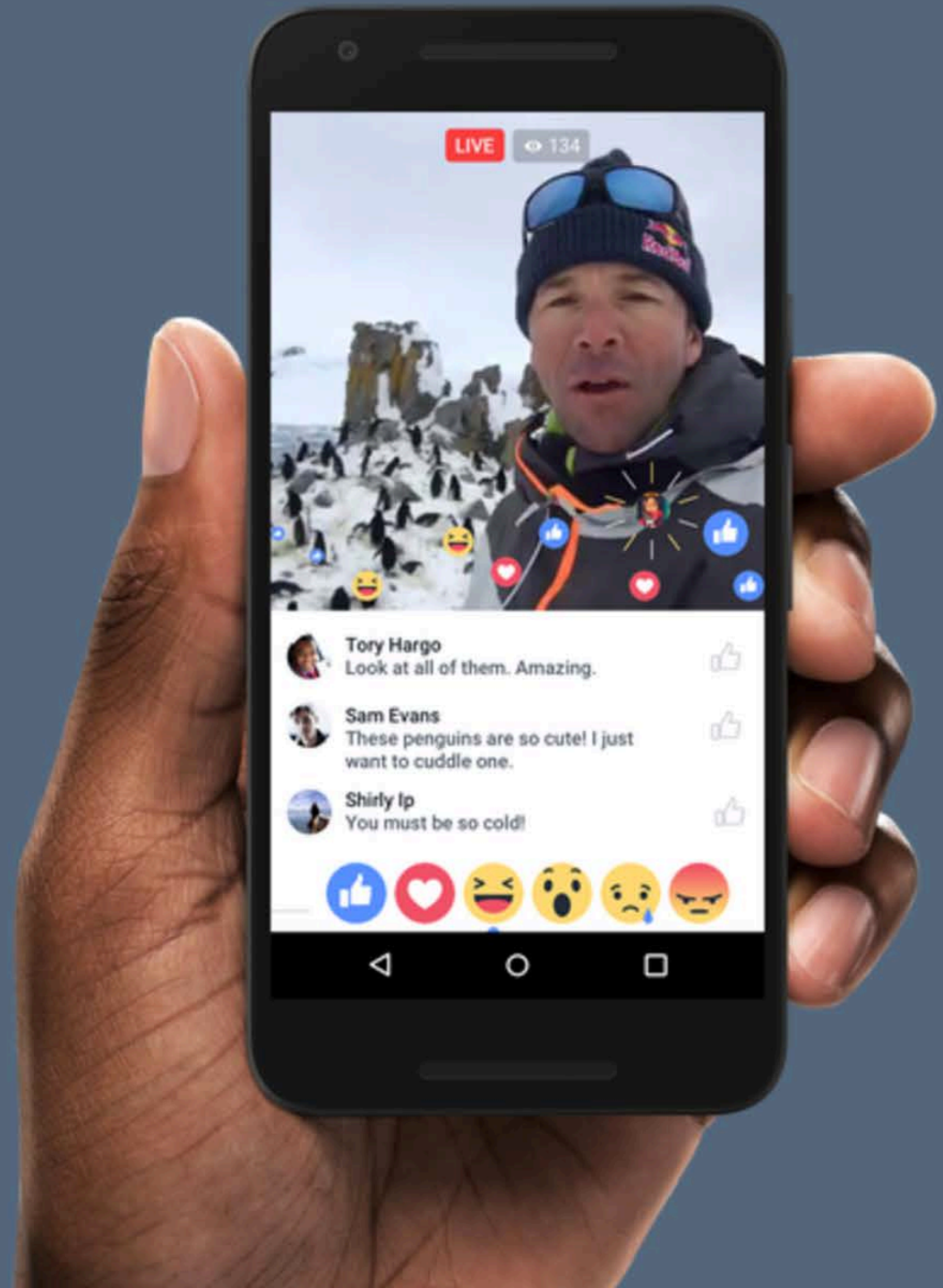


**CHRIS STRUB**  
I AM HERE, LLC  
@CHRISSTRUB

# INTRO TO LIVE STREAMING

## Push The Button

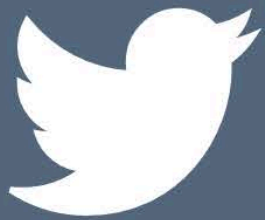
- ▶ Been around since 1950's
- ▶ Caught fire in 2014 with Meerkat & Periscope
- ▶ "Live mobile participatory video"
- ▶ Big players (Facebook & YouTube) are betting big on live - billboard campaign
- ▶ Your business can't afford to be camera shy



# A NEW SKILL SET

It's important for your business to see live-streaming as a new skill set, rather than a tactic specific to one platform or another. Proficiency on one platform should translate directly to another.

## The Channels



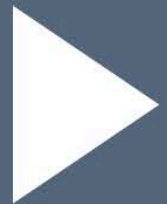
PERISCOPE/  
TWITTER



FACEBOOK  
LIVE



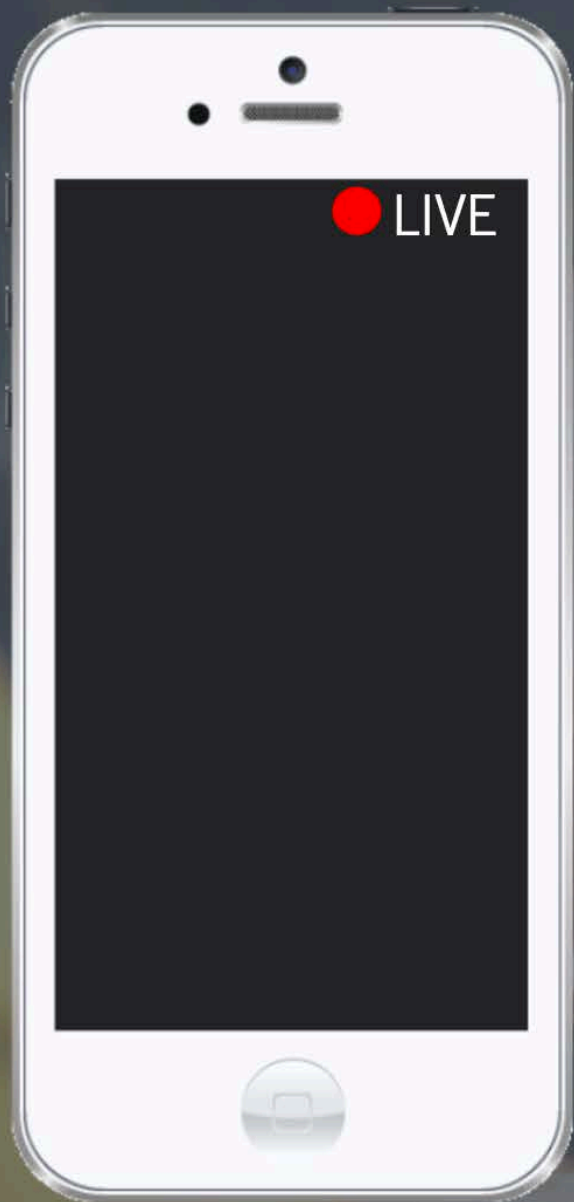
YOUTUBE  
LIVE



OTHERS

# WHY LIVESTREAM?

- 1 INCREASED ORGANIC REACH
  - 2 ENGAGEMENT WITH AUDIENCE
  - 3 REAL TIME STORY TELLING
  - 4 EASE OF PRODUCTION
  - 5 BEHIND THE SCENES OPPORTUNITY
- 
- A silhouette of a hand holding a smartphone is centered in the lower half of the image. The background is a dark, bokeh-style pattern of light spots in shades of blue, purple, and teal.



# ALL YOU NEED IS...

Get started with your phone

Arkon Mount

DJI OSMO/OSMO+/MOBILE

Lumee Phone Case

DJI FM-15 Flexi Mic

GoPro Camera

Infiniscene or Wirecast



**PROMOTE**

**PRACTICE**

**PICK A  
GOOD  
LOCATION**

**ROLL  
WITH THE  
PUNCHES**

**PLAN  
GOOD  
CONTENT**

# STREAM LIKE A PRO

## Step up your streaming game

- ▶ Utilize multiple cameras
- ▶ Live streaming platforms like Wirecast
- ▶ Stream to multiple platforms
- ▶ Text on video
- ▶ Multiple participants





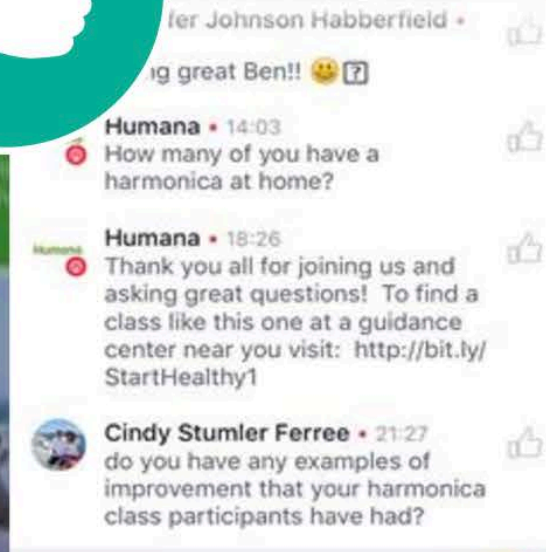
# SUCCESS STORIES

- ▶ Humana Guidance Centers
- ▶ The #NeverSettleShow
- ▶ Tastemade Tiny Kitchen
- ▶ Dunkin Donuts
- ▶ Tough Mudder
- ▶ Mainstream media



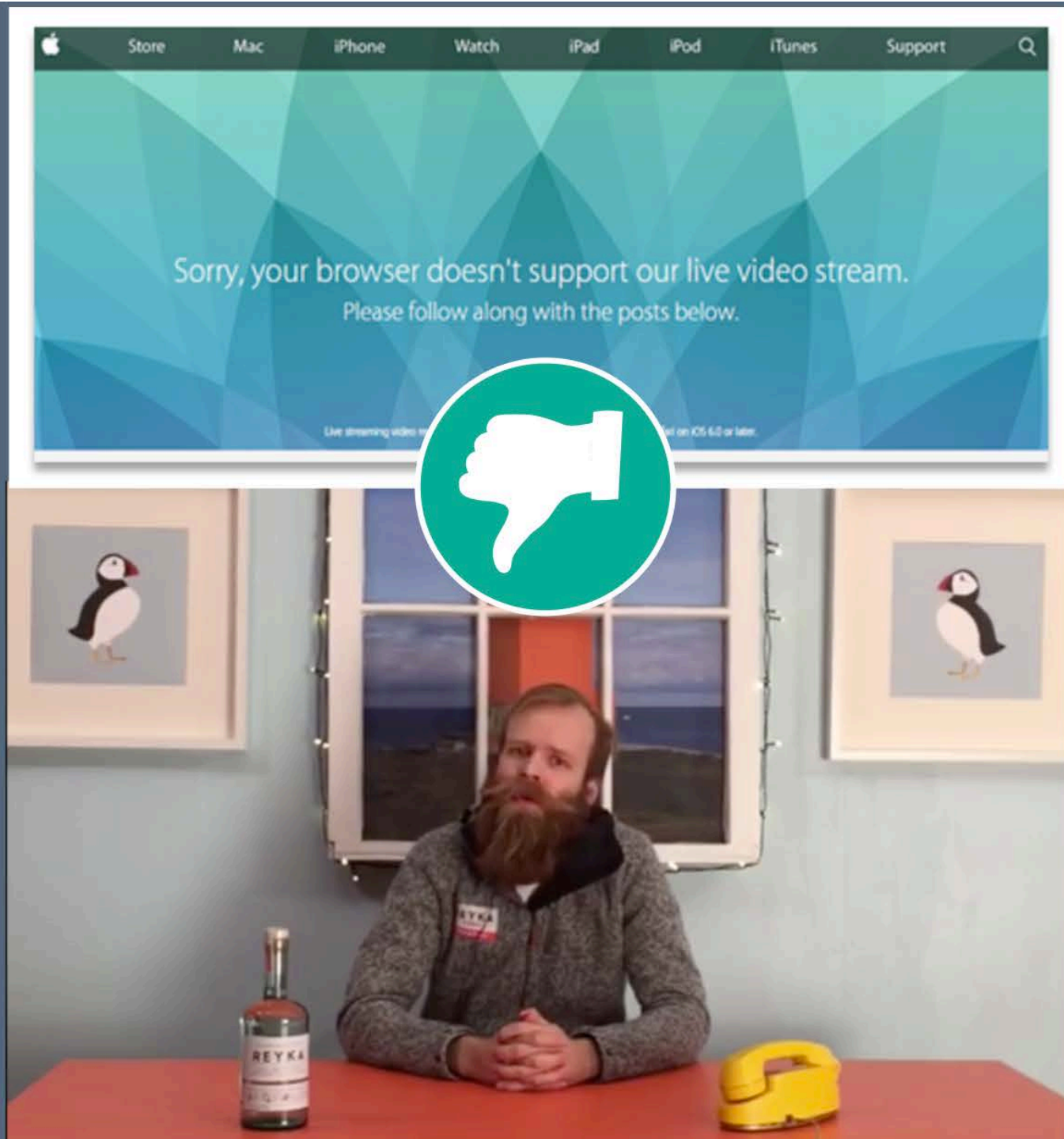
**Toni Henderson-Mayers**

Thank you Wise Courtship Family for the support  
Mario & the #NeverSettleShow at the feed in



# DUDS

- ▶ Apple Watch announcement
- ▶ BuzzFeed from Roosevelt Room
- ▶ Taco Bell Friendsgiving
- ▶ Target sneak peek of Gwen Stefani
- ▶ Reyka Vodka 2-hour Iceland approved name list





# INFLUENCERS LIVE

Quality Production

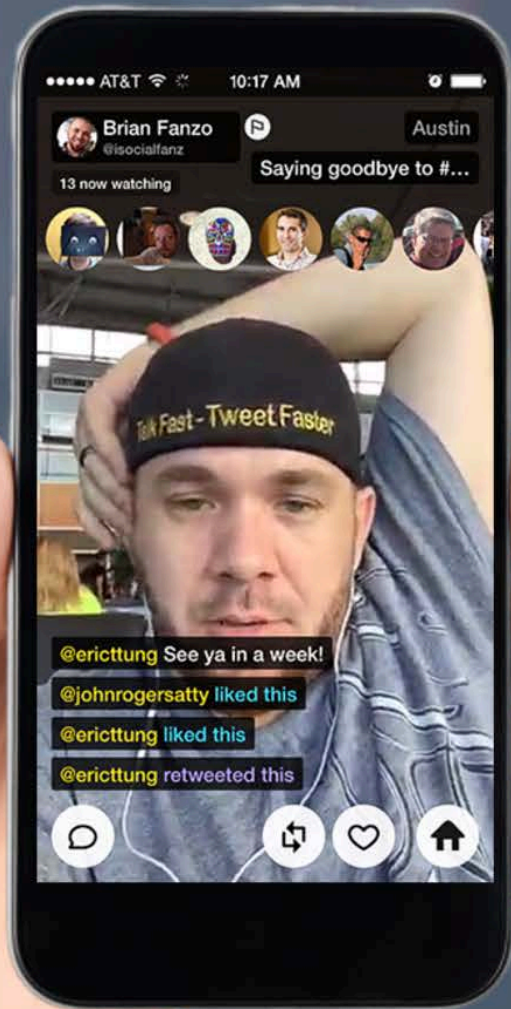
Influencer POV

Episodic

Amplification via Influencers

Analytics & Measurement





# INFLUENCERS LIVE

@iSocialFanz (Brian Fanzo)

@RachelMooreRS

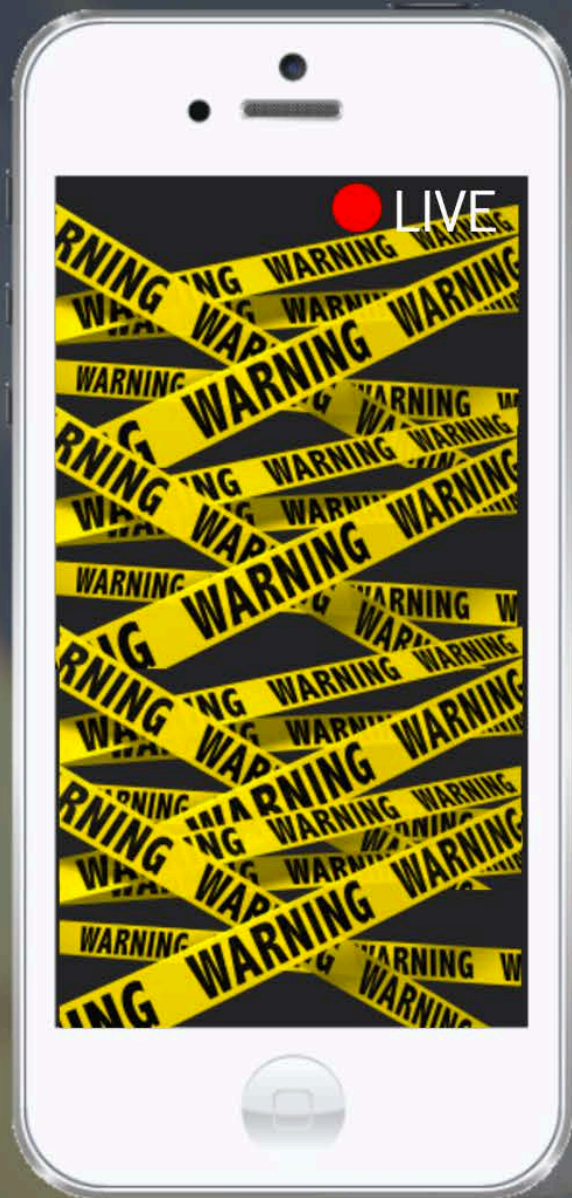
@JoelComm

@EvieWhy (Evie Yannakidis)

@iRossBrand

@MarioArmstrong





# LEGAL STUFF

Don't get sued.

Are you allowed to livestream?

Copyrights, Music, Trademarks, etc..  
(Even in the Background)

Celebrities (Implied Endorsement)

Get a Signed Release

Maintain Control of the Environment

# MEASURING SUCCESS

It's an element, not a strategy

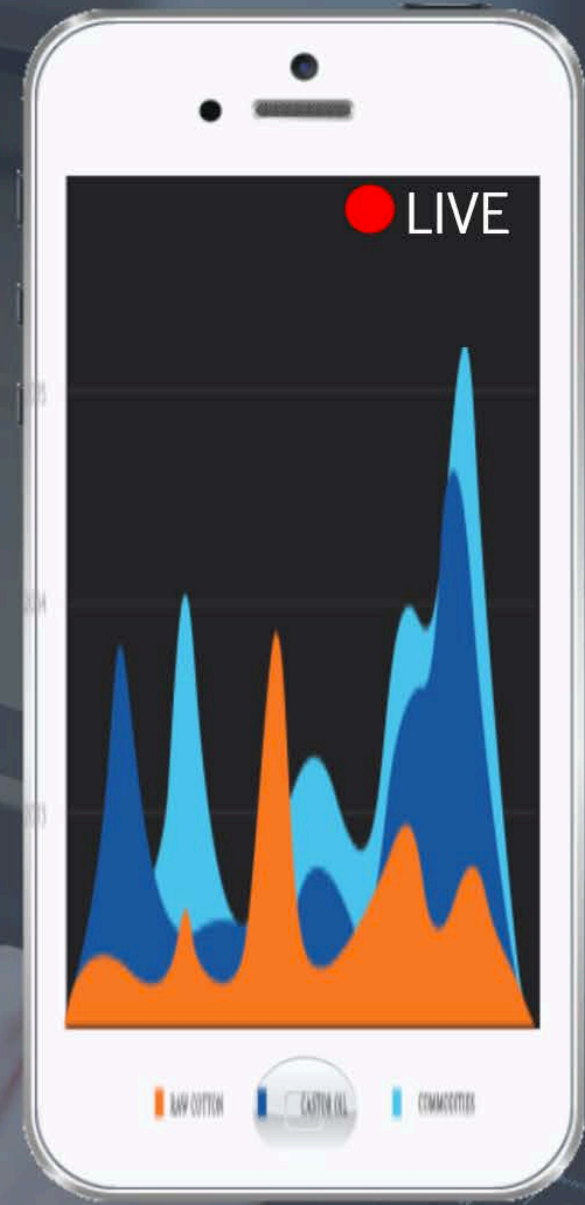
Be Consistent

Be Concise

Document, Don't Create

Atomize the Content

Then Weigh Internally



# TAKEAWAYS

## OUR BIG TIPS:

- ▶ Document, don't create
- ▶ Pay attention to the audience! But ...
- ▶ ... don't depend fully on comments
- ▶ Respect your audience's time! Don't stream for too long, and ...
- ▶ ... schedule and promote in advance
- ▶ Invest if possible, but don't be intimidated by equipment
- ▶ Just "Push the damn button!"





THANK  
YOU

QUESTIONS?