

# Live Video Marketing

How to Use Live Video to Build an Engaged Audience and Drive More Sales



**Course Book**

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# Introduction

Live video isn't just about chatting with your followers on social media. It can help you build your brand, attract new leads, educate your community, and convert more sales. It's a powerful tool to add to your marketing arsenal.

And don't think that livestreaming is just for millennials. Studies have shown that a large percentage of consumers of all ages prefer to watch videos than read written content like blog posts or emails. People love the immediacy of a live event and the chance to get their questions answered on the spot. Going live is a great way to increase engagement with your audience. It helps them to know, like, and trust you and that in turn helps you grow your business.

Of course, with your marketing strategies you want to appeal to everyone, no matter whether their preference is for watching, listening, or reading content. With livestream, you can cater to your entire audience by offering a live video and then repurposing that content into other formats afterwards.

Live video is probably the easiest to set up of all the technical processes you have in your business. That's why small business owners are attracted to it. Just grab your smartphone and go live on the social media platform of your choice.

But inevitably, if you want to use livestream as part of your marketing plan and see results, you need to take a more organized approach.

In this course, you'll discover exactly how livestreaming will help your business. You'll learn how to integrate live video into your customer-focused marketing activities. You'll follow step-by-step through the process of preparing and delivering a successful livestream, so that you have first-hand experience of using this medium with your followers. And, by the end of the course, you'll be planning your next livestream and seeing the results in your business.

## **Learning Objectives:**

By the time you complete this course, you'll be able to:

- Identify where live video will benefit your business the most, so that you can achieve your business goals more quickly
- Use livestream to bring in new leads, educate them about your brand, and build trust and credibility with them
- Identify where you will use live video to increase conversions and motivate prospects to become paying customers
- Pinpoint the ways you can use livestreaming to onboard customers, provide support and training, and build your community
- Decide on the main objective for your livestream event, so that it will bring you the results you want
- Pick the most appropriate platform and the right tech for running a live video that is both engaging and professional
- Choose methods to attract participants to your livestream event, so that you reach your target audience

- Outline and pull together your content, so that you deliver your message clearly and concisely
- Prepare yourself and run your livestream with confidence, so that you achieve your objectives and engage your audience
- Maximize the visibility and value of your livestream by getting it in front of more people and repurposing the content in multiple ways
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 6 modules and individual lessons to take you step-by-step through the ways to use live video to attract and keep customers and build your business.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – The Power of Live Video for Your Business

You're interested in running live video events, but maybe you're unsure if the effort is worthwhile.

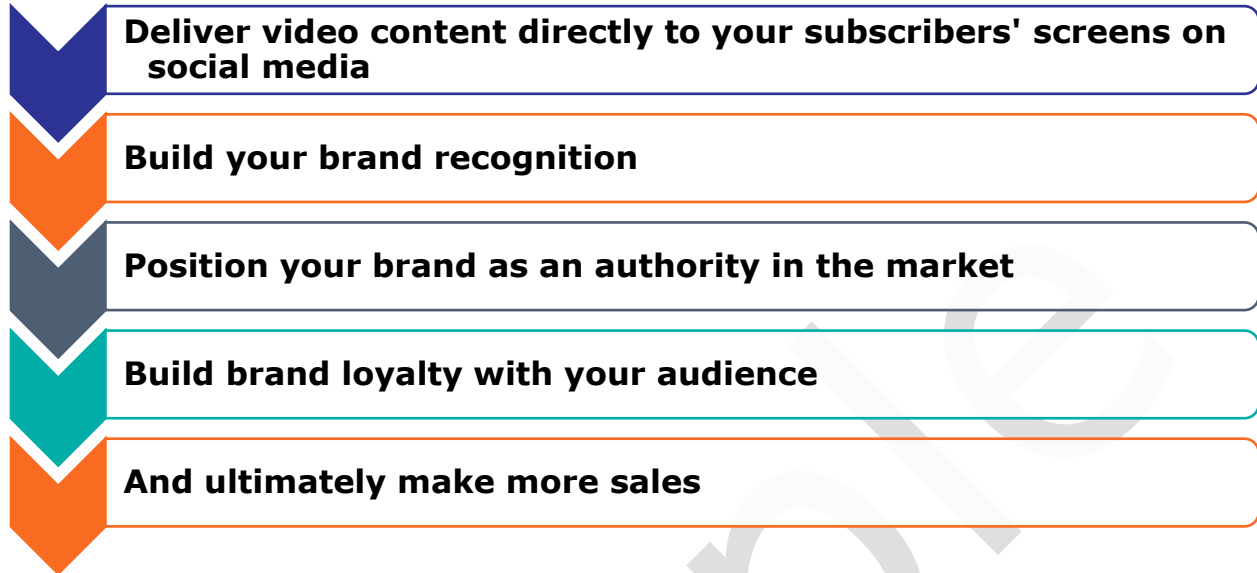
In this first module, you'll identify exactly where and why live video will benefit your business and how livestream will help you increase conversions as you motivate your target audience to take action.

## Why Use Live Video?

Live video is a powerful form of marketing, and its popularity is only growing. You may have experience using livestream in your business already, or you may have been a participant at livestreaming events. At the very least, you'll be familiar with the concept and why more and more businesses are including it in their marketing strategy.

Live video can help you:

- Grab your audience's attention**
- Stand out from your competition**
- Deliver compelling, emotionally engaging content to your audience**
- Connect with your audience in a personal way**
- Interact with your satisfied customers and build social proof**



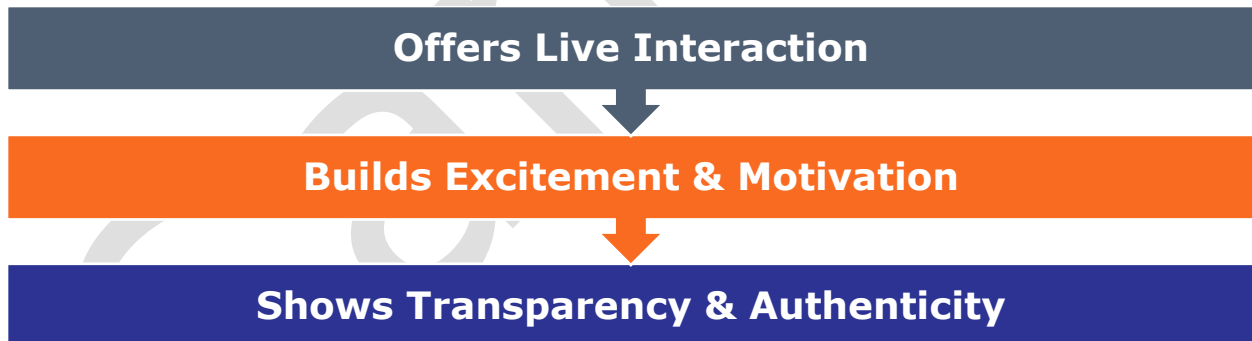
- Grab your audience's attention
- Stand out from your competition
- Deliver compelling, emotionally engaging content to your audience
- Connect with your audience in a personal way
- Interact with your satisfied customers and build social proof
- Deliver video content directly to your subscribers' screens on social media
- Build your brand recognition
- Position your brand as an authority in the market
- Build brand loyalty with your audience
- And ultimately make more sales.

We'll be looking at these aspects in more detail during the course. For now, think about which areas from the list above need more attention in your business. That's where livestreaming can help you most.

## Why Choose Live Video Over More Traditional Forms of Marketing?

There are real advantages for businesses who use livestreaming as part of their marketing strategy. That's because consumers these days look for quick, first-person experiences that unfold in real-time. This is what live videos are all about.

It's proven that livestream events increase conversions as they help motivate your target audience to take action. Live video is more engaging for your audience than prerecorded video because:



- It's active and gives your customer the opportunity for live interaction with you and your team
- It creates excitement and helps build motivation to buy
- It shows people who you are and consumers look for transparent, authentic relationships with brands.



**ATTENTION:**

This is only an excerpt from our full course **Live Video Marketing**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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