



HOW LIVE VIDEO CAN HELP YOU GROW YOUR BRAND

[GUIDE]



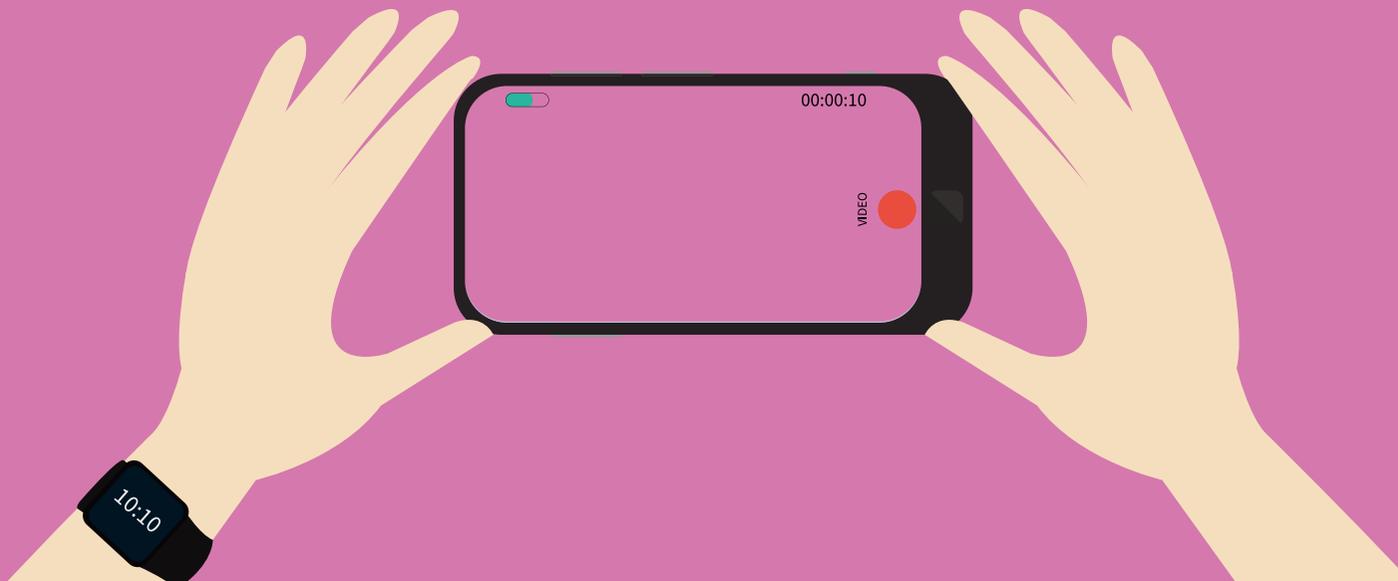
INTRODUCTION



Live video was once the preserve of a handful of “legitimate” television broadcasters. Licensing restrictions and the sheer cost of the infrastructure required to beam pictures into the homes of consumers meant that broadcasting on TV was only available to those with the budget to buy advertising slots or showcase products, services and concepts with mass appeal. Niche audiences and ideas ahead of the curve were rarely rewarded airtime.

Thanks largely to the disruptive digital age we live in, everything has changed.

We now carry the technology to broadcast and receive high quality live video in our pockets. Thanks to smartphones and social media, everyone has the opportunity to be a broadcaster.

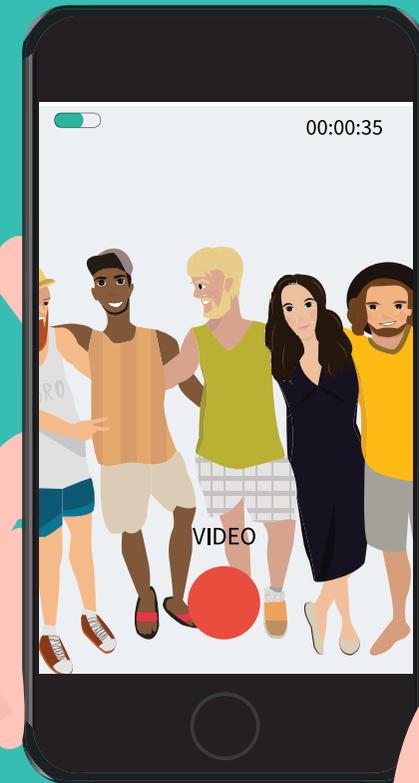


ENGAGING, TARGETED & AFFORDABLE



Live streaming video services from the likes of Facebook, Twitter (Periscope) and YouTube go beyond the traditional broadcast model where conversations flow one way. Broadcasters now have the opportunity to engage with their audience in real time as they deliver content. This enables broadcasters to adapt their content based on audience participation, address individual viewers' questions and comments, and even solicit sales enquiries or field customer service issues.

Unlike the previous generation of "live broadcast" technologies, such as webinar or online meeting services (such as GoToWebinar, Webex, Act-On, etc.), live video is not restricted by a clumsy registration process, complex dial-in procedures, hosting fees and capped audience sizes. It really is just a case of point and shoot, while letting the social network you're affiliated with build the audience for you.



AUTHENTICITY & INFLUENCE



The live nature of streaming video (when done correctly) adds to the authenticity and credibility of broadcasts. It separates the genuine “thought leader” from the “paid actor” and showcases a brand’s authority on their given speciality.

Unlike “traditional” pre-recorded video (broadcast on TV or a video streaming service like YouTube) which can be heavily scripted and edited to hide a presenter’s lack of insight, live video relies as much on the presenter’s knowledge and opinion as it does on personal image. Live video is very much about straight teeth in your mouth and a good head on your shoulders.

Live video is very much a conversation and not an advert. There can be no glossing over the cracks. This means brands need to be particularly careful when working with brand ambassadors and influencers.

Regardless of where you recruit your live video “talent” from (either in-house or via a third-party) it is vital that boundaries are drawn with what is acceptable and what is not. One of the problems with live video is once something has been said, it can never be unsaid.

Even if only using influencers to “seed” your content, you’ll want to be sure that their previous output and any future plans (within reason) reflect well on your organisation.

ACCESSIBLE TECHNOLOGY & POTENTIAL



Advances in mobile technology and the widespread availability of wi-fi and high-speed mobile data services means it is possible to broadcast fairly high quality live video from a simple smart phone. Broadcasters looking for higher quality might want to invest in some decent microphones and perhaps some additional lighting. But when all of this is taken into account, the barriers to broadcasting remotely or from your own in-house “studio” are limited.

Note: Marc Settle, a BBC Academy trainer, [recently told delegates at a Society of Editors conference](#) that a small pack of accessories for under £100 – including an external microphone, light and small tripod – could transform a reporter’s ability to produce quality audio and video content while out and about.

With more than 1.86 billion active users, Facebook is clearly the live video channel of choice for broadcasters who want to reach as wide an audience as possible.

In May 2016, Candace Payne, a 37-year old mother from Texas sat in her car and broadcast [a 4 minute video](#) of herself wearing a Star Wars Chewbacca mask and laughing. At the time of writing, the video has been viewed some 165,989,907 times.

Press reports suggest Payne’s video led to the mask selling out at online retailers. Payne subsequently was invited to appear on a number of high profile television shows including Good Morning America, The Late Late Show with James Cordon and, in the UK, Good Morning with daytime TV royalty Holly Willoughby and Phillip Schofield. This in turn led to hundreds-of-thousands of dollars’ worth of appearance fees and something of a media career.



THE NEW BREED OF SOCIAL MEDIA SAVVY NEWS ORGS



Typically, it's the new breed of social media savvy news and lifestyle publishers that are winning the most video views, with UNILAD, The Lad Bible and Viral Thread topping the live video charts with views in the billions. The Daily Mail and CNN are also performing well, reaching the top ten video charts in January 2017.

Note: Interestingly, UK publishers are leading the world in video views with the aforementioned UNILAD, The Lad Bible and Viral Thread brands all being UK-based.

But not everyone is making serious money.

Facebook Live has gone some way to helping Channel 4 News transform from a niche news service to a global media brand.

In 2016, the news channel received 2 billion video views via the social network but [according to channel bosses](#) the revenue it generates barely covers the cost of producing it.

Channel 4 is also concerned about the prospect of competitors stealing content and re-purposing it as their own.

Live video is definitely still in its infancy and will take some time to find its feet in the mainstream commercial world. Social networks are constantly tweaking algorithms and best practices to optimise the opportunity. Current best practices dictate that video producers should be increasing the duration of their broadcasts in order to reach as wide an audience as possible and maximise revenue earning opportunities.



TIME TO START EXPERIMENTING



So will live video work for you or your clients? The audience is already there and the chances are you've got the technology to hand – so what are you waiting for?

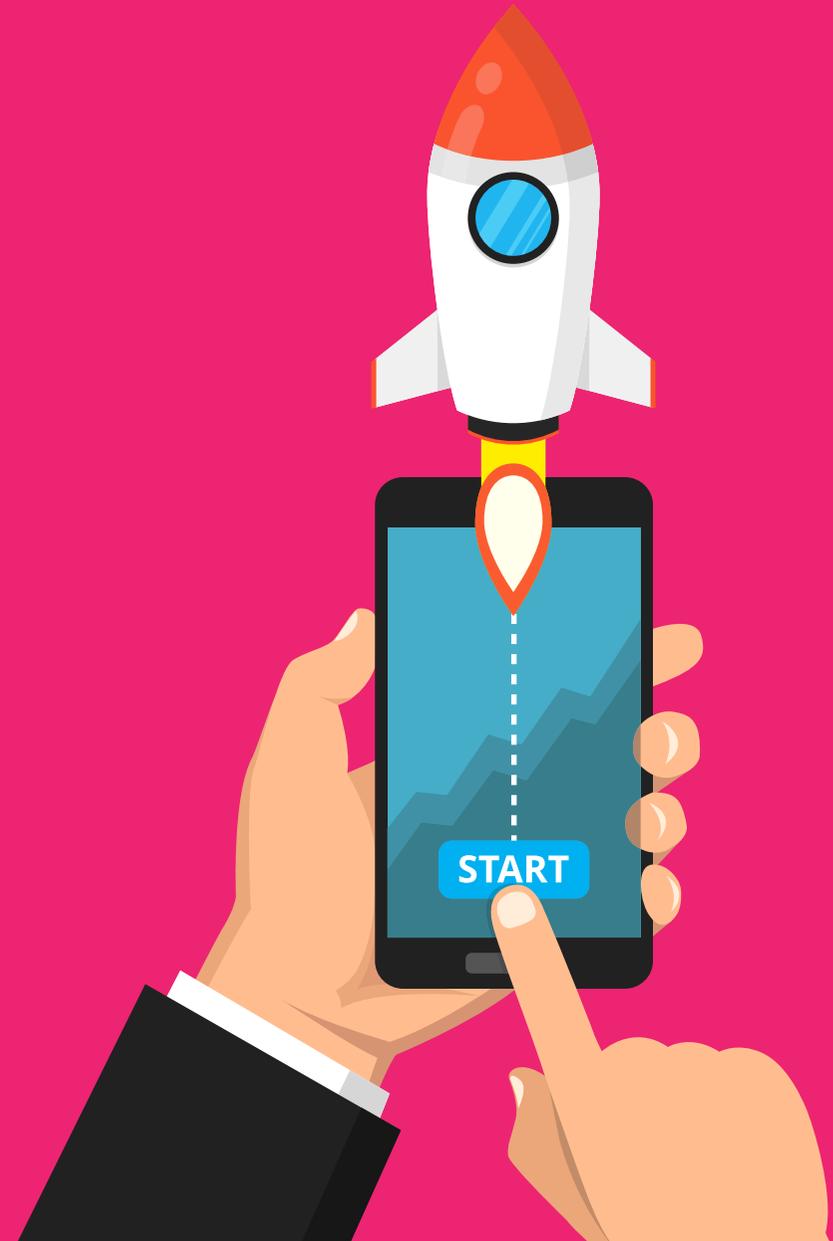
As with all campaign strategies, only a robust series of tests will tell you what does and doesn't work. The great news is, with live video feedback is instantaneous with viewers "likes", "comments", "shares" and "dislikes".

Do you attempt to build your own following or piggy back on the success of an organisation or individual who has already found fame via the medium?

How do you chase the illusive "viral" dream?

Step one is to get some skin in the game and start filming.

Remember: The audience is already out there, there are no gatekeepers preventing your content from being seen, costs are negligible and you have the technology in your pocket. There's nothing but a lack of good ideas stopping you from embracing this new medium.



DEFINING SUCCESS



As with all other media campaigns, success can only be attributed if initial objectives are set. It is one thing to start producing live video but it is more important to understand why you are producing it. Once you have these objectives in place, you'll have a clearer vision of what success look like.

Live video success can be defined via a number of metrics:

- Likes
- Shares
- Follows
- Comments

But of course it's more important that all this is linked to business objectives!

Alternatively, you can find ROI in social channels directly:

- Media pickup and subsequent activity
- Advertising Revenue
- eCommerce Revenue

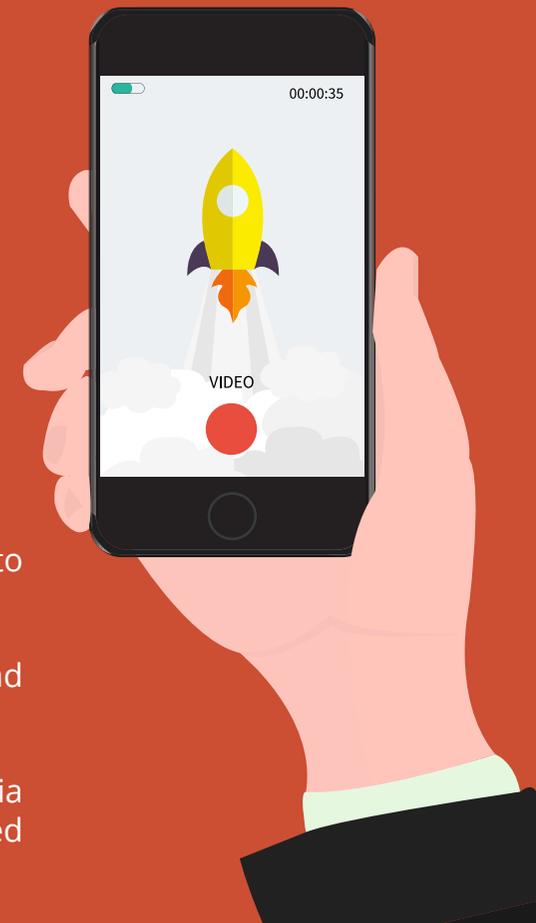
How Can Vuelio Help?

Vuelio can help live video producers in a number of ways.

Our technology can help you better understand the environment you or your clients work in, helping you to steer conversation and plan and produce more informed, targeted and engaging content.

We can also help you identify key influencers, content producers and media partners to help generate buzz and generally get the message out there.

And finally, we can help you understand the impact you campaigns have across traditional and social media channels, enabling you to enhance future campaigns and deliver concise reporting which can easily be consumed throughout your organisation, highlighting successes against measurable KPIs.



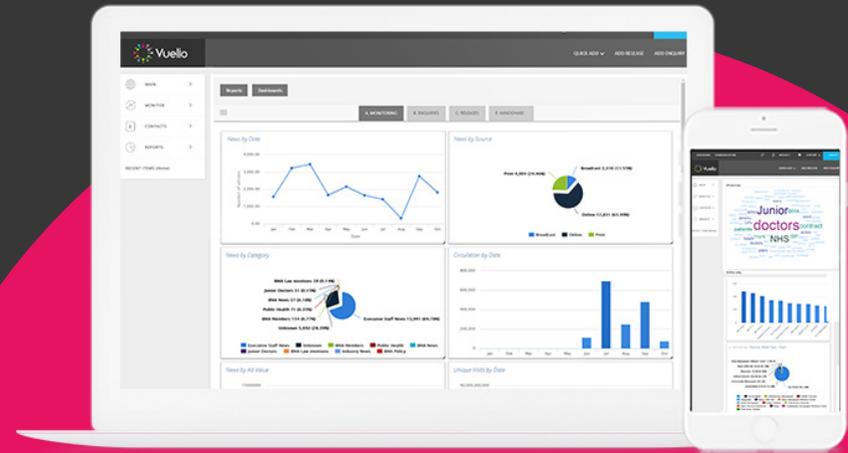
Reviewing PR software?

THE LARGEST DATABASE OF MEDIA CONTACTS

A good story is only half the PR challenge. The other 50%? Getting your brand heard. But if you have the story we have the platform to help you tell it.

WITH VUELIO'S #1 MEDIA DATABASE YOU WILL GET:

- All media contacts: journalists, editors, bloggers, national and local press
- A comprehensive guide to both traditional and emerging media
- Pitching preferences, preferred contact methods and other key details to guide your outreach
- World's best integrated comms software



GET FREE DEMO

Or call us on

020 3426 4125

