

SOCIAL MEDIA MARKETING WORLD



How to Create Your Killer Live Video Show: Tools and Tips

Presented by: Ian Anderson Gray

Too quick? Too Slow?
Don't worry!
You can download the slides...

iag.me/smmw18



PERFORMER







WHY LIVE VIDEO?

THE STATS

TEST

Facebook Video
Posts have
increased by 94%
annually in U.S.

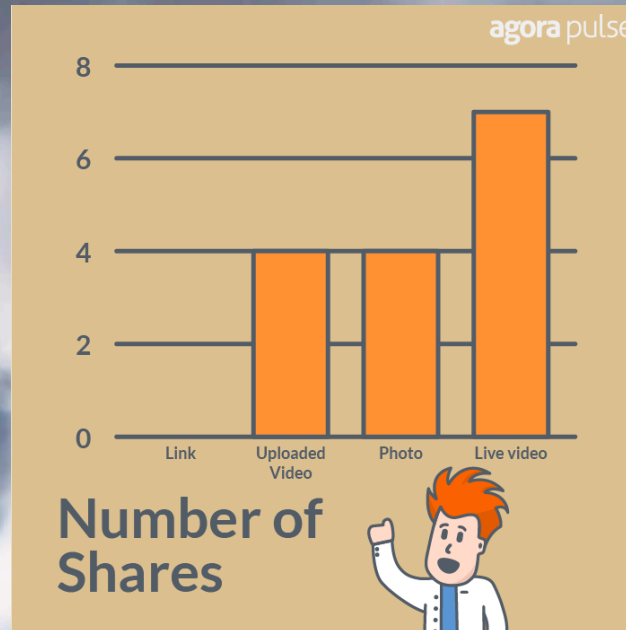
NO SIGNAL

50%
of marketers
plan on using
Live Video
(Social Media Examiner Report, 2017)

Live Videos
receive

75%

more shares than
uploaded videos
(Agora Pulse, 2017)



Facebook Live videos

attract a **much higher**
number of comments
relative to overall interactions.

Around **25%**

(Buzzsumo, 2017)

LIVE VIDEO PLATFORMS





YOUR **LIVE VIDEO**
BARRIERS?

2

BARRIERS



Lack of
CONFIDENCE?



FRUSTRATION WITH THE **TECH?**

CONFIDENT  LIVE

@iagdotme

#SMMW18

DANCE WITH FEAR

I do not think you can get rid of the fear. I think that the harder that you push back against the fear, the louder it becomes. But I think you can dance with it and you can welcome it in. You can say "thanks for coming" because that means that I am on to something.

Seth Godin

**Don't try and remove fear,
embrace it. It is a Good sign**



PRACTICE WITH INSTAGRAM STORIES





YOU DON'T NEED TO BE ALONE...



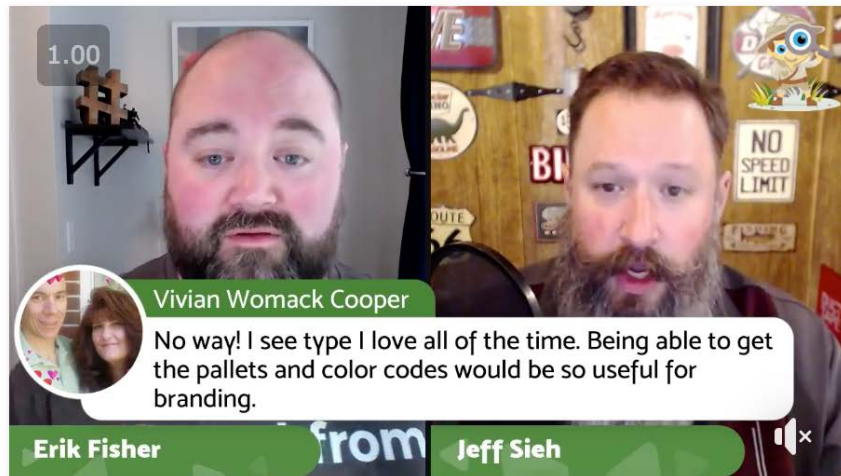
Social Media Examiner 
@smexaminer

- Home
- Events
- Videos
- Posts
- About
- Community
- Photos

 Liked  Following  Share 

 Social Media Examiner was live.
February 21 at 8:09pm · 

Tool Of The Week: Adobe Capture



5.9K Views

 Like  Comment  Share  Agorapulse  Buffer 

   Peg Fitzpatrick, Emily Crume and 74 others Realtime Comments 



LURIA PETRUCCI
LIVE Video Strategist



CHRIS DUCKER
Youpreneur.com/book

LIVE STREAMING PROS™



Ian Anderson Gray

Seriously Social



Julia Bramble

BrambleBuzz Social Media

CONFIDENT LIVE

@iagdotme

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The background of the slide features a dramatic sunset over a mountain range. In the foreground, the silhouettes of several people are shown climbing a steep, rocky mountain peak. They are reaching up, holding hands, and supporting each other as they ascend. The sky is filled with soft, golden light from the setting sun, creating a warm and inspiring atmosphere. The overall scene conveys a sense of teamwork, perseverance, and overcoming challenges.

BE ACCOUNTABLE DO AN **X DAY** **LIVE CHALLENGE**

WHAT DO YOU NEED?

2

THINGS

SMARTPHONE OR COMPUTER

Memory: 8Gb Minimum
16Gb Recommended

CPU: Quad Core i7
Dedicated Graphics

Android or iPhone

Modern & with good quality camera

FAST INTERNET

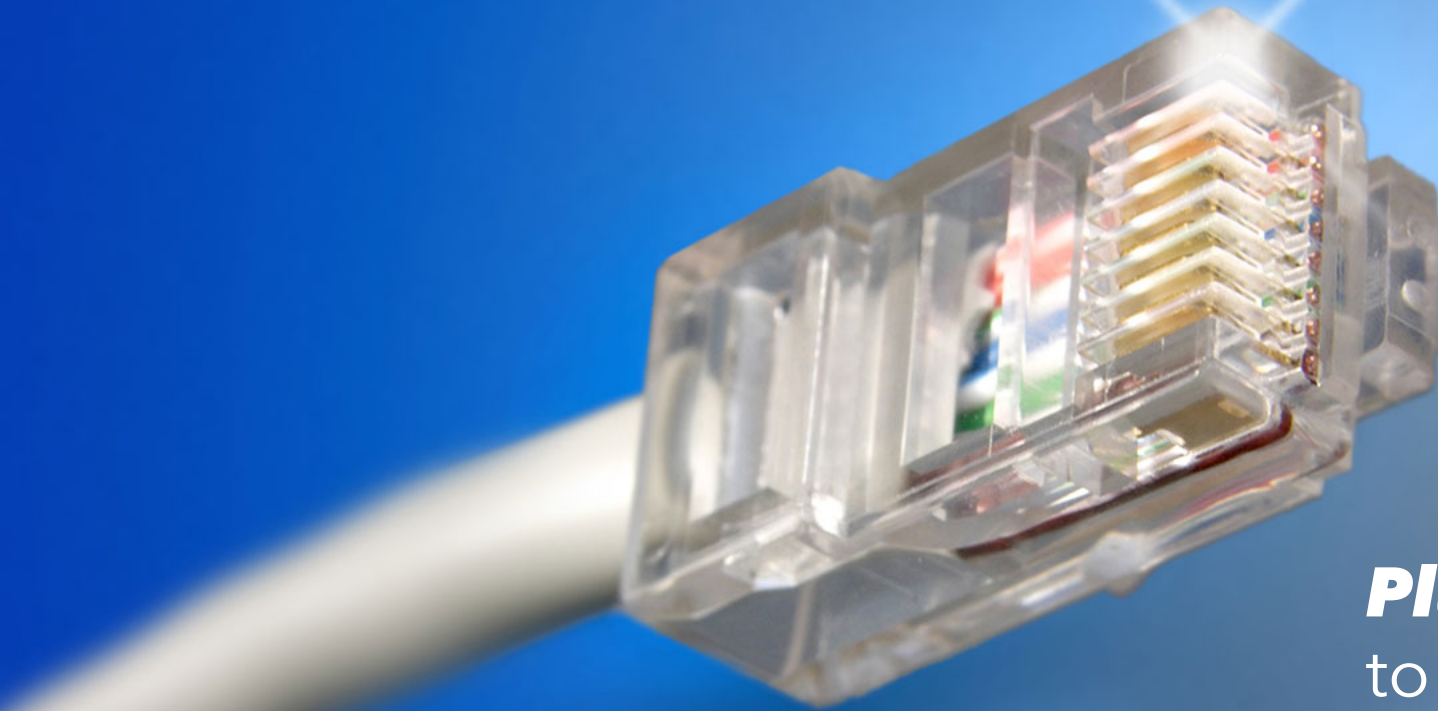


CONFIDENT  LIVE

@iagdotme

#SMMW18

WIRES **RULE!**



Plugging in your computer to your internet connection via your **ethernet Cable** will give you **faster & more reliable speeds**

Check your
Upload Speed

Minimum:
4 Mbps UP

Recommended:
10 Mbps UP



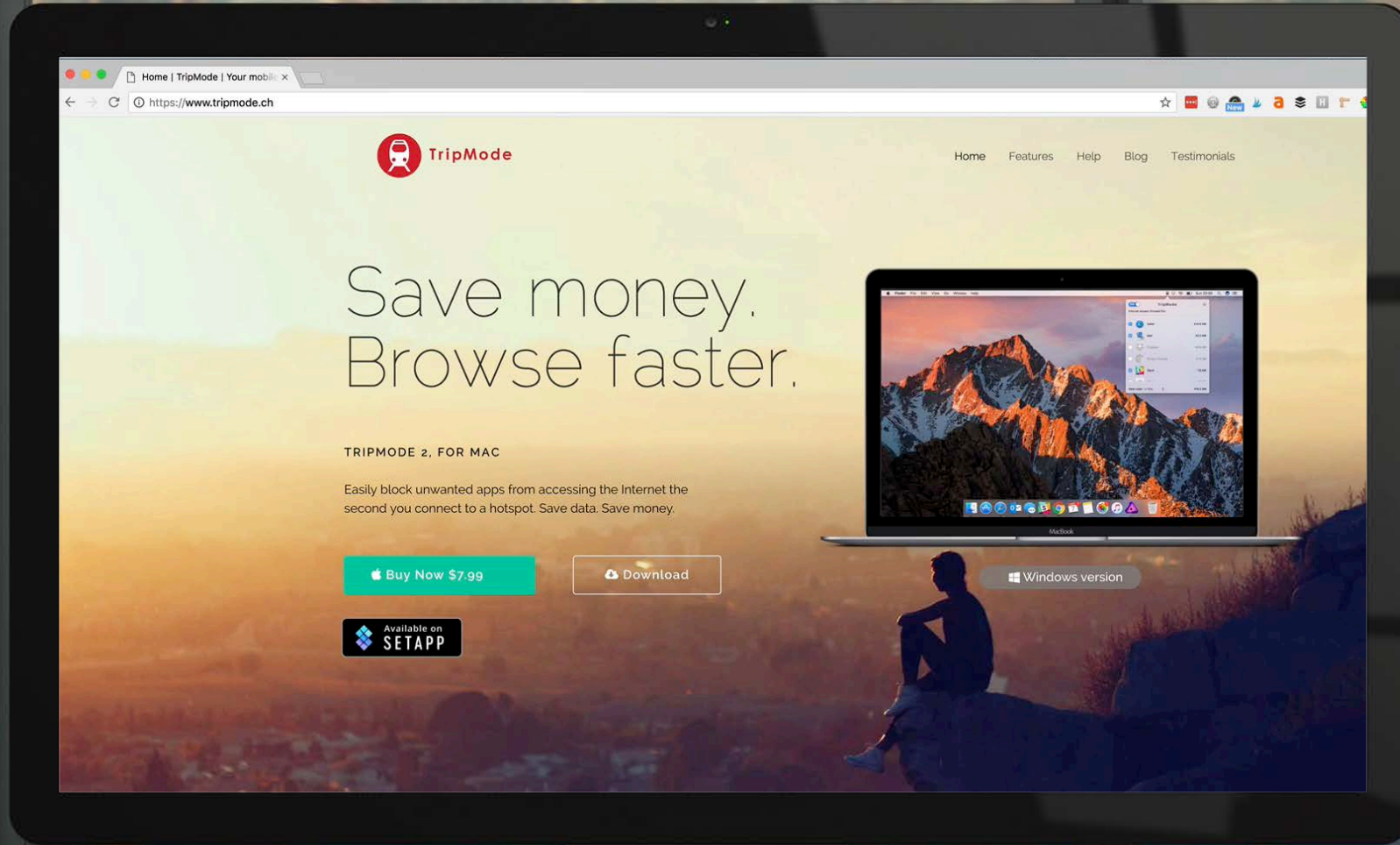
Mac & PC
Free



TRIPMODE



tripmode.ch



Mac & PC
\$7.99



CONFIDENT  LIVE

@iagdotme

#SMMW18

28

GOING LIVE FROM YOUR DESKTOP

Interview guests

More Professional set up

Use multiple webcams

Use Professional microphones
and mixing desks

Save & repurpose your lives

Share your screen

Set up multiple scenes

Play intro or outro videos, or audio
tracks

Add professional graphics
eg lower thirds etc

Schedule your live videos



1 WEEK BEFORE

SCHEDULE YOUR LIVE SHOWS



Tell People when you are next live and where.

Allows people to be reminded

You can pre-promote by sending your audience to your live post

Via Facebook (for pages)
Or BeLive / Ecamm / Wirecast / vMix
(profiles, pages & groups)

The screenshot shows the Facebook interface for a page named 'Free Range Social'. The 'Publishing Tools' menu is open, and the 'Videos' section is selected. A 'Create Live Video' dialog box is displayed, showing the 'Schedule Live' options. The 'Scheduled Start Time' is set to 5/15/2017 at 2:00PM UTC+01. A preview of the live announcement is shown on the right, including a 'Get Reminder' button. The 'Schedule' button is highlighted with a red arrow.

PROMOTE



Hootsuite®

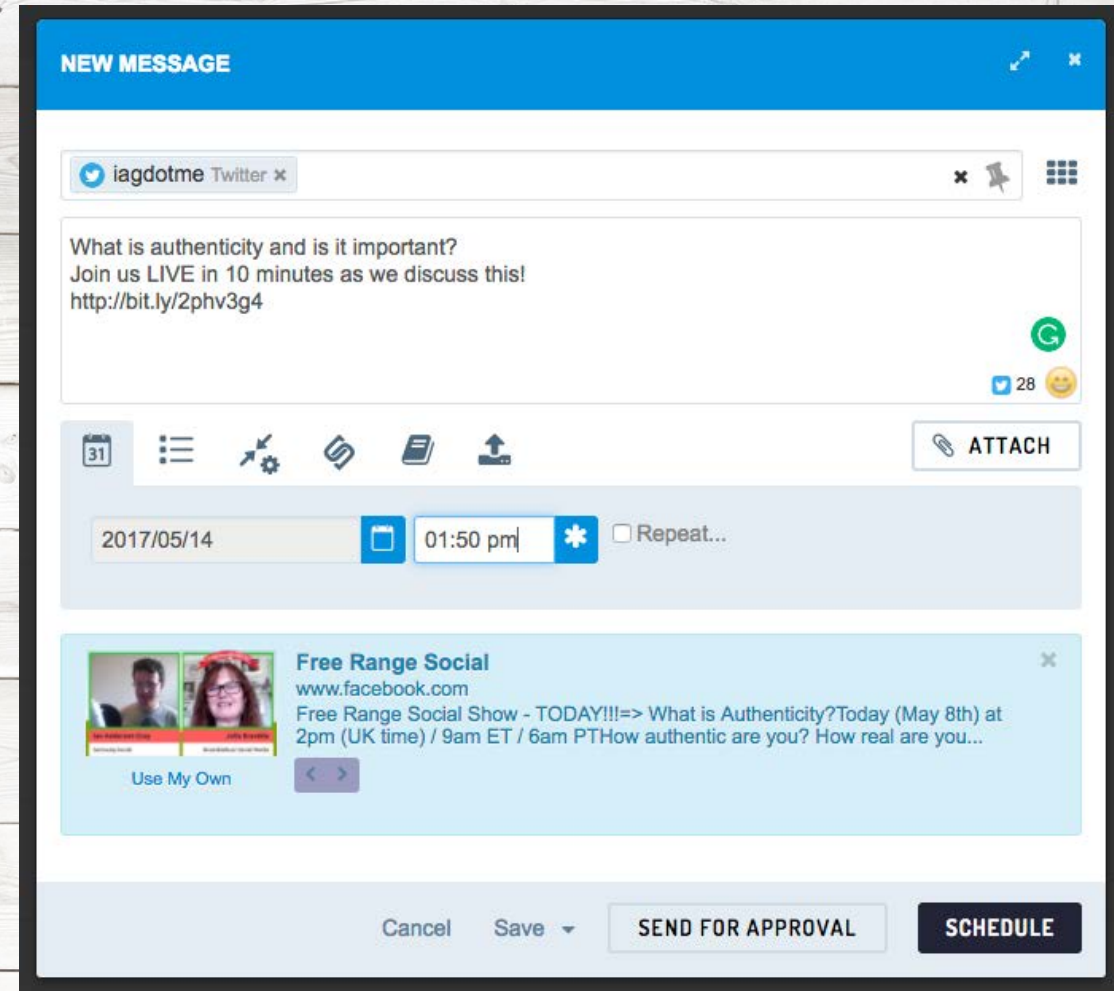


buffer

Promote to your audience on
social using a
Social Media Management Tool

Schedule social media updates
before you go live
to create a buzz

Send to your email list



PROMOTE: Example Schedule

The screenshot shows a social media scheduling interface. On the left, under 'Publish', there is a 'Select profile(s)' section with a search bar and a list of profiles: Seriously Social, Twitter (checked), FB, IG, LI, LI-Page, Free Range Social, Select Performers, and Personal. The main area is split into 'Your post' and 'Preview'. 'Your post' contains the text 'Join us next week for the Free Range Social Show - Is Twitter dying or is it an amazing business opportunity?', a link URL 'https://www.facebook.com/FreeRangeSocial/videos/5666270436E', and a thumbnail selection area. The 'Preview' section shows the post as it will appear on Twitter, including the user profile 'Ian Anderson Gray @iagdotme', the text, the link, and a 'Free Range Social' card. At the bottom, there are options to 'Publish now', 'Add to queue', 'Schedule' (selected), and a 'Next' button.

7 & 1 day, 1 hr before
& when live



7 & 1 days before
& when live



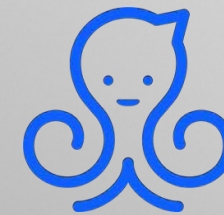
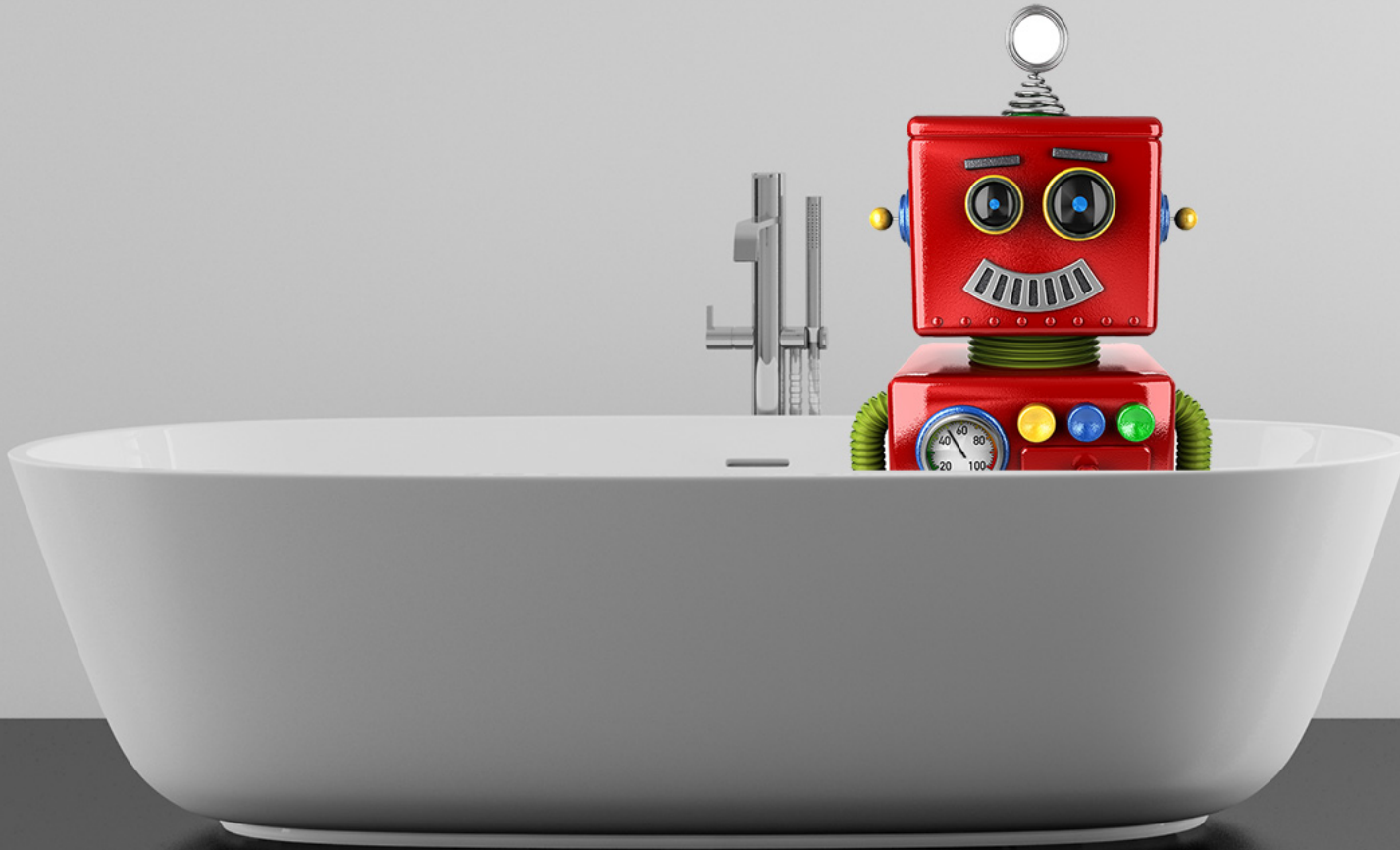
Groups, profile & pages.
Variable schedule.
Invite via Events



Day before.
Optional reminder 1hr
before



UNLEASH YOUR BOT!



ManyChat

UNLEASH YOUR BOT!

ManyChat Ian Anderson Gray - Seriously Social

Enter widget name

Choose Widget Type

Overlay Widgets

- Bar
- Slide-In

Embeddable Widgets

- Modal
- Page Takeover

Other Growth Tools

- Landing Page
- Messenger Ref URL
- Facebook Ads JSON
- Facebook Comments**

Facebook Comments

Settings Auto-response Opt-In Actions

Facebook Post For Comment Tracking

Select A Post

Track first-level comments only

When User Leaves A Comment, Send Message After

Immediately

Exclude Comments With These Keywords

Only Trigger For Comments With These Keywords

confident

Next > 35



THE DAY
YOU GO LIVE

90 MINS BEFORE

Background check
Set up backdrop (if needed) & lighting.
Preview with webcam.

Restart computer

Close down apps
Check Task Manager (Windows) or
Activity Monitor (Mac)

Check Internet Speed – [speedtest.net](https://www.speedtest.net)

45 MINS BEFORE

Switch off Interruptions

Turn off alarms and other potential noise interrupters!

Fire or put up your notes

If browser is open, make sure all tabs are muted.

Check Internet devices – put in Airplane mode

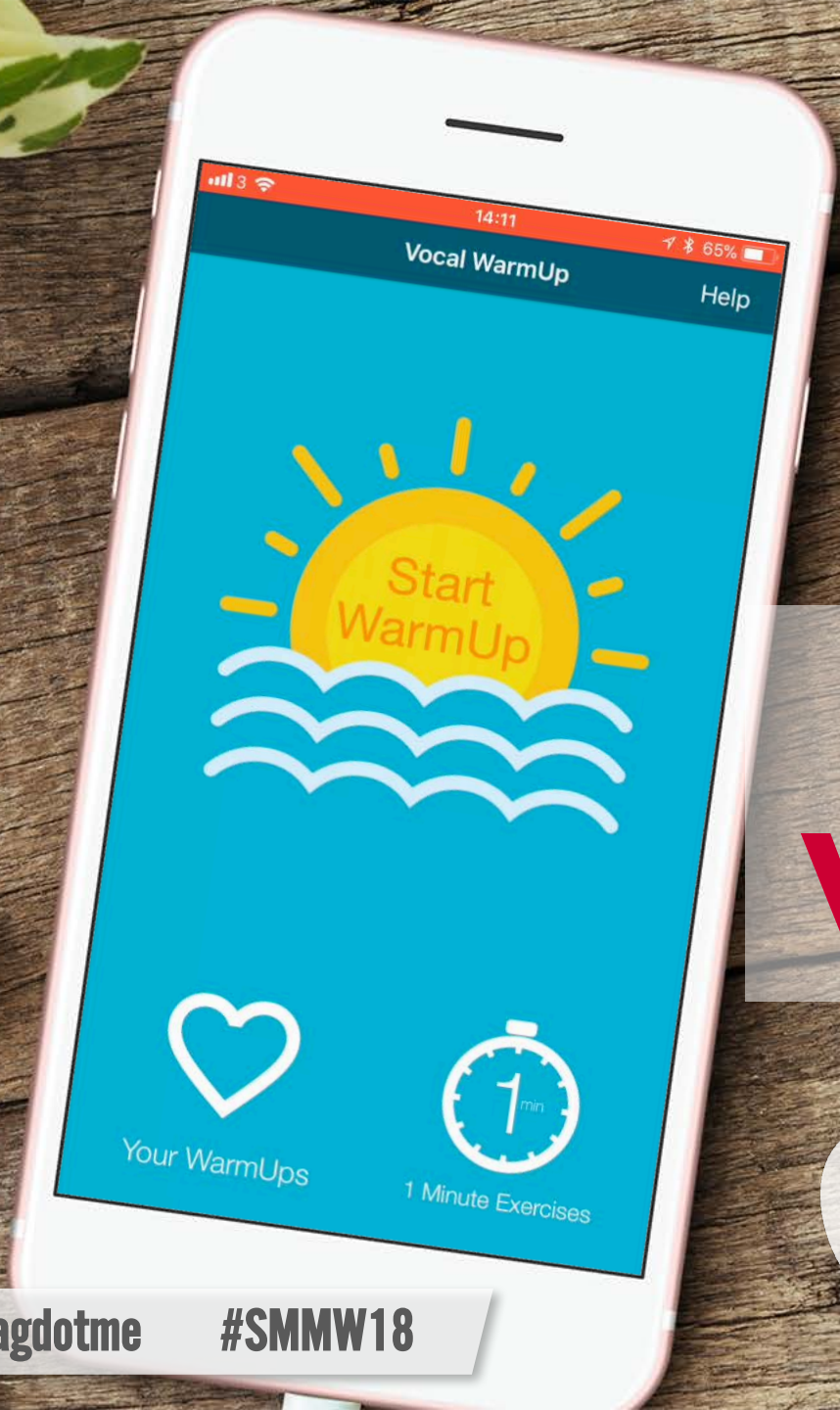
Mute devices (landline phones, tablets, smartphones, phones etc)

Switch off notifications on computer (use Muzzle app if using a Mac)

Load up other notes or browser windows that are required for your show.

Tell people in the vicinity you're going live!





One Minute **Voice WarmUp**



\$2.99

VOCAL WARM UP

SMARTPHONE APPS

✓ Pros

Free

Easy to use

Bring in guests easily (sometimes!)

View Facebook comments

Videos & graphics available in Facebook Creator App

FACEBOOK MOBILE APP

✗ Cons

Bringing in guests not always available

Can't Save Video

Limited graphics & branding

Can't highlight comments

Can't schedule live video

LIVE HARDWARE

SWITCHER STUDIO

✓ Pros

Fairly easy to use

Turns all your iOS devices into a live video studio

Save videos in HD

Integrates with Facebook & YouTube

Custom RTMP for others

Add branding, videos, transitions etc

✗ Cons

iPhones & iPads only
(sorry, Android!)

Only works on iOS 10 & above
(sorry, older devices!)



switcherstudio.com

From \$29/mth

LIVE HARDWARE



Mevo Camera

Version 1: \$300

Mevo Plus: \$450

4K Camera & microphone
Multiple camera angles
Facebook, YouTube,
Periscope & more
Connects via smartphone



Epiphan Webcaster X2

\$310

Connect your HDMI camera or
USB webcam
WiFi & Ethernet built in

LIVE WEB APPS

BELIVE.TV

✓ Pros

Inexpensive

Fairly easy to use

Add Branding, titles and lower thirds

Bring in guests easily

View & Highlight Facebook comments

Guest Green Room

Share Screen

✗ Cons

Facebook Live Only

Can't Save Video

Not always reliable

Limited branding, lower 3rds & graphics

Can't add videos

Only one webcam & source at a time



Be Live

belive.tv

Free or \$20/mth

LIGHTSTREAM

✓ Pros

Free!

Fairly easy to use

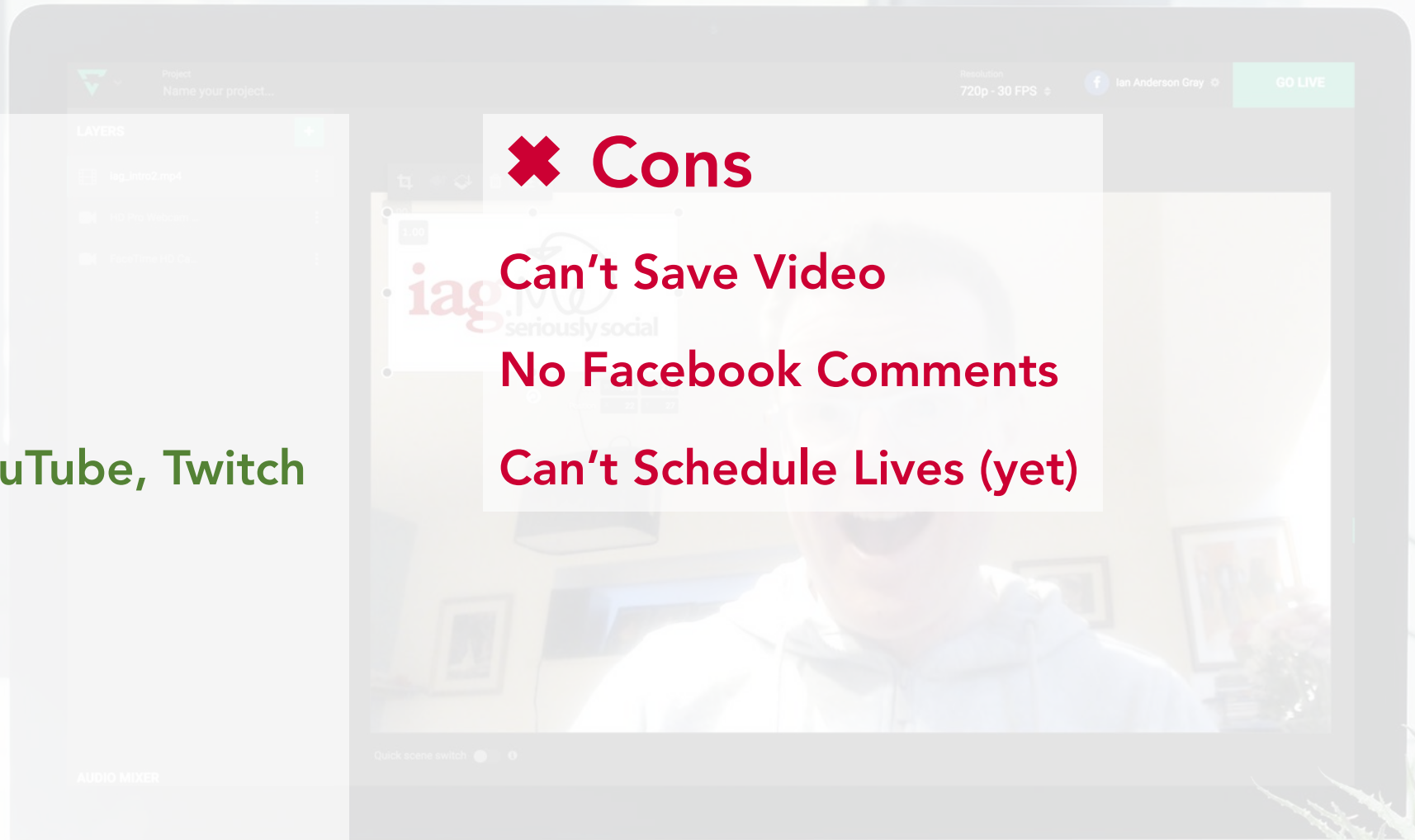
Broadcast to Facebook, YouTube, Twitch

Bring in guests

Share Screen

Add Branding

Multiple webcams & sources



✗ Cons

Can't Save Video

No Facebook Comments

Can't Schedule Lives (yet)



LIGHTSTREAM

golightstream.com

Free

LIVE WEBINAR TOOLS

WEBINAR TOOLS

ZOOM / CROWDCAST / WEBINARJAM

 **Troy Dean** was live.
Admin · February 6 at 11:02pm

Watch Troy build a prototype and break the internet



Troy Dean

20 12 Comments 250 Views

 **Jeff Sieh** was live.
Admin · February 14 at 5:00pm

Join us live for Open Office Hours. Come ask us your pressing social media questions. <https://www.crowdcast.io/e/...> (Password = ...)



180 Views

Like Comment

LIVE DESKTOP APPS

LOW PRICE

ECAMM LIVE

✓ Pros

Really Inexpensive

Really easy to use

Displays & Highlights Facebook Comments

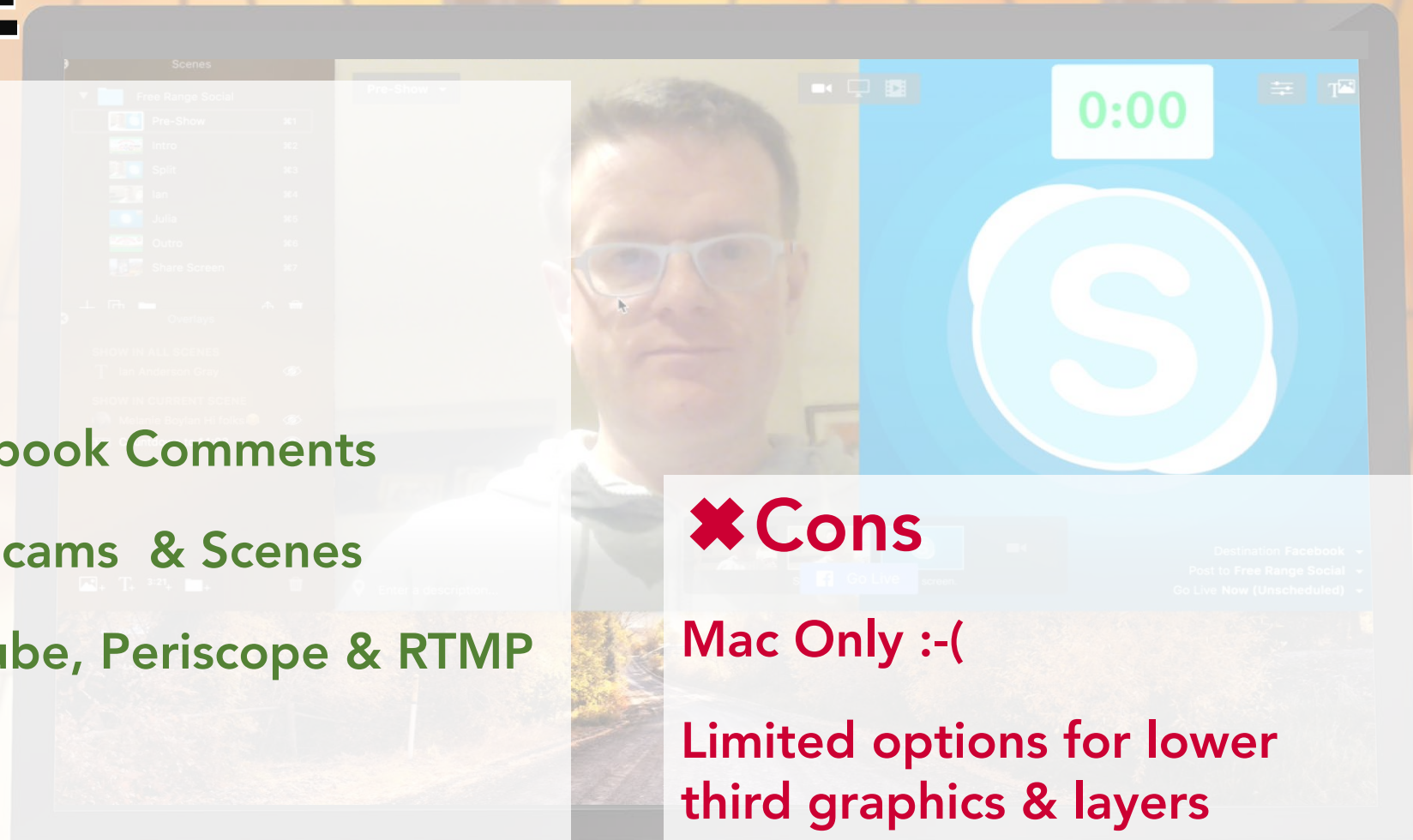
Share screen, multiple webcams & Scenes

Go live to Facebook, YouTube, Periscope & RTMP

Import graphics & Videos

Bring in guests via Skype

Save Video in HD



✗ Cons

Mac Only :-)

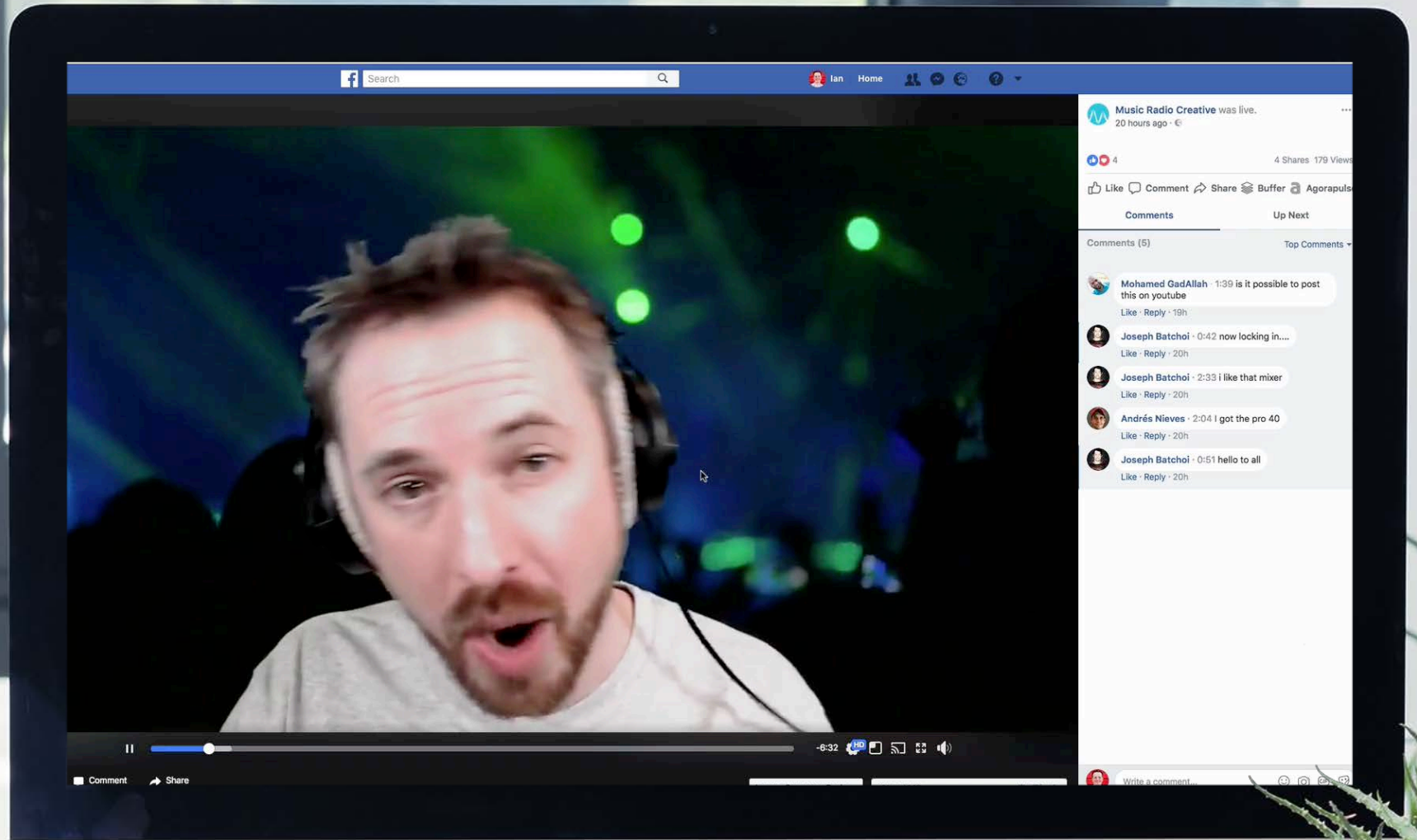
Limited options for lower third graphics & layers



ecamm.com

\$39.95

OBS STUDIO



obsproject.com

Free

OBS STUDIO

✓ Pros

Free & Open Source

For PC, Mac & Linux

Stream to Facebook Live, YouTube, Periscope & more

Multiple Scenes, webcams

Share multiple screens & apps

Broadcast videos & audio

Save video in HD

Highly flexible & lots of plugins

✗ Cons

Steeper learning curve

You need to get stream keys each time you go live to Facebook

Can only stream to one platform at a time (No multicasting)

Requires fairly powerful computer

No built in Facebook Live comments or highlighting



obsproject.com

Free

LIVE DESKTOP APPS

PROFESSIONAL

SOCIALIVE

✓ Pros

For PC & Mac

Facebook, YouTube, Periscope

Multiple Scenes, webcams & devices

Bring in guests & Highlight comments

Add graphics, branding, video & audio

Share multiple screen & apps

Supports multicasting

Save Video in HD



socialive.us

✗ Cons

Learning curve

Potentially Expensive

Requires fairly powerful computer

Prices Coming soon

WIRECAST

✓ Pros

For PC & Mac

Supports multiple platforms

Multiple Scenes

Multiple webcams & devices

Share multiple screen & apps

Broadcast videos & audio

Supports multicasting

Save Video in HD

Bring in guests

✘ Cons

Expensive

Wirecast Rendezvous (for bringing in guests) is in its early stages

Requires powerful computer

Highlighting comments limited (requires extra software)



[telestream.com](https://www.telestream.com)

From \$695

✓ Pros

Supports multiple platforms

Multiple Scenes, webcams

Share multiple screen & apps

Broadcast videos & audio

Supports multicasting

Save Video in HD

Bring in guests (vMix Call)

Bring in comments (vMix Social)

✗ Cons

For PC Only

Can get Expensive

Requires fairly powerful computer

Steep learning curve

XSplit (Free - \$199)



✓ Pros

- Supports multiple platforms
- Multiple Scenes, webcams
- Share multiple screen & apps
- Broadcast videos & audio
- Supports multicasting
- Save Video in HD
- Bring in guests

✗ Cons

- For PC Only
- Limited branding capabilities
- Requires fairly powerful computer
- A learning curve

Mimo Live (\$199 - \$1999/yr)



mimoLive
The Multi-In, Multi-Out Live Video Engine

✓ Pros

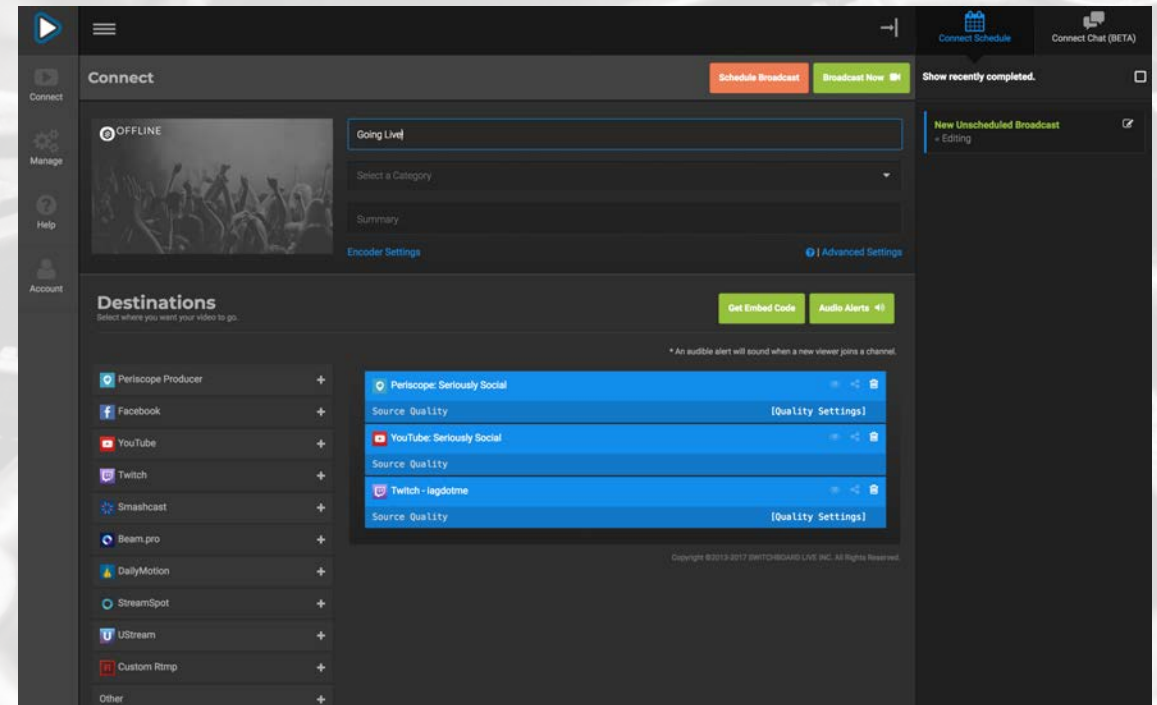
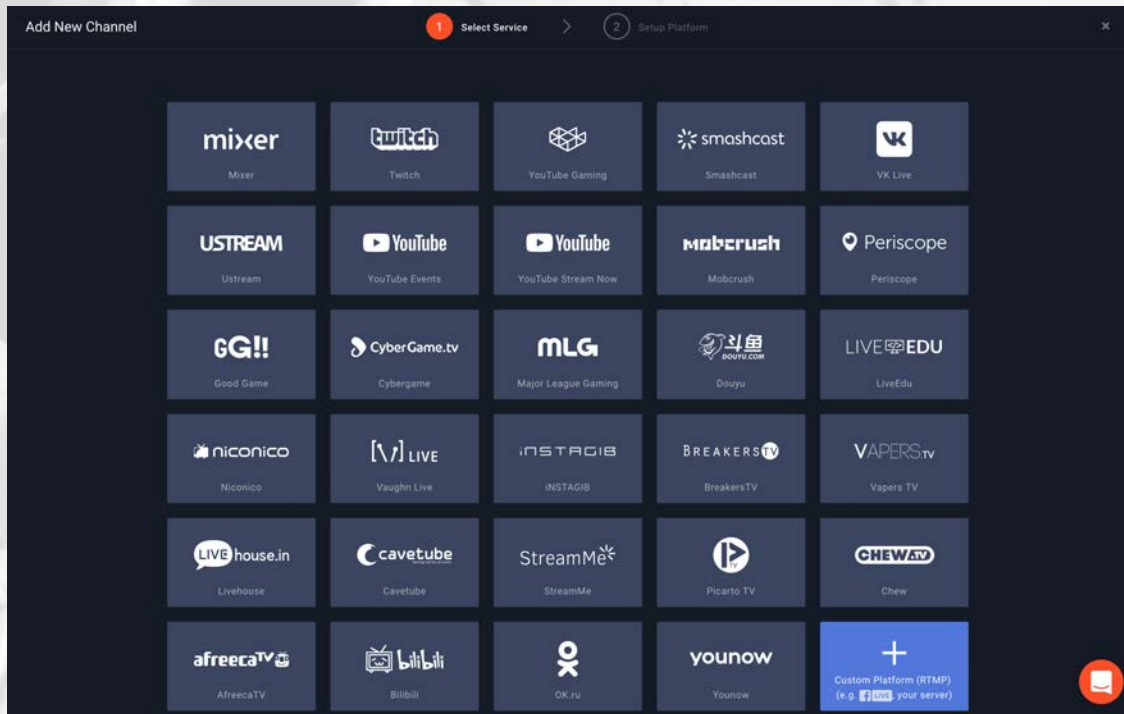
- Supports multiple platforms
- Multiple Scenes, webcams
- Share multiple screen & apps
- Broadcast videos & audio
- Save Video in HD
- Bring in callers (Mimo CallLive)
- Bring in guests
- Bring in comments (from all platforms)

✗ Cons

- Mac Only
- Can get Expensive
- Requires fairly powerful computer
- A learning curve
- No multicasting

Multicasting

Restream.io



Free & from \$14.99/mth

Free & from \$25/mth

LIVE TIME TRAVEL

Greet your Future
Replay Viewers first

Then your
current live viewers

FOCUS

Talk to your audience

Focus on your avatar.

Look **through the lens**

Imagine they are a

12 inches behind

the camera



SHOW START

Just Before: Check Posture.

Fire up your Energy! Smile. Laugh!
Don't delay. Don't ask if people can
hear you or if you are live!

Welcome your Replay Viewers first

Announce what you're going to talk
about and introduce you!

Welcome your Live Viewers, but not
for too long. Keep things flowing

Ask for engagement – Reactions,
Comments & Shares!



MAIN SECTION

Reward committed viewers – announce you'll give a special bonus at the end!

Get straight into the content!

Don't get distracted by comments. Say you'll get back to people

After main content, involve live viewers – highlight comments, answer questions, bring in guests

SHOW END

Summarize your content!

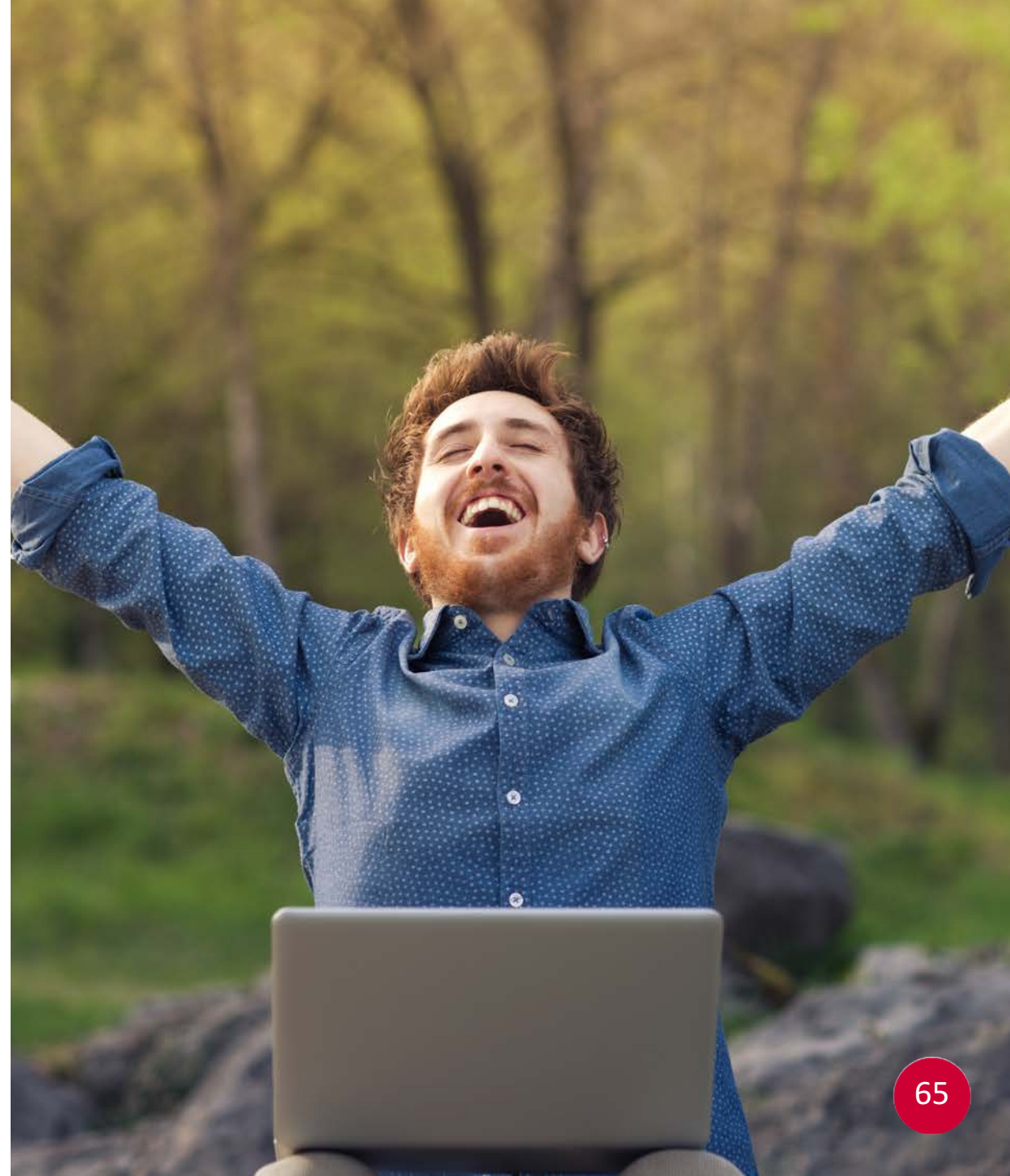
Give people your special bonus

What is your call to action?

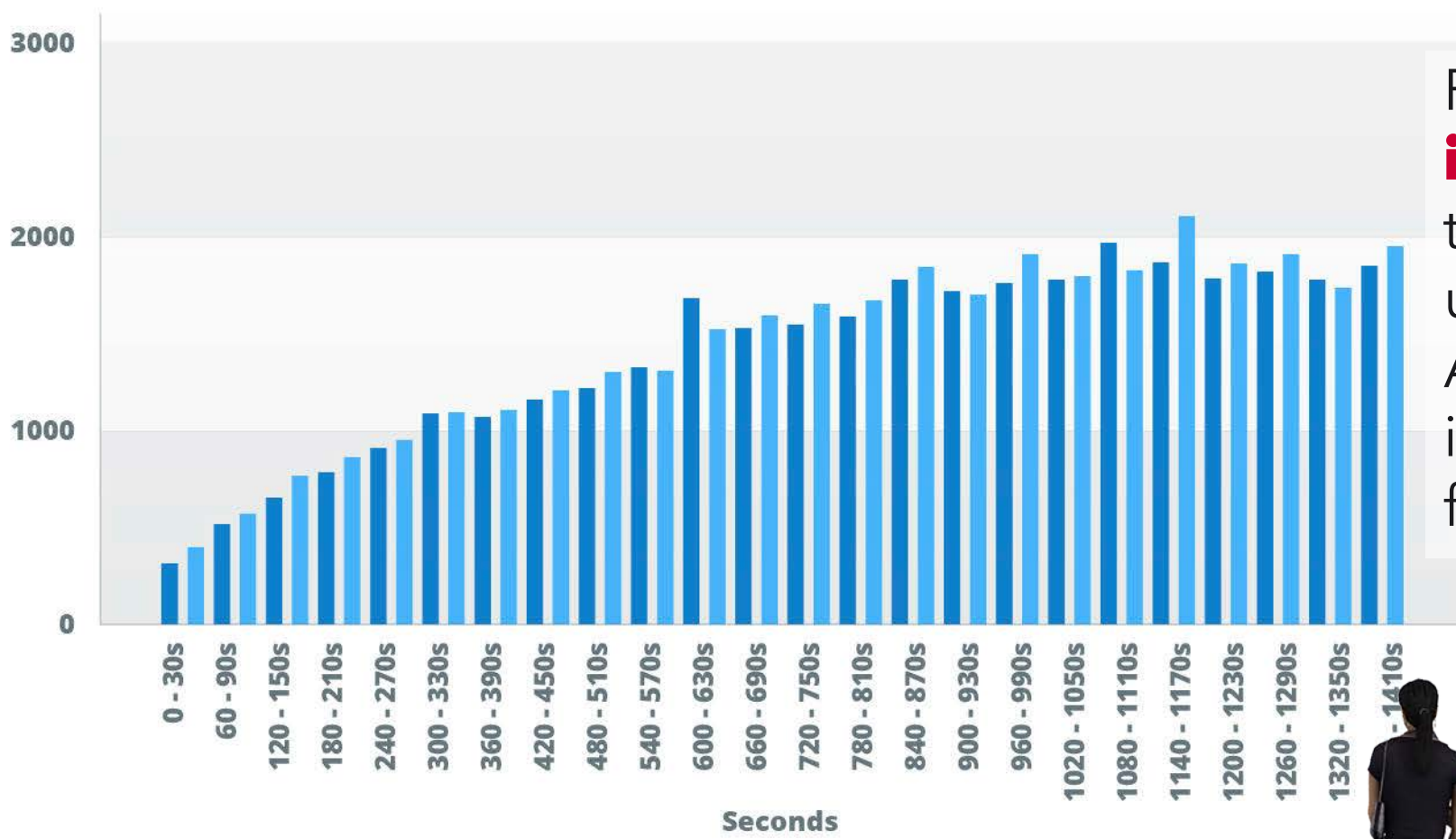
Announce when you're next live

Keep the conversation going – ask people to continue liking, sharing & commenting!

Say where people can find you and say bye. Leave 'em wanting more!



Average Interactions By Length of Facebook Live Video



For Facebook Live Videos, **interactions increase** the longer the video lasts, until about **15-16 mins**. After this time the interactions remain fairly stable.

SHOW LENGTH



ON AIR

MAKE LIVE EVERGREEN

CONFIDENT  LIVE

@iagdotme

#SMMW18

LIVE EVERGREEN

Keep the conversation going

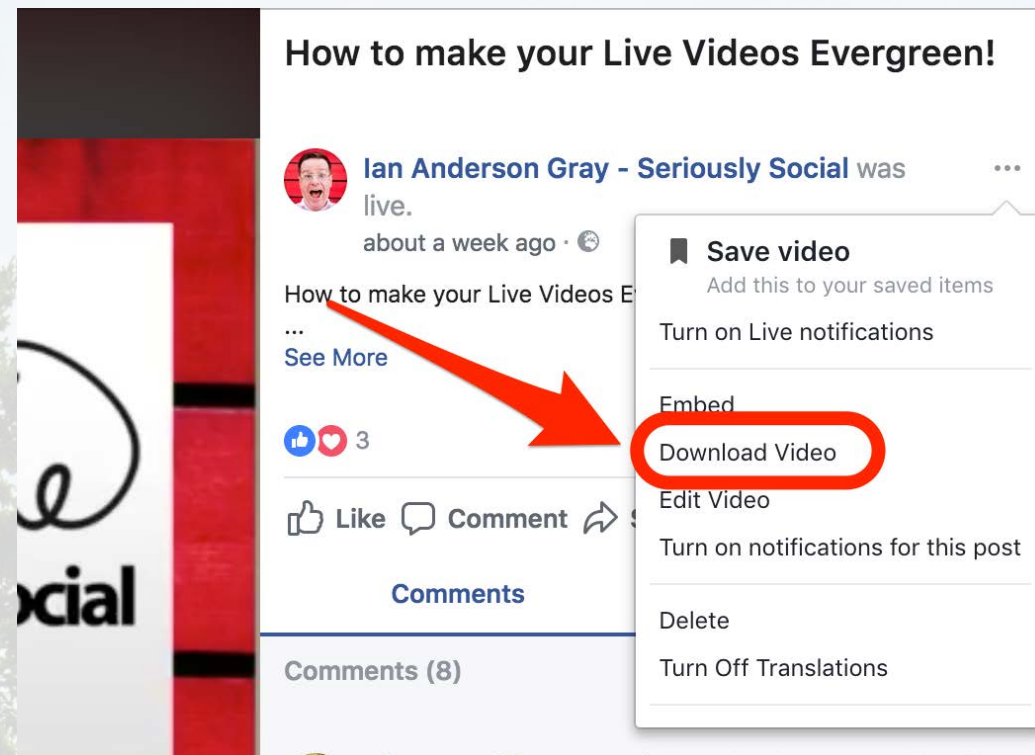
Reply to comments & mention others
(after broadcast has ended)

Add show notes with time stamps

Add a transcription (use e.g. [rev.com](https://www.rev.com))

Add closed captions for silent viewers

You could just have for first 5m (use [rev.com](https://www.rev.com))



LIVE EVERGREEN

Promote to social media after the event

Use a social media scheduling tool



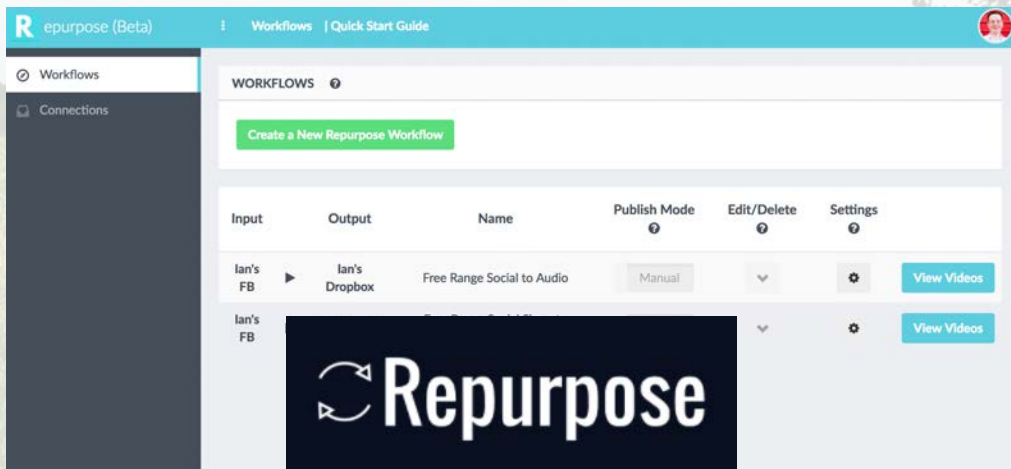
Embed video on your website

Use simplesocialpress.com



Repurpose your live videos

For other platforms. Use repurpose.io or [content10x](https://content10x.com)



THAT'S ABOUT IT

ANY

QUESTIONS?

iag.me/smmw18

IAN ANDERSON GRAY

@iagdotme

iag.me

