

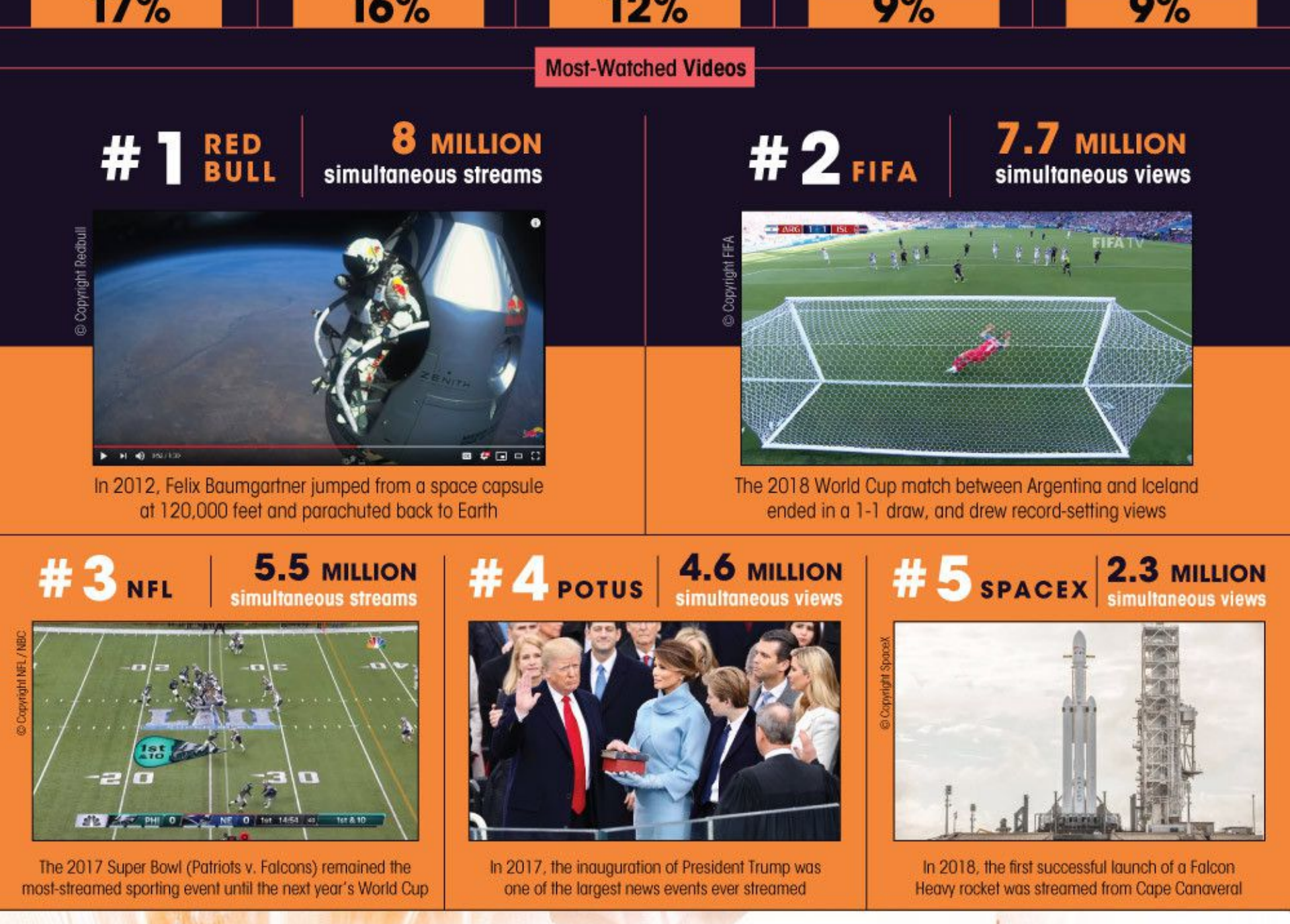
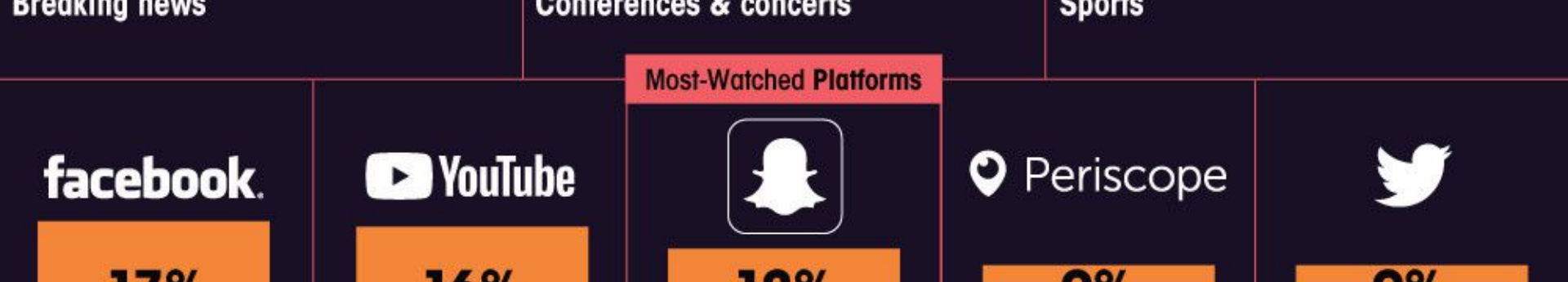
HOW TO USE

LIVE VIDEO

TO BUILD YOUR BUSINESS

8 IN 10 PEOPLE would rather watch live video than read a blog or social media post

WHAT ARE PEOPLE WATCHING LIVE?



In 2019, YouTube's livestreams from Coachella garnered **82 MILLION LIVE VIEWS** during the first weekend of the festival

WHY YOU SHOULD GO LIVE

Only 20% of people finish reading an article, most only read the first 1/4
AND 69% of users prefer video to text when learning about a brand

LIVE VIDEO IS MORE EFFECTIVE

HIGHER ENGAGEMENT
Livestreams **DRAW 6X THE ENGAGEMENT** of video-on-demand

FURTHER REACH
97% of consumers are **WILLING TO SHARE LIVE VIDEO** on social media

FASTER CONVERSION
2 in 3 who watch a stream **WILL PURCHASE TICKETS TO A SIMILAR EVENT**

LIVE VIDEO PLATFORMS

Choose the platform that best fits your business, or try them all

facebook.
2.3 BILLION monthly active users
Easily grow a bigger following
Content more likely to be shared

YouTube
1.9 BILLION monthly active users
Easily discovered through search
Content gets longer watch time

Instagram
1 BILLION monthly active users
Bumps your content to the top of users' feeds
Sends followers notifications when you go live

LinkedIn
303 MILLION monthly active users
Latest platform to introduce live video
Aims for more professional, quality live video



BY 2022, **VIDEO WILL MAKE UP 82% OF ALL INTERNET TRAFFIC**

DON'T BE LEFT BEHIND

GETTING STARTED WITH LIVE VIDEO

WAYS TO USE LIVE VIDEO



Q+A Sessions
Build a community around your brand by encouraging conversation among your followers



Webinars
Educate your audience on something you're an expert in, building top-of-mind awareness for your industry



Behind-The-Scenes
Give your followers a peek inside the company — and demonstrate your trustworthiness and company culture



Live Events
Stream your product launches and other significant events to build hype and reach more people



Crowdsourcing
Try live beta testing or demo a new prototype, and let your audience tell you what they love and what needs to change

87% of internet users want more behind-the-scenes content

TIPS & TRICKS



Collaborate, Sell, & Reuse
Team up with influencers to expand your reach
Showcase a product or service and offer a link to buy
After the livestream has ended, repost the content on demand



Quality & Consistency Are Key
More than 2 in 3 internet users want high-quality video
High-quality livestreams will continue to draw attention on demand
Keep brand identity consistent throughout your livestreams



No Special Equipment Needed
Create live video directly from your iPhone or iPad
Use Switcher Studio to add text, special effects, and prerecorded clips
Save video to upload later as video-on-demand

ARE YOU READY TO TAKE YOUR BUSINESS LIVE?

SWITCHER LETS YOU EDIT WHILE YOU SHOOT — RECORD OR STREAM LIVE TO FACEBOOK, YOUTUBE, OR LINKEDIN LIVE

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