**Facebook Live Advanced Features**

Facebook Live couldn’t be easier to set up and get started with – which is one of its big advantages even over the other live streaming services. Simply click to post from your Android or iOS app and then choose the live streaming option – it’s that easy!

But while creating the videos may be easy, there *are* a few additional features to be found if you want to take your videos one step further. Read on and we’ll examine some of the best extra features and advanced options that can help you to take your Facebook Live marketing to the next level.

**Edit Your Videos**

Once you’ve finished filming your videos, the great news is that they don’t disappear! Unlike Meerkat and most other streaming services, Facebook lets you keep your creations and these will then remain on your page just like any video you would upload any other way.

The great thing about this is that it means you can then continue to profit and build new viewers from that one piece of content you created rather than letting it go to waste. What’s more, is that this allows you to increase the overall views many times over.

Facebook Live lets you edit these videos as you can any others – adding comments for example or thumbnails.

**Add a Call to Action**

Another useful tip for marketers in particular, is the option to add a call to action. Any marketer knows that this is an invitation to buy a product, to subscribe to a mailing list or to otherwise take a step that will make them more involved with the brand and more likely to spend money eventually.

You can add a call to action as a button, which can be something like ‘Shop Now’ and you should combine this with a verbal call to action at the end of the video that explains why your visitors should buy from you.

**Use the Facebook live Map**

The Facebook live Map is a great way to find new content. Visit this and you can see ‘pins’ showing where people are streaming all around the world. The bigger, pulsating pins are those that belong to the streams with the most views.

A handy tip is to check these out and see what tips you can get from the very best marketers on the platform!

There are many more tips and tricks you’ll learn as you go but these should be enough to get you started and give you an edge over your competition.