
FACEBOOK

Live

AUTHORITY



CHECKLIST

Checklist

Looking to make a splash on Facebook Live? This checklist will make sure you have all the crucial details in one place and will walk you through all the steps. This cheat sheet distills all the information found in *Facebook Live Authority* in a format that is easy to follow and easy to pin to your notice board!

The Importance of Facebook Live

Let's start with the importance of Facebook Live. Here are some stats that will remind you why you're doing this and why it's such a big deal...

- Facebook today has over 1 billion users logging in *daily*
- There are more than 1.39 billion users on Facebook Mobile alone
- There are over 300 million photographs on Facebook
- And the average American spends 40 minutes on the site
- Facebook's algorithms have been tweaked to 'favor' live video. This content is more likely to show at the top of a home feed than a photo or a regular video.
- Periscope has well over 10,000,000 user accounts
- And over 40 years' worth of footage
- Periscope got tweeted about over 60k times when it launched
- Periscope was bought by Twitter for \$100 million
- 2 million users on Periscope are active every single day
- Blab users spend over 65 minutes a day watching videos on average
- In 2015, YouTube live-streamed E3 and had over 8 million views in 12 hours
- In six months, Facebook Live had over 246,000 live streams
- Together, these videos garnered over 5.7 billion views
- Mark Zuckerberg is reported saying he is 'obsessed' with Live Video!

How to Create Live Video

So how do you create live video on Facebook as a marketer? It's actually extraordinarily simple. Just:

1. Log in to Facebook
2. Head over to your Facebook page
3. Click to post something new
4. Tap the live stream icon
5. Write a description
6. Hit 'go live'
7. You can tap the icon in the top right in order to switch between the front and rear camera
8. You can see new viewers logging in and respond to comments and likes

There are some other ways you can use Facebook Live as well.

For example:

- Post to your personal profile and you can choose who gets to see your feed
 - Anyone
 - Just your contacts
 - Just your close friends/friends from a particular group
 - Just you
- Post to a private group so that only those who are in the group see the video

Advanced Facebook Live Features

There are also some more 'advanced' features to consider:

- Visit the 'Facebook Live Map' in order to see content that other users have created. This can be a great place to get inspiration.

- Add a 'call to action' button at the end of your video. This will work particularly well if you also verbally include a call-to-action at the end of the video.
- Your videos will stay on your page long after you've created them and you'll then be able to 'edit' them by changing your thumbnail and adding annotations etc.

Best Practices for Creating the Best Content on Facebook Live

While it's really up to you what kind of content you're going to create on Facebook Live, there are some tips that can help your content to perform as well as possible. These include:

- Always ensuring you have a good connection
- Choosing a great description for your video so that it stands out and sounds interesting
- Asking people who are watching to follow you if they're enjoying your content
- Welcoming people who tune in
- Responding to comments
- Using a high quality camera phone and mic
- Speaking clearly and slowly
- Thinking about lighting and backdrop – don't let the background distract from the content!
- Recapping what you're discussing for viewers just tuning in
- Think about the acoustics in the room

Types of Content

There are also some particular types of content that perform especially well and are well suited to the platform:

- Voyeuristic content and vlogging – Let your viewers get to know you by sitting in on your workouts or hearing your thoughts over your morning coffee
- Events and trips – Let your viewers attend concerts with you or conferences. If you're hiking through the Swiss alps, let your viewers see this too!
- Reviews
- Interviews
- AMAs
- Seminars
- Lessons
- 'Top 10s'

Sales Funnel

A sales funnel takes this one step further by getting people gradually more involved in what you're doing and getting them more and more likely to want to buy.

A sales funnel will ideally include five "touches" -- that is five interactions with your potential audience.

This can take the form of:

- Blog
- Email newsletters
- Free online webinar
- Cheap product
- Expensive product

Each of these things will promote the next thing on the ladder and each time the user takes a step they become more actively involved and more likely to spend money with you.

Another example is to use a free report which you can deliver by email.

Cheap products are an important step to get people used to the idea of spending money through your payment portal before they're asked to spend something big.

That's the entire blueprint, so now all that's left is to make it happen!