



Live Streaming Marketing Guide & Checklist

This **live streaming marketing guide** is to help you promote your live event and/or product launch. Below we have a step-by-step guide instructing users on how you can plan and promote your live event. We have broken up this guide in three sections.

Pre-promotion:

Once your account has been created with eStreamly along with your brand's live event landing page. You can start marketing/promoting your live event to build up anticipation and interest for the event, your brand and your products.

This is the landing page that your live event will be hosted/streamed on. This is also the page that most of your CTAs will direct users to.

The object of the page is to:

1. Introduce your eStreamly brand page to your audience
2. Have your audience sign up so that they can join and engage with your live stream
3. Offer additional information about your brand + products (etc)

Brand + Live Event Landing Page (example)

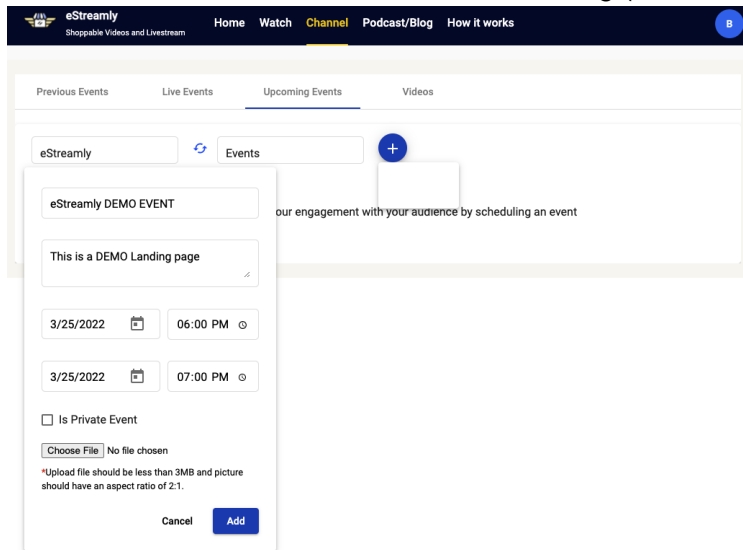
The screenshot shows the eStreamly platform interface for a live event. At the top, the eStreamly logo and navigation links (Home, Watch, Podcast/Blog, How it works) are visible, along with 'Sign In' and 'Sign Up' buttons. The main header features the brand name 'ITALYBESTCOFFEE' in large, stylized letters. Below this, the event details are displayed: 'UpComing Event', 'Lavazza Expert Classy Plus', and 'Lavazza Expert Classy Plus Single Serve Espresso'. A video thumbnail shows a coffee machine. The event is scheduled for 'Friday, March 18 8:00 PM', with a countdown timer showing '07 12 06 43' (days, hours, minutes, seconds). To the right, the 'Register To Watch Live Event' section offers options for 'Returning Guest' and 'I'm new to eStreamly'. Registration methods include 'Register With Google', 'Register With Facebook', and 'Register With Email'. There are also checkboxes for receiving newsletters and special offers. At the bottom, a link to 'Terms and Conditions' is provided.

Scheduling + Planning:

Here are some steps to take prior to marketing your event.

Setting up live event:

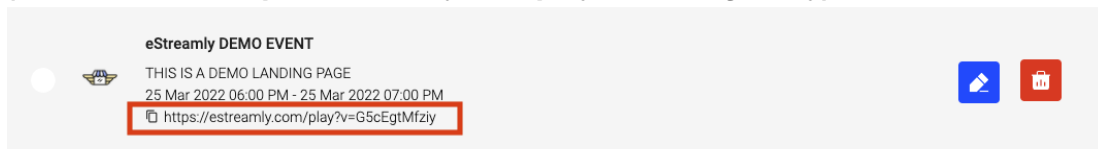
1. Create the live event + set the details including (Name + Date + Description)



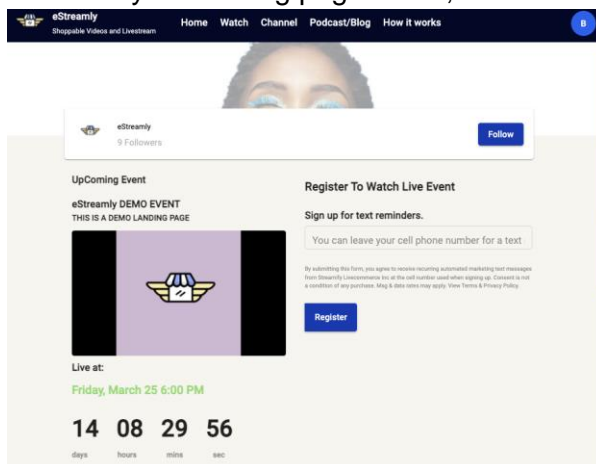
The screenshot shows the 'Upcoming Events' tab in the eStreamly dashboard. A modal form is open for creating a new event. The form includes fields for the event name ('eStreamly DEMO EVENT'), a description ('This is a DEMO Landing page'), and two date/time slots for the event (3/25/2022 at 06:00 PM and 07:00 PM). There is a checkbox for 'Is Private Event' and a file upload section with a note: '*Upload file should be less than 3MB and picture should have an aspect ratio of 2:1.' The form has 'Cancel' and 'Add' buttons.

2. Once the event has been created, you can copy the landing page URL, which will be used to direct your audience so that they may register for the live event.

(URL Location: <https://estreamly.com/play?v=G5cEgtMfziy>)



3. Now that your landing page is live, we can move on to promoting your event.



Creating Content Calendar: (After your landing page has been created and published)
 This calendar will serve to organize your promotional efforts. We have provided a two week example calendar template that provides some promo content examples.

Schedule						KEY:
						Email
						Social Media
						Blog Post
						Event Launch
DAY-12	DAY-11	DAY-10	DAY-9	DAY-8	DAY-7	DAY-6
Create event on estreamly	Email: 1	SM Announcement #1		Publish Blog Article #1	SM: 1 Week Countdown	
Define the products you will present and special promotion, product drop, game..				SM: Link to blog article		
DAY-5	DAY-4	DAY-3	DAY-2	DAY-1	DAY0	
	SM:Teaser/ Promo Video	Email: 2	SM: Link to article #2	SM Video Reminder	10 AM: Reminder EMAIL	
		Publish Blog Article #2			SM: Countdown	
					LIVE EVENT	

Content Schedule Details:

DAY-11: Announce and introduce your live event to your existing subscribers base through an email campaign.

DAY-10: Announce your live event to your social media audience. The SM post should include the following...

- Short copy (Including tagline); including name + date/time of event
- Graphic image
- Link to register for event (event landing page link)

DAY-8: Publish blog 1st blog article + promote article on SM.

- Blog Article: This article can highlight and offer any details that will be covered during the event. Include event link in article
- SM post: Make sure to share this article on social media

DAY-7: One week countdown (Similar to SM Announcement #1)

- SM post: This is will be a one week reminder post for your SM audience
- Short copy + Graphic + link to register for event

DAY-4: Video Teaser. This can be a short clip briefly highlighting your product

- Short 15-30 video teasing the product/brand
- Include live event date + time in video
- Copy for Post: Short copy including date + time

DAY-3: Publish Blog Article #2 + Send Reminder Email.

- Blog Article #2 ideas: The following should all be related to and at the end mention your live streaming event + CTA to register
 - Infographic + Case Studies + Lists
- Schedule + send email that summarizes the blog article + can include CTA for live event.

DAY-2: Share Blog Article #2 on Social SM

DAY-1: Create + share video with host reminding users for event tomorrow (EX. "All viewers will receive 10% off purchase")

- This video should be created by the host of the event (30 second - 1 min)
- Should present excitement for live stream + mention details + any incentives that users may receive for joining the live event

DAY0: Reminder Email in morning + SM Post in afternoon

- Reminder email should go out morning of event

- Social Media post should be simple, mentioning time that stream will be live

Live Streaming Marketing Checklist

This marketing checklist is a great way to organize the promotion of your live streaming event with eStreamly.

The following list are items you may want to consider before you start to promote your event.

- Set date + a name for the live streaming event (if you haven't already)
- Define the products you will present and special promotion, product drop, game..
- Create **content schedule** leading up to the live streaming event
- Create and send reminder emails + notifications for day of live streaming event
- Promote live streaming event on newsletter or other email campaign
- Announce the event on Social Media + along with sharing content leading up to event
- Create promotional graphics for multiple purposes including social media + website
- Share social media content to appropriate social channels
 - Facebook; create live event page
 - Twitter; pinned tweet
 - Instagram; Posts + Stories to remind users
 - YouTube: Upload teaser videos/acconcernments
 - LinkedIn
 - Other(s)
- Allow and remind users to share the event

Content Ideas

- Write + Publish 2 Blog Articles
- Write + set up (or schedule) social media posts related to event (5-6 posts)
- Create + Record 1 brand video (Publish to youtube or directly to SM platform)
- Record video with host day (1 day prior to event) (Publish to youtube or directly to SM)
- Change Cover Images + Banners (Social + Website)
- Offer products/services catalog (PDF or Website page - could be on event page)

Game/ Promotion Ideas

- Do a drawing at the end of the live or beginning of the next live and offer a gift card/ products pack to 1 shopper
- Get shoppers to guess during the pre-event marketing campaign a special guest, a product dropped... Announce the winner during the live