

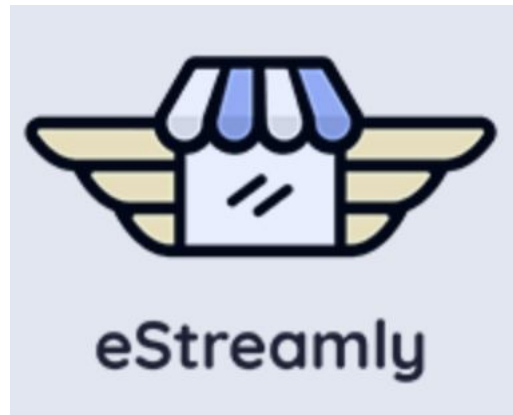


eStreamly



Livestreaming Success Checklist

About eStreamly



eStreamly is a live and video commerce platform.

We work with influencers or brand spokesperson to live demo/ sell products during livestream events, engage with users and make delightful moments.

We believe the power of live commerce empowers sellers and helps them build trust with their consumers in an innovative and social way. It makes selling online easy and inclusive.



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www.estreamly.com

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Introduction

A lot goes into creating a successful eCommerce live stream. It can feel daunting to ensure that you have everything in place to get started. To make certain that your broadcast receives as many views and sales as possible, it's crucial to do a quality check of your entire streaming set-up.

eStreamly made this ultimate live streaming checklist to help you look and sound your best. To avoid feeling overwhelmed with video quality, multiple streaming devices, and the details that go into live commerce, follow the following tips.



1. The Basics

There are a few very simple but key things you need to check before you go live:

1. **Have all of your devices fully charged.** When possible, keep devices connected to power during the stream.
 2. **Clean your camera lens** for clear video quality.
 3. **Turn on Do Not Disturb** on your phone and keep other devices silent/on mute so your stream has zero disruptions.
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2. Review the Camera Settings

Before you start your stream, make sure your camera is set up properly. Is it stable on a tripod (or whatever it's placing on)? Check that your camera has the right aspect ratio and whether your platform settings are horizontal or vertical. This is also the perfect chance to check if your resolution is in 720, 1080 HD, or 4K.

By ensuring your recording is stable, your viewers can see your product clearly without distraction, and you can go live with confidence!



3. Mic Check

Audio quality is equally as important as video quality. Do a microphone check to find out if you need to adjust the volume and clarity of your sound.

If you're using background music, check the volume to ensure it doesn't overpower your voice while you're speaking. Note: it's important to use a royalty-free audio track so you can post the recording on video platforms and turn it into short social media clips.





4. Get the Right Lighting

There are many ways to set up ideal lighting for your livestream. During the day, you can place your camera by a window and use natural sunlight. In this case, make sure nothing is going to block the light and that the sun doesn't set while your viewers are watching.

If you are not using natural light, you can use artificial lighting like ring lights. These will make your stream look professional and your viewers will be able to see you clearly. Adjust your lighting so it isn't over-exposing (or under-lighting) you or your products.

5. Set Up Your Background

Viewers pay attention to the background of videos. Your setup should be visually interesting, but not distracting from you or the product.

If something is misplaced in the background, there's a chance it will catch the audience's eye. By putting everything in its place, you upgrade your stream quality and keep the viewers interested in what you have to say!



6. Test Your WiFi

Livestreams need a strong internet connection to broadcast clearly without interruption. If the WiFi is weak, your stream may have blurry video and poor audio, which can lose viewers' interest. Consider restarting your internet router ten minutes before starting to refresh the connection.

The minimum upload speed needed for live-streaming is 2 Mbps for low HD resolution at 30 FPS. For high-resolution HD streams, you will need a minimum of 3-3.5 Mbps.





7. Know What to Say

Don't forget to make sure that you, the star of the show, are ready to go live! Prepare what you are going to say and how you are going to phrase it before you start. An enthusiastic and confident host keeps live commerce viewers interested and coming back.

eStreamly has a special feature that highlights talking points for each product as you showcase it in your event.

Start talking as soon as you start the live, even if there's a slight lag for the viewers. This makes sure that there's no dead air at the beginning, which is especially helpful for viewers watching the recording.

8. Optimize Your Platform

There are many social media and eCommerce sites to choose from when going live. Take the time to be familiar with the platform and all the features it has to offer. Ensure you can start, maintain, and end the stream with ease. Get to know the platform well to troubleshoot any minor issues that may come your way.

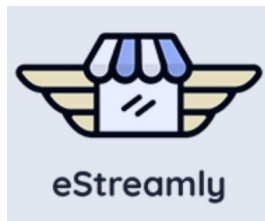
Here at eStreamly, we are happy to do a practice run-through with you to ensure you are comfortable and confident before you start your stream! We aim to help you gain more viewers, have an efficient livestream and merchant experience, and alleviate any stress you have with starting a stream.



We're Here to Help

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