



eStreamly



Marketing Best Practices for Livestream Events

About eStreamly



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.



[@eStreamly_](https://twitter.com/eStreamly_)



[@eStreamly](https://www.linkedin.com/company/eStreamly)

www.estreamly.com

Introduction

Livestreaming is more popular than ever for companies that want to get their name out there in this modern, fast-paced world. Livestreams can be a great way to drum up business and get customers engaged and excited about current offerings. Here are a few tips to help you host a virtual event like a pro.



Preparing for your Event



The key to making sure a business's livestream goes smoothly is preparation. There are plenty of ways to get ready and make sure their virtual event is successful. First and foremost, it's essential to decide how far in advance to start planning. Ideally, start promoting your event at least a month in advance to give ample time to get the word out.

Preparing a schedule for pre-launch tasks can help your business plan the best course of action. Between social media, email, press releases, and beyond, there are many marketing tactics to try. Proper scheduling is key to ensuring a livestream goes off without a hitch. Be sure to space out your promotions, weaving it in with your standard content to create buzz without overwhelming your audience.

Email Marketing

A highly effective form of eCommerce marketing is email newsletters. This is a great way to promote your event to an audience that is already familiar with you. You can invite previous customers to join your list. In your emails, include clear descriptions of everything your event has to offer. Provide a preview of what it will feature and how it benefits the customers who attend.

Emails can give customers a way to sign up for an event immediately and receive periodic reminders of the start date. Set it up to send a few hours and a few minutes before the end. Include a "call to action" that leads to a registration page. With eStreamly, the same link will bring you to the live stream once it begins.

After an event is finished, share the video recording for those who may have missed the live. You can also include information about the next broadcast you're planning.



Social Media

Social media is more relevant than ever, with users interacting with friends, family, and businesses across a wide variety of platforms. Posts can effectively promote your event to a new audience. Short videos on TikTok and Instagram can entice viewers with quick and snappy promotions, inviting them to join your livestreams. Try creating custom hashtags to add to your captions.

Posting eye-catching, informative visuals with bright, vibrant colors can entice users to check out your livestream. Make polls to give followers the feeling of influencing the event and insight into the behind the scenes preparation.



Press Releases and Ad Campaigns



Emails and social media are generally effective in reaching potential viewers and followers. But it's worth considering making press releases and ad campaigns to reach media outlets and influencers.

Press releases can go hand-in-hand with social media introducing an event and press releases to elaborate on the finer details. Promotional material should include a variety of calls to action about registering for the event.

Ad campaigns can provide another means of live event promotion on social media. [With a small investment, ads](#) can help increase visibility and attract new viewers. Aim to launch campaigns at least two weeks prior to the event date and use eye-catching graphics. If you're unsure about the ROI, start with small amounts (less than \$30) and see if the ad raises your conversion rate.

Engaging Viewers Before and After

Engaging viewers can be one of the most influential factors in the success of a virtual event. Letting your community be heard lends to better turnouts and higher interest. Like previously mentioned, polls on social media can be a great way to connect with followers. You can also entice viewers to attend livestreams by offering bonuses like giveaways, prizes, or special deals.

Even after your live shopping event ends, there are plenty of ways to keep customers engaged. Use your email lists and social media platforms to gauge customer feedback. Keep them updated on upcoming offers and events. Sharing the recording can encourage those viewers to attend next time.



Other Creative Marketing Ideas

Adding the event to your email signature and updating your social media photos can help to subtly promote it. Cross-promotion with complimentary brands and influencers in your niche can reach [a broader audience](#). Your website could create pop-ups or sliders that inform visitors about the event and encourage them to sign up. For maximum reach, guest on podcasts or write guest posts for similar websites with your backlink redirecting to your livestream registration page.





eStreamly and the Livestream Success Checklist

Livestreams can be difficult and harrowing to manage, with many moving parts and many different aspects to consider. [eStreamly](#) has everything you need to bring your business into the world of livestreaming. We work with influencers and spokespeople to help your business promote products through live shopping events.

To get started, check out our [Livestreaming Success Checklist](#). This eight-part checklist ensures your virtual event is successful, from setting up your stream to optimizing your platform. If you want to maximize your business and host a livestream like a pro, [try out eStreamly today](#).

We're Here to Help

Visit [eStreamly.com](https://estreamly.com) to
become a host today
and see how we can optimize your
live shopping experience.

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