

OUTLINE FOR LIVESTREAMING:

What is Livestreaming? - Technology Trend 2022 <H1>

- **What is livestreaming? Should I be using it as part of my digital marketing strategy? <H2>**
 - **We also recommend you have the following:<H3>**
 - A good internet connection
 - Camera
 - Microphone
 - Tripod
 - Good lighting
 - A script or plan
- **Free platforms you can use for Livestreaming <H2>**
 - **Facebook**
 - **YouTube**
 - **Vimeo**
 - **Tik-Tok**
 - **Twitch TV**
- **Retail and Livestreaming <H2>**
 - **Ideas to get people to show up to livestreaming events <H3>**
 - Schedule days and times that you regularly livestream
 - Send out notice to customers ahead of time through email campaigns and social media campaigns
 - Put livestreaming events on your company calendar
 - Create livestreaming events on LinkedIn, Facebook, and Community Calendars
- **Take aways from Livestreaming for 2022 and beyond <H2>**
 - **Contact us**
- **Additional Reading<H4>**

DRAFT BLOG FOR LIVE STREAMING:

What is Livestreaming? - Technology Trend 2022 <H1>

The USA has seen an uptick in what is called “livestreaming” as a response to retailers changing strategy during the COVID 19 pandemic. Understandably, livestreaming gained significant traction as in-person shopping was necessarily restricted. Now that consumers are adapting to this type of content, how can businesses best utilize it to convert sales?

What is livestreaming? Should I be using it as part of my digital marketing strategy? <H2>

Live streaming allows users to watch, create and share videos in real time. Think of it in terms of live broadcasts on TV or radio shows that are recorded in real time. To create a livestream you need the internet, a smart device, and a digital platform stream on.

We also recommend you have the following:<H3>

- A good internet connection
- Camera
- Microphone
- Tripod
- Good lighting
- A script or plan

Free platforms you can use for Livestreaming <H2>

Now that you have a plan, where do you choose to do a livestreaming event? Some of the current popular live streaming apps include [Facebook Live](#), [Instagram Live](#) stories, [YouTube](#), [Vimeo](#), [Twitch TV](#) and [Tik Tok](#). While these social media platforms are free, users typically need an account to access and use the livestream features.

Retail and Livestreaming <H2>

Retailers are scrambling to make livestreaming both accessible to consumers and profitable as a digital marketing strategy. Brands are using livestreaming to demonstrate products, talk about service and promote specials. The key is finding a way to target the audience, so they know to watch live.

Ideas to get people to show up to livestreaming events <H3>

- Schedule days and times that you regularly livestream
- Send out notice to customers ahead of time through email campaigns and social media campaigns
- Put livestreaming events on your company calendar
- Create livestreaming events on LinkedIn, Facebook, and Community Calendars

“What you’re starting to see more and more now, especially in the livestreaming space, is a proliferation of different executions of livestreaming.”-Gartner analyst Ant Duffin told Adweek

Take aways from Livestreaming for 2022 and beyond <H2>

To make livestreaming effective as part of your digital marketing strategy you need to have a solid plan, the right equipment, and a target audience. Not a single person wants to see you talk about yourself for 10 minutes while you wait to see if anyone joins you live. In addition, if you are showing them an up-close view of your nostrils, they will not stay “live” for long.

Do you need help understanding your livestreaming options? We are here for you, [contact us](#) to get started.

AFTER THE HEMMINGWAY APP EDITS & IMAGES:

What is Live Streaming?- Technology Trend 2022

The USA has seen an uptick in “live streaming” as a response to COVID 19. Businesses continue to change strategy during the pandemic to reach more customers. Understandably, live streaming gained significant traction as in-person shopping was restricted. Now that consumers are adapting to this type of content, how can businesses best use it to convert sales?

What is Live Streaming? Should I be using it as part of my digital marketing strategy?

Live streaming allows users to watch, create and share videos in real time. Think of it live broadcasts on TV or radio shows recorded in real time. To create a livestream you need the internet, a smart device, and a digital platform stream on.

We Also Recommend You Have the Following:

- A good internet connection
- Camera
- Microphone
- Tripod
- Good lighting
- A script or plan

Free Platforms You Can Use for Live Streaming

Now that you have a plan, where do you choose to do a livestreaming event? Some of the popular live streaming platforms include Facebook Live, Instagram Live, YouTube, Vimeo, Twitch TV and Tik Tok. While these social media platforms are free, users need an account to access them. Only with an account can a business then create the livestream features.

Retail and Live Streaming

Retailers are scrambling to make livestreaming both accessible to consumers and profitable. Brands are using livestreaming to demonstrate products, talk about service and promote specials. The key is finding a way to target the audience, so they know to watch live.

Ideas to get people to show up to Live Streaming Events

- Schedule days and times to live stream regularly
- Send out notice to customers ahead of time
- Put live streaming events on your company calendar
- Create live streaming events on LinkedIn, Facebook, and Community Calendars

“What you’re starting to see more and more now, especially in the livestreaming space, is a proliferation of different executions of livestreaming.”

-Gartner analyst Ant Duffin told Adweek

Takeaways from Live Streaming for 2022

To make live streaming effective you need to have a solid plan. You also need the right equipment. Finally, you need to know your target audience. Not a single person wants to see you talk about yourself for 10 minutes while you wait to see if anyone joins your live. Besides, if you are showing them an up-close view of your nostrils, they will not stay “live” for long.

Do you need help understanding your livestreaming options? We are here for you, [contact us](#) to get started.

Additional Reading: