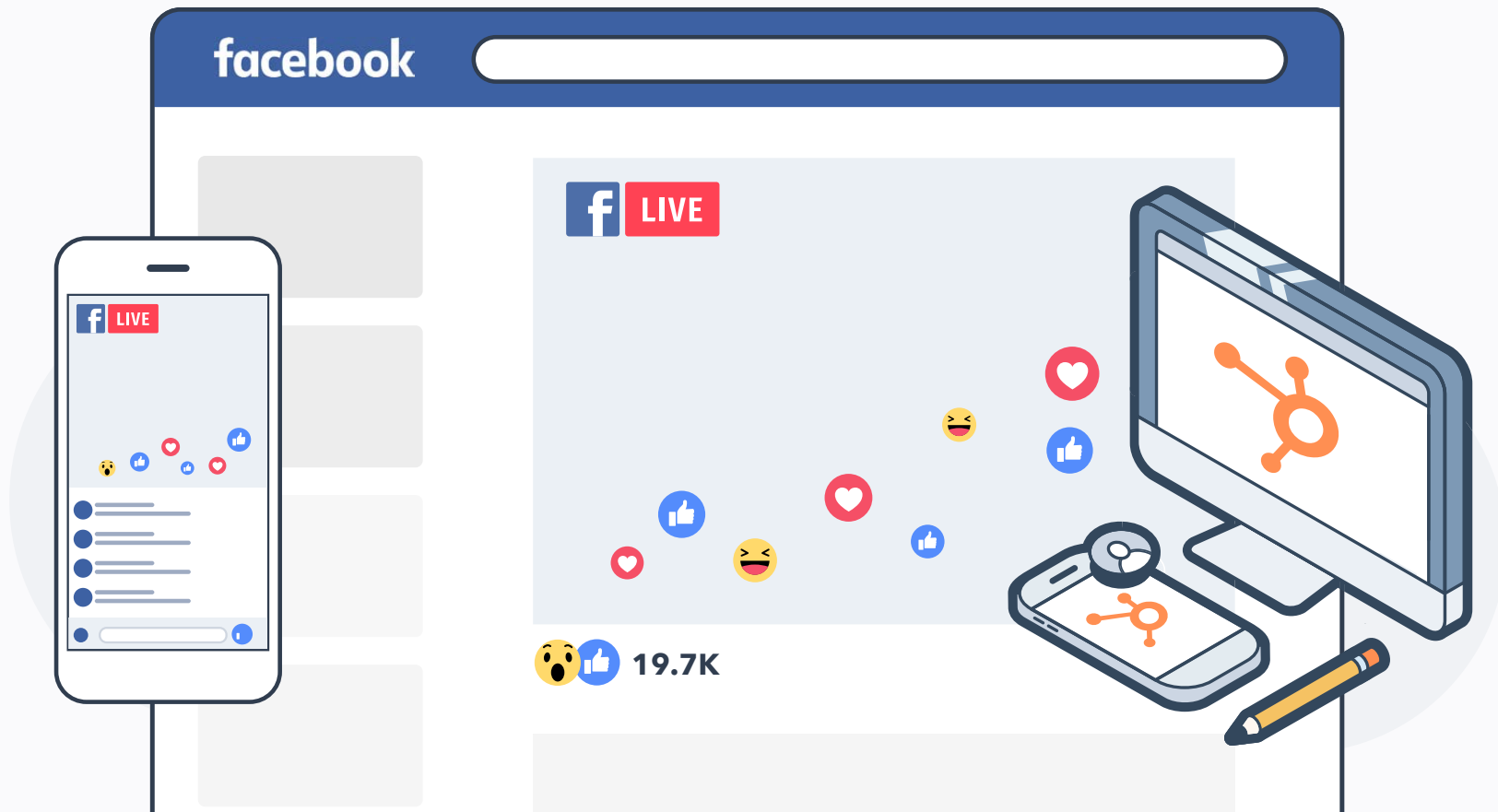
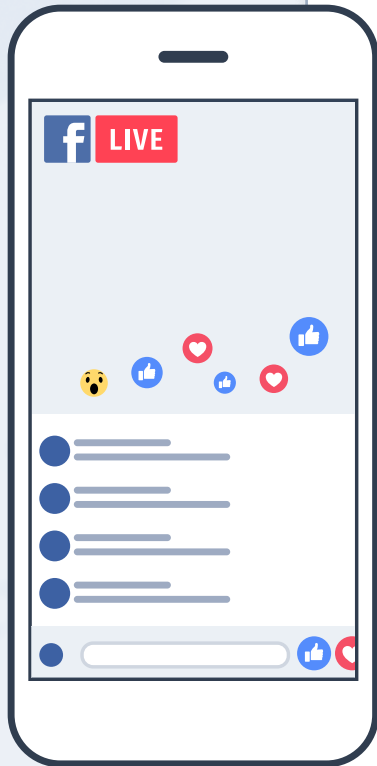




# The Marketer's Guide to Facebook Live



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# Introduction

In the age of digital marketing and the ever-growing options of video platforms and apps, it can feel like wading through a crowd just deciding which video streaming service to use. Facebook launched Facebook Live in 2016 and subsequently reinvented the function of live video streaming by kicking off the live video streaming trend we now have across platforms.

It's no surprise that Facebook Live has amassed such popularity, especially among marketing teams. In 2019 the Facebook Live video view count **passed 2 billion viewers** and the daily watch time for Facebook Live broadcasts quadrupled. With so much hype behind it and a legion of existing users, how do you tap into the Facebook Live market? All you need to get yourself started is an understanding of the platform and its capabilities.



# What is Facebook Live?

**Facebook Live** is a feature of the Facebook social network that uses the camera on a computer or mobile device to broadcast real-time video to Facebook. Live broadcasters can decide who on Facebook can see their video and use this content to engage their audience during the moments and events that are important to them.

If your company already has an active business page on Facebook then all you need is your phone, laptop, or desktop computer and a winning smile to run a successful Facebook Live video.

If your business is hesitant to utilize Facebook company and business pages, it might be time to try it out. According to the **State of Social** survey, 91% of businesses are using Facebook Live, and **81% agree** that Facebook is the most popular channel for businesses to share video content.

Live video content stirs up conversation and **gets Facebook users engaged** – live videos have six times more interactions, ten times more comments, and have triple the watch time of traditional videos.

Now that you're sold on the power of Facebook Live streaming, it's time to craft your approach to make the most out of going live.



# When to Go Live

Before diving head first into your Facebook Live video, there are some things you need to consider. Mainly, what is the purpose of your Live?

Each video should have its own distinct purpose and function that contributes directly to achieving one of your overarching marketing goals. What do you plan to accomplish by going Live? Awareness? Clicks to your website? A specific action like a donation or registering for an event?

Now that you know why you are going Live on Facebook, it is time to try out different content formats to see which resonates with your audience. Try out one, two, or all six of these Facebook Live formats until you find the one that will help you meet your goal.

## 1. Conference or Event

When we are unable to attend events in person, the first place we go is to social media to follow along as best as we can. And the only thing comparable to attending events in person is attending them via a Live stream.

In 2019, the [National Book Foundation](#) held their annual awards ceremony as per usual. This invitation-only event that generated much national interest was streamed on Facebook Live from the ceremony in New York City to interested viewers around the world.

If you have a company event, prominent speaker, panel discussion, open meeting, or any kind of event where you'd like to multiply your reach beyond the folks who are attending, video is always a good idea – and live streaming helps viewers feel like they're a part of the event, even from behind their computer or phone screen.

[Click here to watch the Live →](#)



## 2. Featured Stories or Series

Featured Stories are themed video series that are posted on a set date and time, usually weekly. For example, CNN and Anderson Cooper have found much success in this format by streaming the series **Anderson Cooper: Full Circle** every week.

In this format, Cooper is able to deliver the news quickly and in a wildly attainable, modern manner. The episodes of his show are all less than ten minutes and can be accessed from any livestream-friendly mobile device, as well as on desktops.

[Click here to watch one of the Live videos](#) →

Unlike a newscast, Cooper allows audience members to comment with questions for the people who are on the show. He also occasionally invites them to ask him questions about his journalistic experiences or asks the audience what trending topics they want to learn more about in the stream.

When new fans “like” this page, they’ll get a notification every time they go live. The page also offers a Spotlight section for videos you’d like to highlight to your viewers.

### 3. Behind the Scenes

**Dunkin' Donuts** was one of the first brands to jump on Facebook Live, and they did so with an exclusive, behind-the-scenes look into their kitchen.

Since then, they've continued to post tons of video content, including lots of behind-the-scenes live videos, like this "store of the future" reveal with some Boston flair.

[Click here to watch the Live →](#)



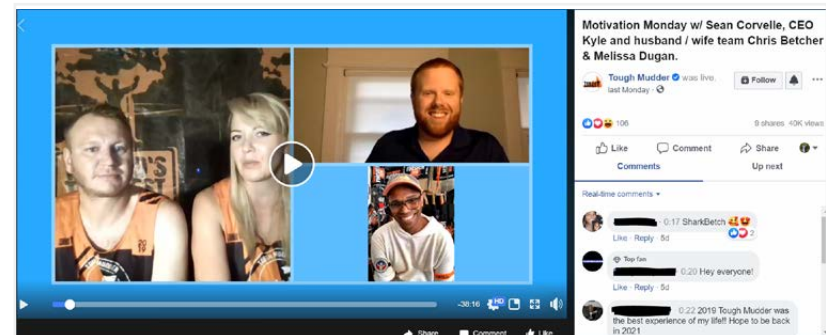
You could imitate this behind-the-scenes format by giving viewers a sneak peek at new products, a recently renovated office, or preparations for an upcoming event.

### 4. Q&As or Interviews

Live videos are a perfect platform for Q&As. You can see the questions as they come in when people comment, and presenters can even call out specific people as they join the video chat for an engaging, personal touch.

One brand that has taken full advantage of Facebook Live as a platform for interviews is Tough Mudder. CEO Will Dean hosts a weekly series, Motivation Monday with a renowned Tough Mudder "motivator", Sean Corvelle, where they interview participants, like this video with a husband/wife team.

[Click here to watch the Live →](#)

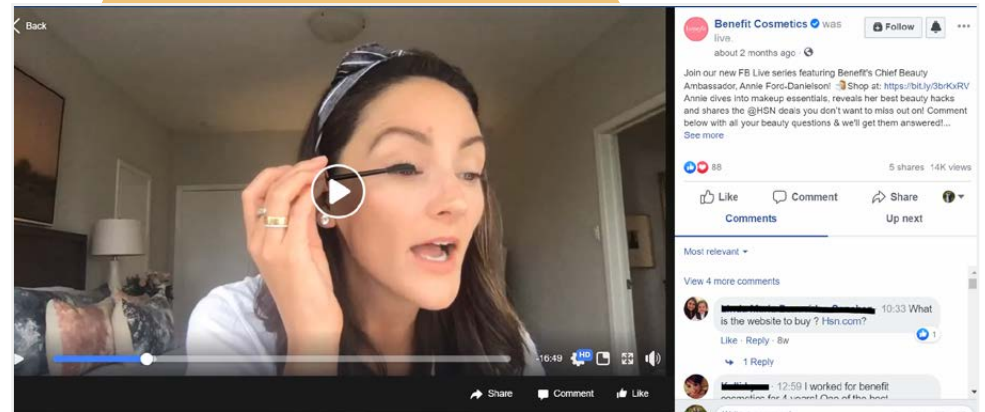


Episodes of Motivation Monday are conversational, like a podcast. The Tough Mudder brand lends itself nicely to a community-focused live Q&A show that helps to motivate and connect members of their group.

## 5. Product Tutorials

Makeup tutorials are one of the most popular formats of video online, just ask **Benefit Cosmetics**.

This cosmetics company caters to their audience on Facebook Live. By providing audience members with a live demo of the product, a modern twist on the direct-to-consumer model featured on channels like the Home Shopping Network or QVC, viewers can buy the items being sampled right from the link on the post.



[Click here to watch the Live →](#)

## 6. Podcasts

One of the most effective ways we've seen people leveraging the power of Live videos is to combine it with podcasting.

Popular clothing brand, Chubbies, has an audience that loves to participate and ask questions during their podcast. One of their recent episodes had hundreds of comments, with Facebook Live allowing the hosts to interact with listeners during the episode and after and incorporate visuals with their podcast.

Chubbies even used this opportunity to give their Facebook Live audience a special promotion after the episode.



[Click here to watch the Live →](#)



# Setting Up for Your Facebook Live

Now that you're armed with compelling reasons to create a Facebook Live video and a plan of action, what do you need to actually create one? Remember, the types of videos you create will have a lot to do with the goals you set. You may not want your video to be super polished if you're trying to give everyone a taste of what it's like to be in the crowd at a concert or event.



## Setting Goals

The first question you should answer before you start creating Facebook Live videos is: "Why are we creating Facebook Live videos?" Video is a great medium for reaching audiences and engaging with them about the things they care about, and live video is even more attention-grabbing – especially on a platform like Facebook.

Before diving head first into your next Facebook Live video, take a moment to carefully evaluate your reasons for using video and specifically Live video to make sure it aligns with your overall goals.

### The types of goals you could set include:

- Video views
- Engagement, i.e., reactions or comments on the video
- Clickthroughs on your call-to-action (which you can append to a live video when it's done)
- Actions taken based on your video and the call-to-action

When creating your overall social media marketing strategy, tie these goals in. If you're directing followers to a landing page urging them to donate to a specific cause, measure the impact of a Facebook Live video in driving page views and donations. You could also drive people to sign up for your newsletter, register for a webinar, or download a template.

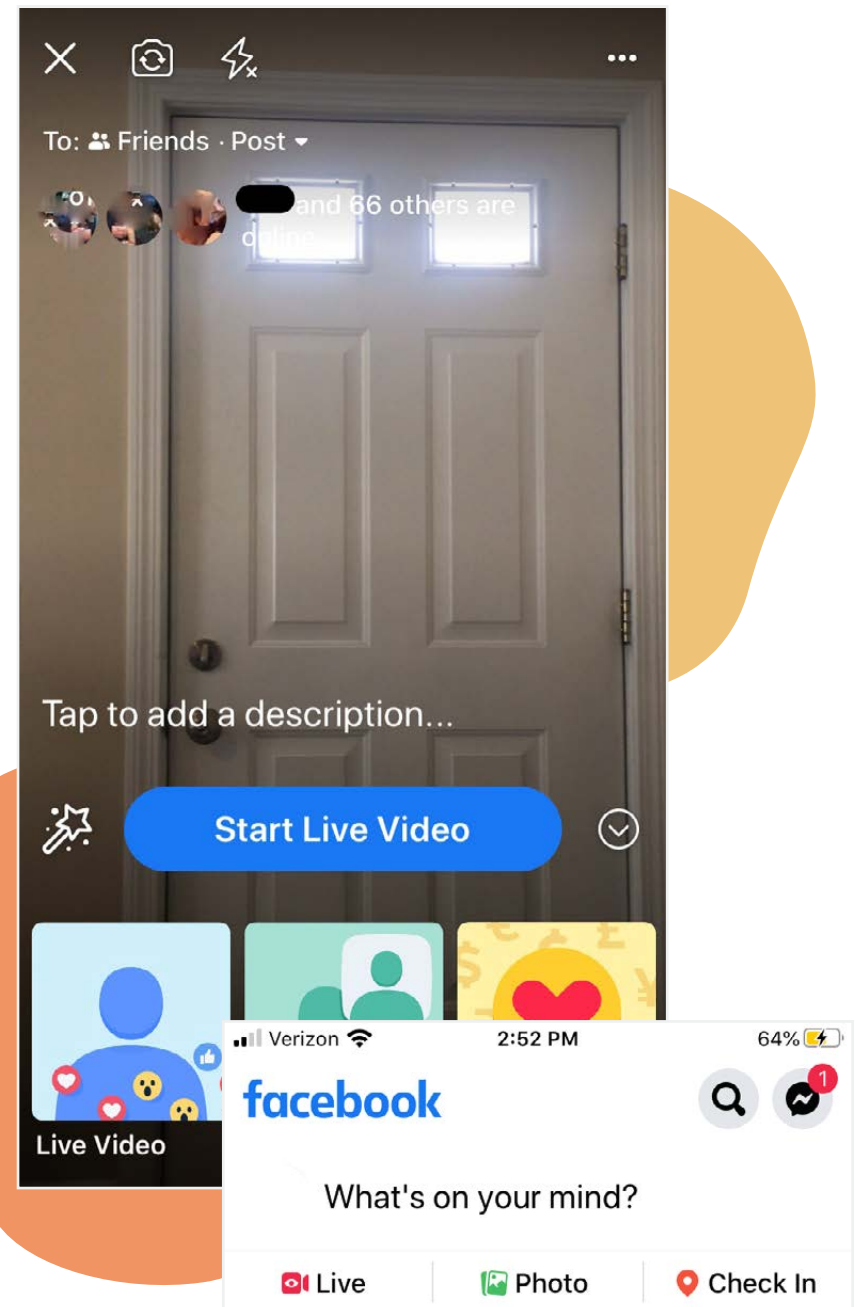
## Getting the Right Equipment

Depending on your event, your required Facebook Live equipment could range from one single iPhone to a professional camera crew and sound stage.

### The simple list of equipment you will need to do any Facebook Live is:

- A personal Facebook account or a business page.
- A smartphone, laptop, or other recording device with access to the Facebook app, the Facebook Pages Manager app, or a live encoder.
- A strong internet connection.

**Remember:** you don't necessarily need to plan ahead in order to have a successful live video. If your social media manager is a whiz with their phone and able to capture moments on the fly, make sure they have guidelines and a general idea of good lighting and ways to minimize background noise and distraction. Sometimes the most powerful videos are unplanned and are captured simply because someone hit "Live" from the homepage of their Facebook app at the right time.



On the other hand, if you plan on releasing highly-produced Facebook Lives you will find yourself needing more equipment and support.

### **This extra equipment and support may include:**

- A lapel or handheld microphone that is compatible with your smartphone: external microphones greatly improve the audio quality of live broadcasts.
- A wide angle or other specialty lens to improve the visual quality of your stream.
- Invest in a video crew to create pre-recorded installments of your Live show for optimum accessibility.
- Adding captions to your videos makes them accessible to all members of your audience. Check out [Facebook's advice on adding CEA-608 standard closed captions to your Live videos](#).

## **Choose your Participants**

When making the decisions for who runs your Facebook Live, you will need to choose who is behind and who is in front of the camera. Those who are behind the camera should have expansive knowledge of the technology they will be using, as well as experience producing Live video streams.

Additionally, your behind-the-camera team will be responsible for monitoring the comments that roll in as you are broadcasting. When you're the one holding the camera for a Facebook Live video, it's really hard to see the comments popping up on the mobile screen.

### **As for choosing your front of camera talent, find a host for your Facebook Live who:**

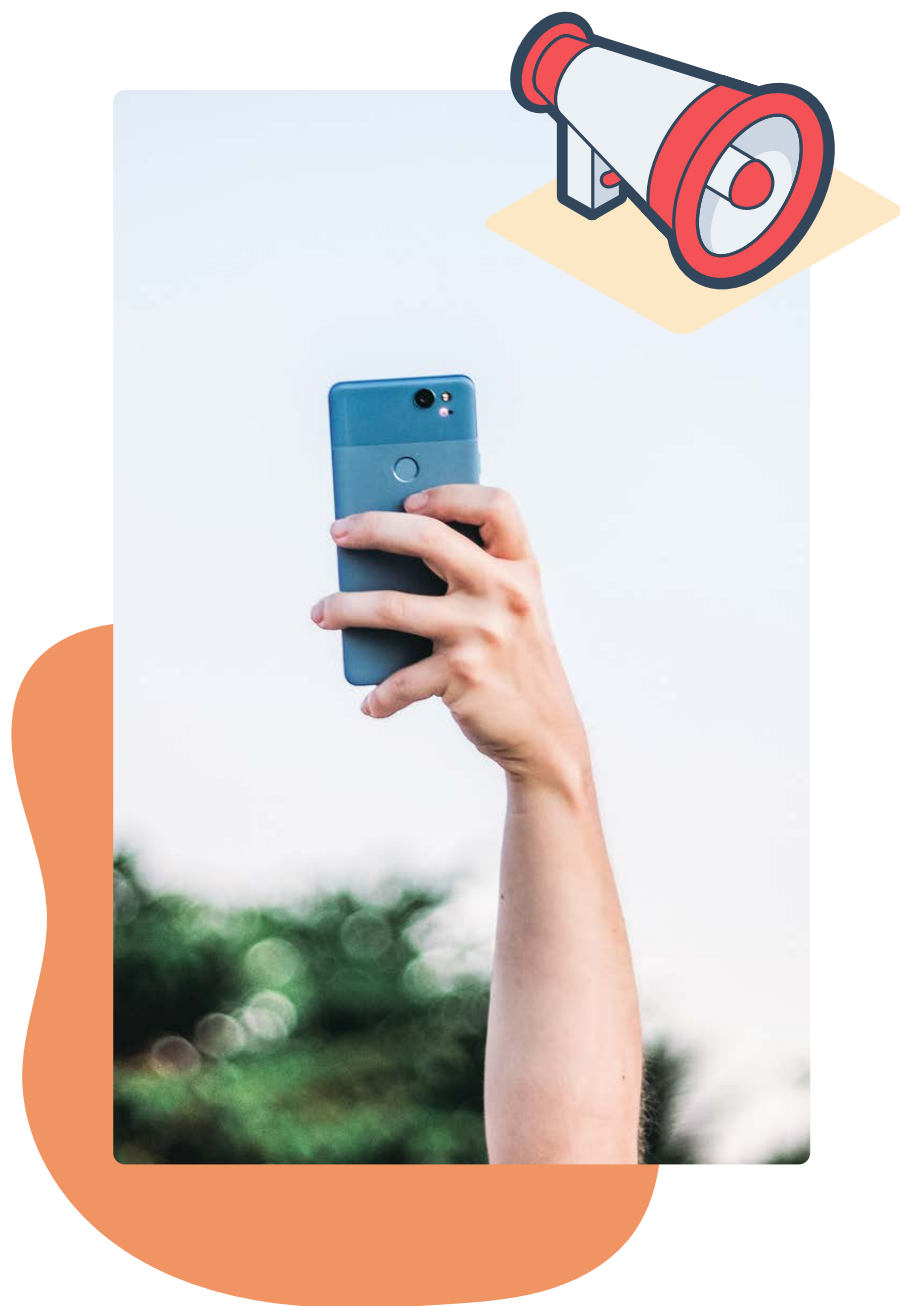
- Is familiar with your brand and the goal of your Live stream.
- Is comfortable and natural in front of a camera, as opposed to being too stiff or visibly nervous.
- Has good rapport with guests and viewers, this rapport will keep viewers returning every week.
- Is able to hit that sweet spot in between professional and personable, in order to deliver the necessary information while also answering viewer submitted questions.
- Can think on their feet and react to comments and questions without prior planning.

## Promote the Event

Just like any scheduled event, you should promote your Live video before it happens. You should use all your usual communication channels, including Facebook itself. When you're promoting in another channel, use a link to your Facebook page to tell people where they can find your video – and don't forget to include a date and time!

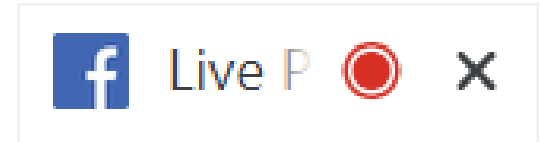
If there will be a Q&A segment of your Live, source questions from potential viewers in the week leading up to the event. Additionally, post daily reminders of the date, time, and subject of your Live stream to continuously stoke their interest. Send out email reminders to those on your mailing list who you feel should attend the event. If you are promoting a conference or exclusive product launch, have the viewers RSVP by incentivising them to attend with a special offer for the first 50 viewers to log in to the Live event.

On the "Stream setup" tab within Facebook Live Producer, Facebook's desktop Live app, you can choose to create a Live tab on your Facebook Page. This will allow users to easily find new Live videos on your homepage.



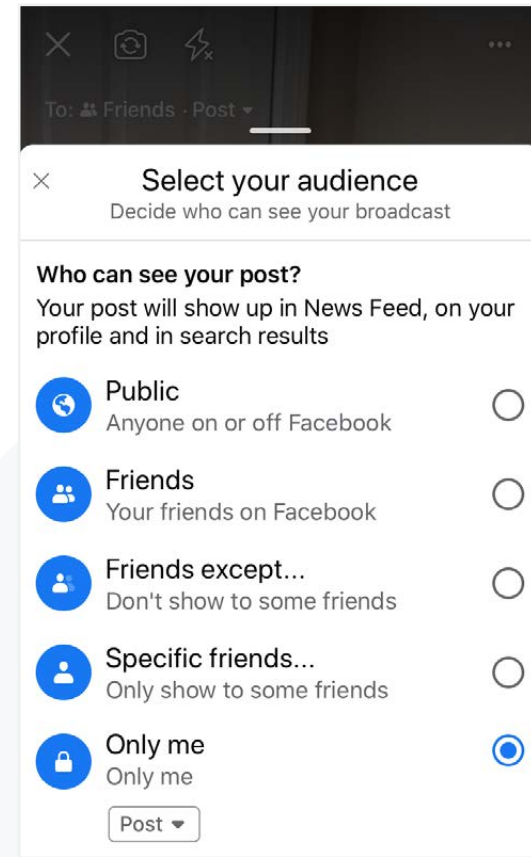
## Trial Run

Before streaming your first Facebook Live, run a trial to test the audio, visual, and quality of your stream. This trial run is also a great opportunity to test out how your on-screen talent handles the spotlight! Sometimes folks truly don't know how they'll react until that red light or metaphorical "On Air" sign lights up, indicating it's showtime.



On your Facebook business page you can set the privacy settings to "only me" before you broadcast. Open up the Facebook app, click the "Go Live" button and set the privacy settings to "only me." No one will be notified of your broadcast or be able to watch it, but you will be able to watch a replay on your profile after the stream ends.

For those using Facebook Live Producer, select "Publish as a test broadcast" on the bottom left. This will only be visible to admins or editors of your Page and give you an opportunity to see how it looks when published, and give you a chance to edit your visuals and sound after you see the final product.



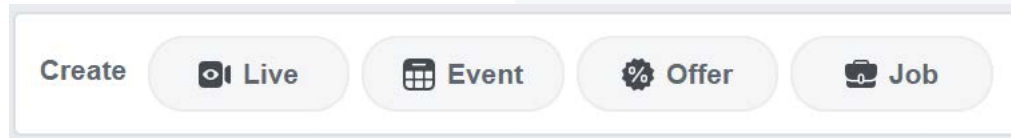
# Hosting the Event

Like producing any Live event, there is a step-by-step process to executing a successful Facebook Live without a hitch.

## STEP ONE

### Update Your Status

You can [broadcast Facebook Live](#) videos from a personal account or profile, company or brand Page, group, or event page right from Facebook.com or the Facebook app. Go to the Page, profile, or group you'd like to post from. Click "Live" at the bottom of the post composer or right from the page home screen.



If this is your first live video, Pages will request access to your camera and microphone. Click "OK" for both.

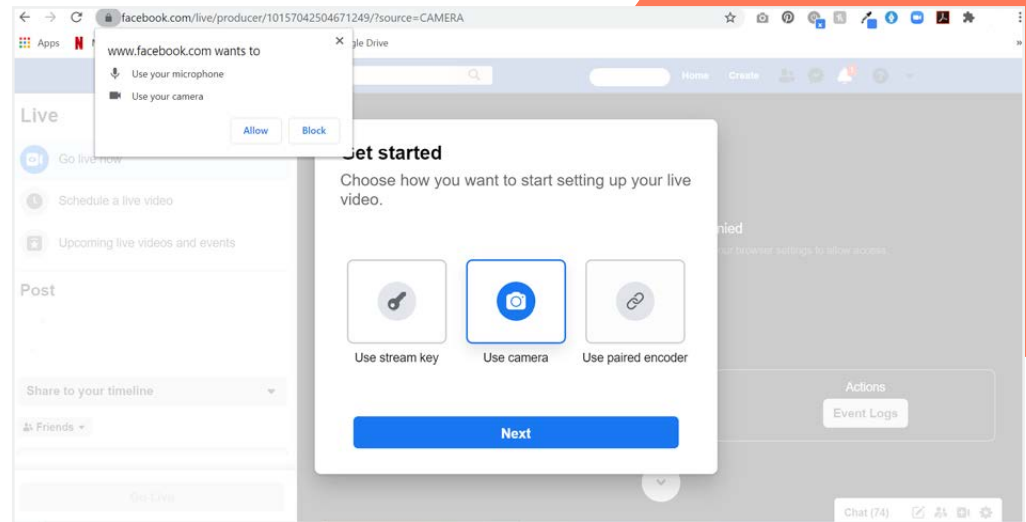
If you're going Live from Facebook.com, you'll automatically be brought to the new Facebook Live Producer, which allows you to use streaming software, incorporate graphics, and produce high-quality live video content.

## STEP TWO

### Choose Who Sees Your Video

If you're using a personal profile to live stream, you can select a pre-built audience like "Friends" or "Public," or you can use a custom list of specific followers. You'll see the option to build a custom list if you click "More".

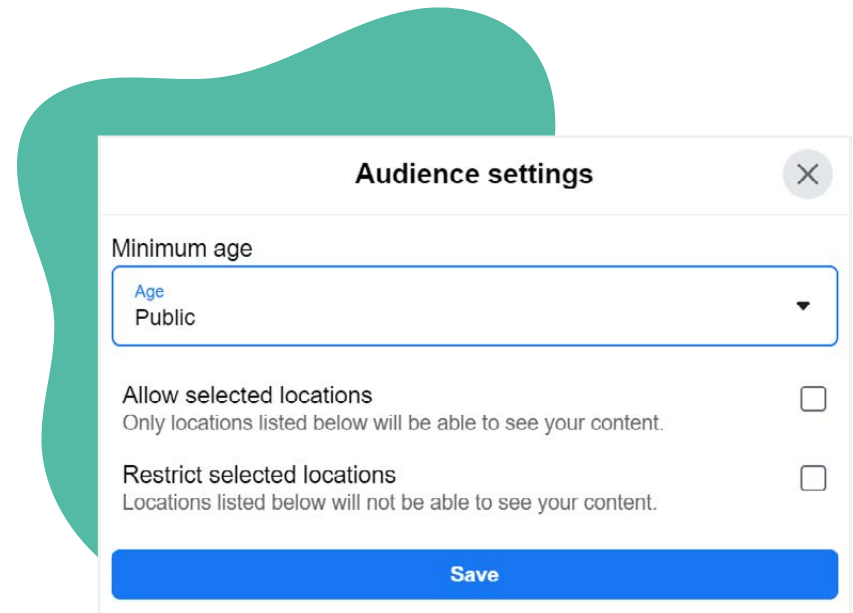
If you're the Facebook Live Producer for a Page you manage, you can customize the ages and locations within the group of everyone who is following your business page.



## STEP THREE

### Write Your Description

The description is the only thing your followers will see telling them what your video is, so it should be catchy, clear, and interesting. You'll be able to update this description after you've completed your Live broadcast and before sharing, but during your broadcast, you're stuck with the one you set prior to streaming.



## STEP FOUR

### Customize Your Live Stream

You'll have a few decisions to make before you go Live. Facebook has custom selections that enable some built-in monitoring of your audience during the live stream.

#### Settings

**Stream** ^

**End live video if stream stops**   
Not recommended for live videos with poor Internet connection. You will not be able to reconnect an encoder during your live video. If a backup stream is enabled, you cannot use this function.

**Embed live video**   
Insert your live video on any website outside of Facebook.  
Change audience to Public to enable this feature.

**Unpublish after live video ends**   
Unpublished posts are not visible to the public. Page admins can still see the unpublished post and their insights.

**Viewing** ^

**Allow viewers to rewind**   
Live videos longer than 8 hours can't be rewound.

#### Settings

**Stream** v

**Viewing** v

**Comments** ^

**Follower**   
Only your followers will be able to leave comments.

**Slow**   
Commenters will only be able to comment every 10 seconds.

**Discussion**   
Only comments over 100 characters will be shown.

**Restricted**   
Commenters must have accounts that are at least two weeks old.

**Protected**   
Commenters must have followed you for at least 15 minutes.

These extra choices and customizations from Facebook allow you to create protections and balances to avoid comments and activity that may not be beneficial to your audience.





## STEP FIVE

### Go Live!

Hooray! Once you've entered a bit of compelling copy, click the blue "Go Live." A 3-second countdown timer will begin before you are actually live streaming. Live videos can be streamed for anywhere from a few seconds up to 90 minutes. Facebook **recommends** you broadcast for at least 10 minutes. And once you're live, you can choose to use a filter or even draw on the video for a more interactive experience.

#### During the broadcast, you can also do the following on Facebook Live Producer to keep people engaged and have their voices be heard:

- Create a poll
- Ask questions
- Provide a feature link
- **Bring a guest into the broadcast** using Be.Live, Stage Ten, easylive.io, Zoom, or BlueJeans



This is a great way to engage with your audience and encourage thoughtful participation throughout the Live.

## STEP SIX

### Ending Your Broadcast

Once you have covered all of the planned content and answered a few questions from the comment box, be sure to thank your viewers for tuning in and let them know the next time they can catch you going Live. Then, when you're finished with your broadcast, just hit "Finish." Facebook will automatically prepare your video for posting. You'll get a screen with a few options. You can post it to your wall, delete it, upload it in HD, or download it.

After you've completed the broadcast, you can trim the beginning or end of your video and create clips from previously live videos. These clips can be a great content piece for other social platforms and a simple way to promote your live video once you're done recording.

# How to Be the Host With the Most

To get the absolute most out of your Facebook Live broadcast, you should be capitalizing on every moment of the Live to retain viewers and turn them into customers. To be the host with the most (viewers!) here are our Facebook Live Tips:

## Consistency is Key

If you are creating a regularly occurring Live event, film and post it at a consistent time of the day and day of the week so your viewers know when to tune in.

## Keep an Eye on Your Audience

With Facebook Live videos, audience members can join at any time. Make sure to keep an eye on new viewers so you can welcome them to the Live (use personal identifiers like names or locations) and periodically recap what they are watching and what's happened so far.

## The Early Bird Gets the Viewers

If you are utilizing Facebook Live to broadcast a special event, conference, or interview be sure to start your live broadcast before the main event starts to allow time for your audience to gather. Include a placeholder screen with links to your social media channels before you go Live so any newbies to your company or brand can follow you and see future posts.

## Embrace Your Mistakes

Mistakes are sure to happen during any Live event. When mistakes happen, as they are destined to, embrace them! Just roll with the moment and stay engaged, and know that your audience understands that you're Live and nobody's perfect.

Mistakes are what make us human, and that is part of the appeal of watching a Live event, after all.

Source: The Game of Nerds

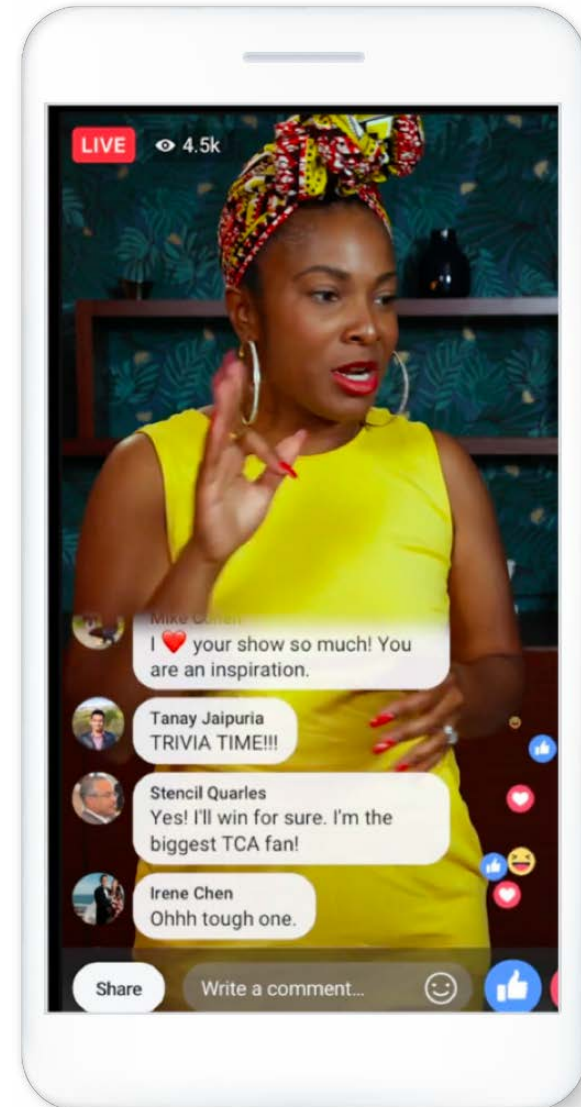


## Check The Comments

Pay attention to the Live comments that will be rolling in as your stream to see if there are any questions that should be answered or feedback that should be noted. If there is a problem with your audio or lighting that you don't notice but is affecting the feed, chances are an audience member will pop into your comment box to let you know.

## Know When To Hold 'Em And When To Fold 'Em

The **highest performing Facebook Live videos** are between 15 and 20 minutes long. There's a bit of trial and error when it comes to anticipating how long your audience will want to ask questions and stick around, but don't get caught in the trap of idly sitting behind your screen waiting for comments and questions to come in. The beauty of Live videos on Facebook is that even after the stream has ended, you can still engage with audience members and answer more questions via comments. Once you've answered a good amount of live questions, make sure to end with a call-to-action. Make it clear and end with a familiar sign-off so your viewers can get used to what to expect at the end of your videos.



Source: [Facebook](#)

# After You Go Live

Congratulations! You've just completed a successful Facebook Live. Now, the second half of the work starts. It is time for another big promo push. As soon as you hit the button to stop broadcasting Live, you'll be able to optimize your video for posting in a ton of ways.

From your [Business Manager page](#), go to your Page and find the Live video you recently uploaded on your Timeline. Click the drop-down arrow on the top right side of the post and "Edit Post." You can also find all your Facebook Live videos by visiting your Page in the Business Manager, then clicking "Video" in the left sidebar. Navigate to the video you want to edit, click the title, and when the post pops up, click on the date of the posting. This will take you to the post in your Timeline, where you can click the drop-down arrow. Select "More Options" and "Edit Post."

**From the edit screen, you have some options for optimizing your video. Be sure to:**

## **Edit Your Title and Description**

Here's your chance to edit your title and description. This is helpful especially if you do research and discover you want different keywords in the title, or if your video ends up being a little different than what you originally planned.

## **Make it Searchable**

You can add tags to help people find your video if they're searching on Facebook. You can also add captions in the form of a SRT file or use Facebook's embedded tool to auto-generate captions. Captions increase video engagement and are as simple as the click of a button.

## **Upload a Thumbnail**

You have the option to upload up to 10 thumbnails to go with your video. This is crucial for making sure your video is shared with a relevant image—you don't want a blank wall or an irrelevant still frame to be the main visual in peoples' Newsfeeds.

## **Share Your Video**

Your video will post directly to your business page timeline when you upload it. It will look just like any other video you post, except that you'll see a small "recorded live" tag at the top. People can watch it, read the comments, and react to the video long after the fact.

You can also share the URL of your Facebook Live video on other social networks, through email, and additional channels. To find the URL of your video, click on the title of the video, then right click over the video, and select "Show Video URL."

### **To capitalize on the momentum of your Facebook Live video:**

#### **Repackage and Release Short Clips**

You can download your Live video file and create lots of smaller pieces of content out of it. If you live streamed an entire event, try creating small clips to use in various social media posts or blog posts in the future. If your video is longer than 10 minutes, you likely have at least a couple of smaller segments you can turn into clips and repackage with other types of content.

#### **Distribute it on Other Channels**

Your video itself can be a story. You can cover it on your blog or other marketing channels and talk about the process of the video coming together, analyze comments or reactions, or do a follow-up piece based on questions you didn't get to during the live broadcast – there's plenty of opportunity if you adopt the mindset that your Live video was just one piece of the puzzle.

#### **Pin it to the Top of your Page**

If you've advertised the date and time for the Live video on social networks, make it easy for folks to find it when they get to your page. Go to the post of your Live video, click the three dots in the upper right hand corner, and click "Pin to top of page." Every time you pin a post or video, it replaces the last one.

### **What Worked? What Didn't?**

Now that you have finished your Facebook Live, it is time for some reflection. What went really well during your Live? Jot down the highlights and find out why they worked so well, did your Facebook Live promotion campaign exceed expectations and translate into far more viewers than expected?

What didn't go as well as planned? Were there moments of low energy during the Live stream that could use investigating to prevent this from happening in the future? Or maybe your audience number is not matching the number of customers who bought the product you were advertising. How can you monetize those viewers in the future?

## Analyze Your Metrics

Don't forget those important goals you set and the benchmarks you looked at when planning your Facebook Live push.

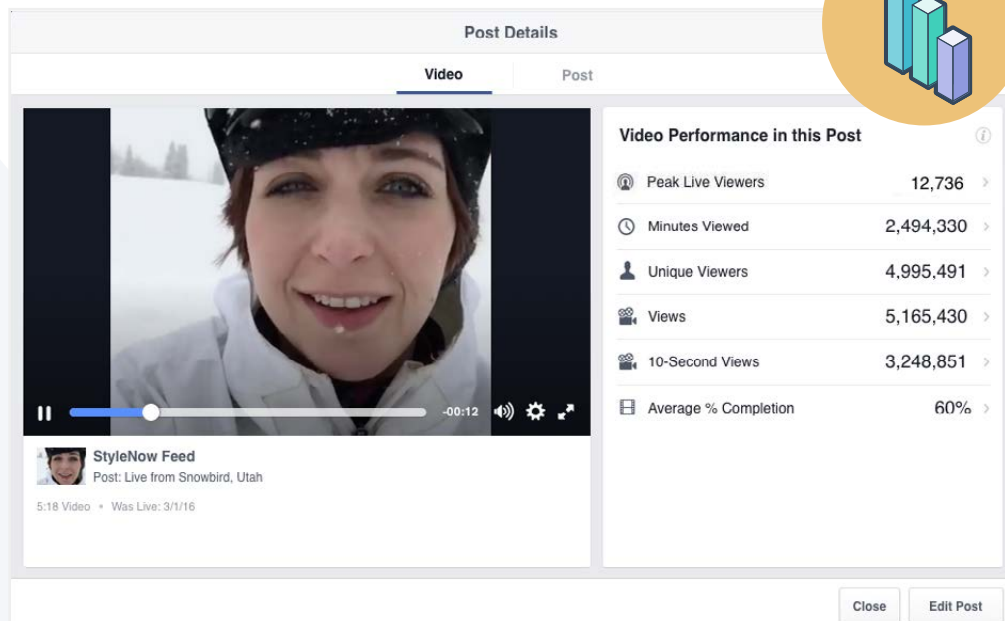
Go to the Insights tab of your Business Manager page and click "Video" on the left sidebar. Then scroll to find the specific video. The performance analytics available for Facebook Live videos are similar to those of normal videos on Facebook, with some neat additions.

### For Pre-recorded Videos

Facebook lets you analyze minutes viewed, unique viewers, video views, 10-second views, average % completion, and a breakdown of reactions, comments, and shares.

### For Facebook Live Videos

Facebook lets you analyze all the metrics listed above, plus peak live viewers, total views, average watch time, people reached, and the demographics of who watched your video.



Source: Facebook

In addition to all of these static numbers, you can click into each metric to see how it changed over time when the video was live. For example, if you click into "Peak Live Viewers," you'll see an interactive graph of video viewers over time. Additionally, you can even see who your typical viewer was during your broadcast, based on their Facebook profile information.

# Conclusion

Right now and for the foreseeable future, visuals will rule the world of digital marketing. Whether it's images, video, live video, augmented reality, virtual reality, or whatever's coming next, marketers everywhere are already diving in to figure out how these technologies can help them create more genuine connections between their audiences and their brands. If you haven't yet, it is time for you to embrace the Live and broadcasted future of digital marketing.

If you're on the fence about getting started with Facebook Live, or if you've just started to integrate it into your marketing tactics, take this as your sign to start now!



## Before You Go Live

Choose which format of a Facebook Live broadcast you will be using

Decide on a time and day that you can produce installments each week

Determine your behind the camera and on-camera talent.

Set goals for your Facebook Live and marketing team, what do you hope to accomplish?

Obtain all of the necessary audio, visual, and quality-ensuring equipment.

Run promotional campaigns for your Facebook Live event.

Do a trial run to make sure you can go Live without a hitch.

## During Your Facebook Live

Remember to engage with your audience verbally throughout the stream.

Be professional and personable to keep your viewers engaged.

Make your broadcast visually engaging as well as informational.

Remind your viewers that you're human by embracing your mistakes.

Check comments regularly and shout out individuals by name or location.

Thank your audience for their time and attention.

Direct your viewers to continued action.

## After You Are Live

Make your video easy to find by potential viewers.

Share your video across all social media platforms.

Continue engaging with your video like you would any other form of content.

Re-package and re-release clips from your video.

Examine what worked and what didn't during your Live.

Analyze your metrics.



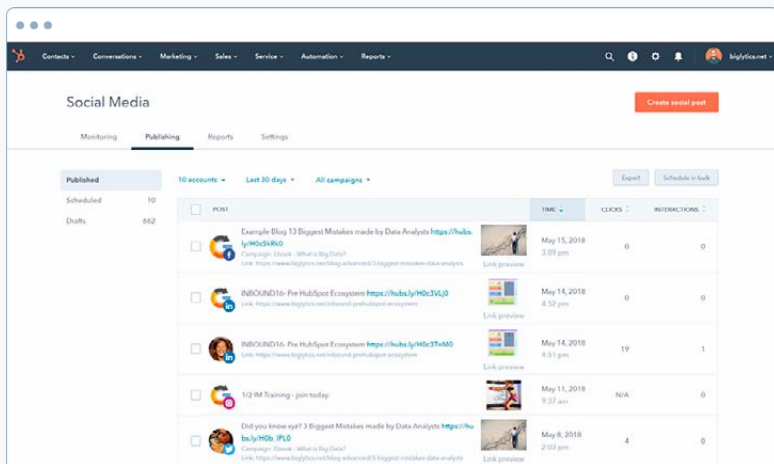




# HubSpot Social Media Management Software

HubSpot's Social Media Tools give social media managers their time back. By monitoring all of your social channels and mentions from one place and posting to all channels at once, you can focus more on having meaningful conversations with your audience than trying to juggle multiple social platforms.

Request a demo



# HubSpot Academy's Facebook Marketing Course

This HubSpot Academy course dives into the best practices for both paid and organic marketing on Facebook. Over the course of four free lessons and 16 videos, you'll learn how to grow your organic Facebook audience, get comfortable with Facebook Ads, and create a customized Facebook marketing strategy.

Sign up for free

