



Periscope

Marketing for Success



Table of Contents

Foreword

Chapter 1: An Introduction to Periscope and Live Video Streaming

- An Introduction to the Concept of Live Streaming
- How People Are Using Periscope
- The Future of Live Video Streaming
- Some Stats to Get You Excited

Chapter 2: The Marketing Potential for Streaming

- More Possibilities

Chapter 3: Periscope – In and Out

- Why Periscope?
- Getting Started With Periscope

Chapter 4: Your ‘Value-Delivering’ Marketing Strategy

- Periscope Marketing for Internet Marketers
- Periscope Marketing for Businesses

Chapter 5: How to Captivate Your Audience by Creating Awesome Videos for Periscope?

- Tips for Live Streaming
- Types of Video That Work Very Well for Live Streaming
- Your Presentation

- Improving Your Production Values

Chapter 6: Top Tips for Boosting Your Viewers and Engagement

Chapter 7: The Other Platforms

- Meerkat
- Blab

Conclusion

Introduction

Live video streaming just might be the next ‘big thing’ in the world of digital marketing. And as every digital marketer should know, keeping up to date with the latest developments is *key* if you want to stay ahead of the competition.

What’s more, is that live video streaming could end up being something that changes the whole *world*. In the same kind of way that cloud computing could potentially change the way all of our technology works and the way we do *everything*, live video streaming has potential to impact on every major aspect of our lives.

This is an incredible opportunity then – to jump on board with something at this incredibly exciting inception point and to influence its trajectory and its impact on the world.

Imagine if you had been around when the internet *first* launched and you had a book that could tell you exactly how to make the most of everything the web promised. Well, that’s exactly where you find yourself now. If you get involved with live video streaming now, you can solidify yourself as a massive presence here before other marketers get on board.

But what is live video streaming? Just why does it hold so much promise? And how can you make sure that you’re doing it right? That’s what we’re going to find out, so hang onto your hats and get ready for an exciting ride into a brave new frontier in digital marketing!

Chapter 1: An Introduction to Periscope and Live Video Streaming

You'll have noticed that this book is not titled 'Live Video Streaming Excellence' but rather, '*Periscope* Marketing Excellence'. So before we go any further, perhaps we should clear that up for the uninitiated among you. Just what is Periscope?

Well, simply put, Periscope is a platform for live video streaming. Just as Facebook is a platform for social media, Periscope is a platform for live video.

Why did we choose Periscope to focus on for this book? Simple: because it is the platform that is currently *most likely* to take off in the way Facebook has. At the moment, Facebook has the best shot at becoming the main provider for this new type of content and later on we'll see why.

For now, let's head back to the first question: what is Live Video Streaming? Why should you care?

An Introduction to the Concept of Live Streaming

Basically, live video streaming does what it says on the tin: it streams video live.

Now you might be thinking that's nothing new. After all, isn't Skype exactly the same thing? Isn't Face Time? And both of those have been around for an age!

Well, simple, the answer is yes: that is live streaming too. But what's different about Periscope is that it allows video to be streamed *publically*. That means that anyone can tune in and start watching at any time. Additionally, they allow people to comment live, allowing the person filming to view and respond to messages.

Live streaming is a little like having your own television channel then, except you'll only need a phone with one of the live streaming apps (such as Periscope) installed. From here, you then just point the phone and start shooting and can thereby broadcast your message to as many people as are online to watch at that given time.

When you use Periscope, you'll find that you're presented with a 'map' of the world upon signing in. On this map are various points where you can see people who are currently streaming video. Simply click on the dot on the map and the name of the broadcaster and then you can tune in to start watching what they're filming.

You can then comment on the video, ask questions, like it, follow the person or leave to watch something else. At this point, you may still be struggling to 'get' what it is about live streaming that's so exciting or so different.

In that case, I highly recommend installing the app yourself. You can find it on the Google Play Store for Android or in the iOS App Store.

Once you do, click on a video. What you'll find is that it provides an incredibly voyeuristic feeling of getting a 'window' into the lives of people from all corners of the globe. More amazing still is when you sign in and start watching a video and the person on camera actually greets you by name. It really feels as though technology is allowing you to transcend the limits of time and space and it's at this point that you realize the potential and the excitement of live video streaming.

How People Are Using Periscope

So if you log into Periscope right now, what can you expect to see?

Really it's quite a huge variety at the moment. Common videos include:

- ☐ People doing workouts while their phone films them
- ☐ People chatting over a cup of coffee or a mug of tea on a particular topic
- ☐ People lying in bed staring into the camera
- ☐ People cooking and talking through recipes
- ☐ People talking randomly
- ☐ People reading excerpts from books
- ☐ People not doing anything and just letting their viewers watch them go about their lives

- ☐ Television presenters using Periscope to add more productivity
- ☐ And more!

What you'll also find quite a lot of, is people just using Periscope for experimental purposes. When you first get the app, one of the first things to do is to try streaming and a lot of people will therefore open their phones only for a moment, press the camera and then chicken out and stop filming!

The Future of Live Video Streaming

What's really exciting about Live Video Streaming is the potential it offers for the future.

Right now, Periscope is the most popular streaming app but it still doesn't have floods of content. If you sign in right now, you'll likely find there are around 100-200 people recording content in the US. That might sound like a lot but it's hardly much when you compare it to something like YouTube where there are thousands of hours of content being uploaded daily.

What's exciting then is where Periscope will likely *go* as the technology progresses and the concept catches on.

Essentially, live video streaming allows you to truly have eyes everywhere and to transport yourself anywhere in the world. It allows you to transport yourself to anywhere and that means that you can see the world through the eyes of others.

If you don't believe right now that live video marketing can get that big, then consider what would happen if there was a major world event right now. Imagine a huge riot in the streets that was being reported all over the news and which was simultaneously being live streamed through Periscope by multiple different people at multiple locations around the event. Can you imagine what a difference this would make to the reporting? If you could experience being there live and speak to the person holding the camera? Inevitably when this does happen, people will rush to the platform and it will boom in a huge way.

Meanwhile, live video streaming could be used to stream other events like concerts from multiple angles. Or it could be used more, as it already is being, to add an interactive

element to television. You could watch something being filmed (like the news) and at the same time see it from your phone behind the scenes.

It can also be used in more intimate ways. For instance, imagine that you can't attend a family gathering because you live in another country; using Periscope it would be possible for your family to 'beam' you in and you could even follow different family members around different rooms!

Likewise, for people who perhaps feel a little lonely, Periscope could be used to take part in group gatherings or even just for some background company.

In the future we can also expect technology to progress and drive this forward further. For instance, it may one day be possible to see previews of the footage right in the thumbnails – like hundreds of tiny windows to different parts of the world! Video fidelity will improve and so too will the options we have for capturing video. Imagine if something like Google Glass were to one day take off, allowing us to get a feed of exactly what someone else is seeing fed straight to us anywhere in the world!

Some Stats to Get You Excited

This is no pipe dream either. Live video streaming is still very new – Periscope and its major competitors *all* launched only last year – and yet it is already gaining huge momentum.

For instance, did you know that Periscope already has over 10,000,000 user accounts? And if you add up all the footage that has been recorded so far, it comes to over 40 years of footage! Periscope also has 2 million active users every single day and these users are located across 25 different countries. In the month it launched, it got 60K tweets every single day!

Twitter definitely believes in the potential of Periscope in particular, seeing as they were willing to invest an incredible \$100 million to purchase it. And Periscope isn't the only success story in this category either. Meerkat launched around the same time as a competitor to Periscope and had 120,000 users by the end of the first month. Twitch, which streams live games, had 12 billion users at the end of 2014. Blab is another new

streaming app which shows promise with incredible engagement – their average user spends 65 minutes a *day* watching videos on the platform!

And YouTube has been in on the act too. The company live streams some events and the E3 event in 2015 managed to attract a gigantic 8 million viewers within just 12 hours.

In other words, this is massive news. People see the huge potential of live streaming and as such, they are flocking to it. So should you be!

Chapter 2: The Marketing Potential for Streaming

As you can hopefully see then, video streaming has huge potential and will likely have a massive impact on the world.

But how about marketing? Why is it such a big deal for internet marketers? How can you even use Periscope to market yourself?

Let's start by answering the first question first: why is Periscope big news for marketers? What are the advantages?

Well, right now the biggest news with regards to live streaming for marketing is just how new it is. The truly excellent thing about trying to market yourself on Periscope today is that you're likely to be the first brand in your niche to do so.

As mentioned, there are probably around 100-200 people streaming videos from the US at any given time – and that's actually a somewhat generous estimate.

As also mentioned, a lot of these videos are people who are just staring at the camera not doing much, or even just turning it on for a few seconds and turning it off.

If you come onto Periscope with a video that provides really useful, interesting information about making money online, or working out. If you can show off high production values, great presentation skills and useful information; then you're bound to get a gigantic following right away!

In fact, even those videos of people who staring at the camera find they get a big response and a lot of new followers. That's simply because the platform is so new and so exciting – people right now are eating up *any* kind of content they can get on here!

Try it yourself: head onto Periscope today and try filming yourself just eating some cereal. You will be almost guaranteed to get some followers from there! Can you think of any other platform right now where that's the case? Can you imagine if you got new followers every time you Tweeted anything?

Remember too: this is a big audience. There are 10,000,000 user accounts on Periscope so that's a gigantic potential audience for you to reach out to!

Then all you need to do is to use Periscope as you would any other platform for marketing. Now you have your audience, you just need to recommend them to follow your blog, or to sign up for your mailing list.

And imagine being in this position – as one of the biggest personalities on Periscope – as it begins to take off and everyone starts using it! Potentially, you could launch a career from this and certainly direct huge amounts of traffic to a blog or website.

Also great is the fact that Periscope is owned by Twitter – this makes it very easy for people to find you and for you to build and communicate with your following.

More Possibilities

The possibilities that Periscope represents goes beyond the usual marketing opportunities though. This is a completely new platform and it makes possible some completely new types of marketing and ways of promoting yourself.

I was recently watching a stream on Periscope of someone presenting the news. In the stream, one of the presenters said that they were hungry and they could kill for a burger: at that point, someone messaged them and said they were bringing over their burger van!

Shortly after, the burger van turned up and delivered the burgers to the people on the video. Meanwhile, we were all watching from around the world as the burger got free exposure. This is a truly incredible example of a completely new way of marketing that just *simply* wouldn't have been possible only recently.

Imagine if you could go onto Periscope right now and find a stream of a hair salon. Maybe the phone is just set up in the corner and you're watching customers come and go as the stylists cut and style their hair. You notice that everyone seems friendly, the place looks relaxing and fun and it's just down your road. Better yet, the hair styles look amazing! How likely now would you be to check out that place?

This is one of the other big advantages of Periscope: it is focussed very much on geography. If you load up the Periscope app right now, you'll be taken straight to the feed where you'll see posts from people you're following. If you click the next tab along the top though, you'll get a map and on here you can zoom in on any part of the world and see how many people are broadcasting in any given area. You can even see their location on a map underneath the feed itself when you're watching!

This means that you can theoretically zoom right into your area and then see all the exciting things going on down your road. This is an incredibly interesting way to find new places to shop, new things to do and new people to work with.

And remember what we said about the future of live video streaming – how better connections will likely mean we don't have to load each stream. Imagine then if you could load up a page for your 'area' and then see all the things happening at once down your road and in your neighbourhood. It would literally be like you were omnipresent and businesses could expose themselves in all kinds of ways like this.

Even used as a simple vlogging platform, live video streaming opens up some exciting new possibilities. The very fact that your videos are live for instance will make them infinitely more excitable and more watchable. This is also perfect for an event or a product launch. Building up to an event is always a great way to generate buzz around it and people will always want what they can't have right away.

This is why many bloggers will run limited-time-only video seminars. Live streaming offers a much more legitimate way to do that.

And speaking of seminars, how much better would it be for your audience if you taught them a new subject live? You could respond to questions in the comments and your audience could really feel as though they're attending a live event. You could even charge for the privilege!

Think about landing a big interview with someone, and then your audience being able to watch you interview them *live* and even chip in with their own questions! Or imagine just being able to answer questions that your blog subscribers have over some coffee. This is a highly interactive way to get feedback and ideas from your audience.

In other words, there are *huge* possibilities here for marketers and many people are already taking full advantage of that and becoming minor celebrities through the platform.

Chapter 3: Periscope – In and Out

Okay, so now you know why live video streaming is exciting and you know what it's all about.

Now it's time to learn about the leading platform: Periscope. What's more, we'll also see how to get set up with a Periscope account, how to find your way around and how to start filming.

This is where it all starts...

Why Periscope?

So why Periscope and not, say, Meerkat?

Simply put, Periscope is currently the best platform. It has the most users and is also owned by Twitter for better synergy with other social media. What's more, is that it has the very best looking app – it has a much slicker interface than Meerkat and just feels a lot more polished, more intuitive to navigate and more like a professional app. By comparison, Meerkat is really a little rough around the edges.

What's more, is that Periscope has a lot of impressive features not offered by Meerkat. The first among these is the interactive map. We've already discussed how useful this is and how useful it's *likely* to be going forward. What's more, is that Periscope will store the videos you've filmed for 24 hours. This makes Periscope better as well for a *global* approach to marketing. Remember: if you want people from around the world to watch your videos then you're going to need to make them available in different time zones. Using Periscope allows you to do this because anyone who is asleep while you're filming can simply find the video and play it back at their leisure another time.

Periscope has the best traction, the best tools and the best design. For the moment, it is the number one platform and with Twitter behind it, it's likely to continue that way for a long time to come!

A Short History

While Periscope is the app that everyone is talking about right now, it was actually Meerkat that was the first of its kind to truly kick things off. Meerkat was drawing a lot of attention when it was first announced in March 2015 and managed to generate a lot of buzz. There was a flurry of media coverage at this point and early on, it started to work closely alongside Twitter which gave it a big boost. Early on, Meerkat was known as ‘AIR’ and then ‘Yevvo’.

However, Twitter quickly realized that this ‘live streaming’ malarkey might well be big news and so it launched its own competing service: Periscope. Actually the company *bought* Periscope which was much lesser known at the time for \$100 million. With Twitter behind it, Periscope quickly rose to dominance thanks to the features we already covered and a better budget.

Getting Started With Periscope

Okay so now you know the basics, it’s time to dive in and give Periscope a go. How do you do this? And once it’s up and running, how do you start finding your way around the somewhat daunting interface?

Well, you can head over to Periscope.tv (www.periscope.tv) to check out the app but more useful is just to head over to your respective app store and install it.

Once you’ve done that, you’ll then have the option to sign in with your Twitter account. Assuming you’re already doing some online marketing you should have one already and this will make it very quick and easy to get set up. Taking this route is also advisable for another reason: it will allow you to follow people on Periscope that you are following on Twitter and it will let your Twitter followers find your videos too.

Alternatively though, you can also sign up to Periscope with a phone number which will require you to confirm receipt of a text message.

Getting Around

Now you’re signed up, you’ll be set loose in the world of Periscope. The first page you’ll be shown here is a list of feeds from the people you follow on Twitter. If you look at the top, you’ll notice three icons. The second of these is the globe icon and if you touch this, you’ll

be shown a map. On the map will be numerous circles with numbers in them. These numbers show you how many people are streaming in that area right now and if you tap on the number, you'll open up a list of those feeds on the bottom part of the page.

These feeds each have titles as well as user names. The title is what you can use to find specific types of content. If one says 'WOD' for instance, this is probably a CrossFit 'Workout Of the Day'.

As with Google Maps, you can also pinch to zoom in and out and if you zoom in on any given area then you should find that there are more people here that you can find.

The next tab along the right meanwhile is a group of people. If you click this one, you'll be shown popular users and a little about what they can do and you can then choose to follow them. Further on the right is your settings button where you can edit your profile and also edit settings.

The settings control is rather bare bones and mainly comprised of options to change the notification sounds that play. Something you can do though is to decide whether or not you'd like to autosave your broadcasts to your gallery. This is an interesting option for marketers as it means that you can theoretically save the videos you're making *as* you're making them and then upload them to YouTube later, or just watch them back for your own private viewing.

Note that this autosave function is *off* by default. Therefore if you *would* like to save your videos, you need to head in here and change that.

Watching Videos

Once you've found a video you want to watch, just touch the title or the thumbnail (which will be a still from the video) and it will open up. After connecting for a moment you'll be able to hit a play button in the bottom right corner which will begin the stream.

From here, you can then type into the 'say something' box in order to add your own comments. Alternatively, you can also share the video if you want other people to see it, or 'like it' which will show a heart on the video that will serve as a nice compliment for the person recording.

When you start streaming, your name will show for the broadcaster and they'll also be able to see the comments you post (as will others). They can then respond to you directly by talking and this then creates a two-way communication between the broadcaster and the viewer.

It's recommended that you spend some time at this point watching videos that other people have uploaded. Doing so will allow you to get a good idea of the kinds of content that people upload and what is successful on the platform.

Filming

Okay, that's enough build-up – it's time to stream your first video!

Don't be anxious: while it can seem scary there's really nothing to worry about. To begin with, the video you're going to make should be something really simple and straightforward and it doesn't necessarily have to be 'entertaining'. For instance, it's perfectly acceptable to just record a video of you pointing the camera around your room. The video will be lost in 24 hours and likely very few people will see it...

So just take a deep breath and get ready to start filming! Now what you're going to do is find the icon that looks like a camera. This button is down in the bottom right and is a red circle. Hit this and you'll then be able to enter a title for your video and to decide whether it should be public or private as well as whether or not you want to share your location and whether you want to Tweet that you're streaming (this is great if you already have an audience).

Choose a title that is going to sound interesting to your niche and then just hit play. From there you'll then see the feed yourself as you point the camera around and you can decide whether you want to stop the video or flip to show the front facing camera.

There are actually no controls right on the Periscope screen itself. Thus, in order to control it you slide down then hit stop to stop it, and you double tap the screen anywhere to flip to the front facing camera.

At this point you'll probably want to stop filming quickly in order to avoid making a long video of you swinging the camera around and looking nervous...

But well done! You just took your first bold step into the world of video streaming. Are you as excited as I am?

Chapter 4: Your ‘Value-Delivering’ Marketing Strategy

Now you’re up and running and you need to actually start offering some *good* videos that people are going to want to watch and you’re going to need to come up with a strategy in order to get people to start following.

As a general rule, there are two types of people who are interested in internet marketing. Those are people who are making money purely online through affiliate marketing or their own blog and people who run small businesses and want to get more exposure for said businesses in order to increase revenue and profits.

The two strategies are going to be somewhat different, so let’s split them into two sections...

Periscope Marketing for Internet Marketers

Okay, so if you’re an internet marketer then fundamentally, your Periscope account is going to act like an extension/addition to your current selection of platforms. Your objectives here are to:

- ☐ Build a big audience of followers
- ☐ Built the trust of that audience

Thankfully, that’s very easy to do right now. And the strategy you use is going to be very similar to the one you’re used to. This can *also* be neatly summed up with two bullet points:

- ☐ Provide value
- ☐ Be highly consistent

In other words, your aim is to consistently deliver high quality videos on a single topic and to ensure they offer some real value for the end user.

The idea is simply to get to the point where people are actively looking for your content and looking forward to seeing *more* of your content.

And because so much of the content on Periscope is very amateurish right now, you can actually do this really rather easily. Simply come up with a format and make sure that the topic is nicely relevant to the nature of your niche.

Try to use the best production values you can, try to come up with a good theme and something to tie it all together, but most importantly: make sure people come away having learned something or been entertained generally.

Value is super important because it's what will make people want to keep watching your content and it's what will make them *then* want to look out for *more* content from you in future. Consistency is also important, because if they enjoy one video but then your next one is on a different topic or just isn't very good quality, they'll lose interest and look elsewhere.

Your Set-Up

The most obvious and straightforward way to deliver value to your audience while staying on topic is simply to give talks on a given subject that your audience can interact with.

So if your niche is dating, then you might just film yourself talking on a different dating related topic at the same time every day or every week. The title of the video will be show what you're discussing 'Why Women Don't Like Sneakers' and if people find that interesting as they're looking through the videos available, they'll start watching and hopefully follow you.

So far so easy!

But remember, there are other opportunities with something like Periscope as well and it doesn't hurt to add something of a more dynamic, interesting or personal touch occasionally. In other words: take advantage of your medium!

One of the exciting things about Periscope is that it feels rather voyeuristic. If you have a following on social media already of people who consider themselves your fans, then they'll likely be excited by the opportunity to see you live.

So whenever you find yourself doing something exciting or interesting... stream it! This way you can create an image for yourself of someone who does exciting things and you can help people feel more connected with you. That latter point is very important for building trust and when you eventually come to sell something, the fact that you've been sharing lots of useful information *and* inviting people into your life and your thought process, will make it easier to generate lots of sales and conversions.

This also means you can make more dynamic and interesting content that will benefit from being live. Perhaps if you have a dating blog, you could actually put yourself out there and try approaching women/men *on film*. That's very interesting and exciting to watch being broadcast live!

Likewise, if your niche is fitness, the showing a live feed of you working out is something that will feel very raw, interesting and engaging for your audience. Again, you're 'letting them in' on your personal life and showing them another side to yourself. Compare this with the hundreds of people in their dressing gowns talking about nothing and your content is *really* going to stand out.

Of course you're going to combine this with strong branding on your website, strong social media presence and promotional events that drive more people to your videos. All this is stuff we're going to go into more later but that's the general strategy and the general concept.

Periscope Marketing for Businesses

Businesses meanwhile are going to take a slightly different approach. You will not for instance want to go the personal route and show those 'insights' into your daily life.

What you *can* do though is to give some personality by showing 'behind the scenes'. This is one exciting type of content that businesses can use that once again builds trust. For instance, how about showing off your kitchen? This is something that can always impress

for a restaurant as it shows the thought, care and attention that goes into your food. Show the artistry behind your craft and people will both be interested and inspired to try what you've created.

Likewise, you can also live stream your business itself. Let people 'visit' you remotely and thereby become more interested to come and see for themselves for real. This works particularly well for local businesses and in general Periscope is a fantastic tool for local business thanks to that map feature.

You can also use periscope to do Q&As for your business and to show off products live. And if your launching some kind of event, then that's a *perfect* opportunity to get people involved on Periscope.

Likely, if your business isn't focussed on media creation and internet marketing (as it is for a professional marketer) then you likely won't want to invest all of your time into creating content for the web. However, what you can still do is to stream events, interviews, Q&As and backstage passes and then to promote those through social media. These will both help you to build more brand visibility and trust with your existing fans *and* to help new people discover your organization.

Remember, one of the best things about live video streaming is that you can simply set up a camera in the corner of the room. The longer you leave it running, the more followers you'll get and there's no reason for you to have to change your routine at all if you have an exciting and bustling business!

Note that this means it makes sense to get another phone or tablet that you can use to film your footage so that you can still make calls and do other things!

Chapter 5: How to Captivate Your Audience by Creating Awesome Videos for Periscope?

Regardless of your strategy, at the end of the day you're still going to need to create the best content that you possibly can. In this chapter we're going to look at how to do this so that you have a real advantage over the competition already on the app.

This is going to have some things in common with creating great video content for YouTube or for any other platform. Ultimately, you're recording videos and there's only so many different options you have regarding how you go about that!

But there are also some unique differences. Of course you're not going to get the chance to edit your footage and that means you can't add music or effects! And as we'll see, there are also some other slightly more subtle ways that making videos for this platform differs. We'll look at both general vide-making tips here, as well as some tips that specifically apply to streaming content.

And when you've spent some time on Periscope you'll quickly realise that this is something more people need to read!

Tips for Live Streaming

As mentioned, live streaming videos means that you can't add any editing after you've already filmed the video. This then means you'll need to do as much as you can to add to the footage in other ways.

For instance, a lack of music can often make videos seem less professional. This draws more attention to your pauses and silences and also makes it harder for you to generate some emotion in your footage.

So what you can do to get around this, is to just simply add some music in the background. Of course there are potential copyright issues here but for now this is something you don't need to worry about (unlike YouTube, Periscope can't detect copyright music and it's also uncertain how the law would apply to this anyway!). Still, if you do own some of your own tracks, or if you have license-free music, then using that could be a good strategy.

Of course if you're a marketer, then one of the main things you're going to be trying to do is to sell things or promote your blog. You can do this by telling people in the video itself where they can find more of your content/buy your products but this won't always work as some people are likely to miss it.

So what can you do to encourage people to check out the links you want them to look at?

One easy answer is to share those links right on your video. On YouTube you might do this by having a caption on the video or even a link. As you can't add this to a Periscope video, then what you'll need to do is to find another way to add the text.

And one way to do *that* is simply to include your branding in the video itself. You could actually make a piece of card showing your brand and the address of your website for example. Or alternatively, you could make a mug with your website name on it and drink out of that, or even print out a t-shirt with your company name and wear that!

This way, at any point during the video, your audience can decide they want to learn more about your brand and they can then visit your website to do that.

Scripting and Structure

Finally, one last tip is to think about the scripting and structure of your video if you intend it to be informational. The big problem here is that people are going to be tuning in to watch your footage at various different points in the video – sometimes they'll be tuning in when you're already halfway through the talk for instance.

If you're waffling on for ages with no plan and no rhyme or reason, the people who miss the very start will be lost and they likely won't want to keep watching.

To get around this, make sure that you continuously recap on the topic of your video and what you've already covered so far.

Likewise, the right structure can also help with this to a large extent. List videos in particular work very well because these ensure people can quickly catch up with what is being said. For example: the 'top ten pec exercises' is a great video because people coming in at point number 8 will still be able to learn two useful exercises.

What's also good about something like this, is that it's going to allow you to have a structure to keep referring back to. Of course part of the appeal of this kind of content is that you can interact with your audience and you can answer questions – so you can't follow a rigid script. However, if you have a structure, then you can easily get back on course once the topic gets derailed. Other props can also help with this – for instance why not have a whiteboard in the video and refer occasionally back to that?

Types of Video That Work Very Well for Live Streaming

If you're still stuck for ideas of videos to make, here are some good suggestions that will work well for a variety of different niches:

- ☐ How to's – Talk your audience through how to do something and answer questions as you go
- ☐ Countdowns – As just mentioned, top ten lists and the like often work well
- ☐ Songs – If you're a talented singer or musician, then share that talent. People love live performances!
- ☐ Concerts – Better yet!
- ☐ AMAs – AMA is 'Ask Me Anything'. In these videos, one person will put themselves forward and answer questions on any topic.
- ☐ Interviews – Get someone interesting on your 'show' and interview them.
- ☐ Debates
- ☐ Launch Events

- ☐ Talks Over Lunch/Breakfast/the Commute – Find a point in your day to chat to your audience and share a tip then. This is both personal and at the same time informative.
- ☐ Product Reviews – These work great on YouTube and will be just as effective on Periscope
- ☐ Seminars and Courses – If you call your video a ‘course’ this elevates it to a whole other level
- ☐ Discussion – In a discussion you let the comments lead the direction of the video
- ☐ Talks – If you’re giving a talk make sure someone is streaming it for you too. It looks professional!
- ☐ Incidental – An incidental video is a video that you film *as* you go about other things
- ☐ Life Hacks
- ☐ Workouts
- ☐ Dating Attempts
- ☐ Cooking
- ☐ Recipes
- ☐ Tutorials
- ☐ ‘Let’s Plays’ (for games)
- ☐ Behind the Scenes
- ☐ ‘A Day in the Life’

There are way more things you can do too but hopefully this has given you some good inspiration to start with!

Your Presentation

What's also key to making sure your video is a hit is to present it well so that people enjoy watching it.

To do that, you need to make sure that you're looking good and that you're able to communicate your very best to. This is a real skill and it's even harder live as once again, there's no option to edit anything. One key point to get out the way though is to always *keep going*. In other words, if you stutter or make a mistake, just recover and keep going. Don't draw attention to it!

Of course you want to limit your stuttering as much as possible though and one way to do that is simply to talk a little more slowly. The slower you talk, the clearer you will become, the more you will enunciate and actually the more confident, calm and intelligent you will sound. It's very easy to speed up when you're talking without realizing it, so make sure that you're going slower than you think you should be. It actually pays to watch yourself back.

The same goes for your presentation skills. Once again, playing your footage back will allow you to see where you're going wrong and how you could maybe be more charismatic. The answer in many cases is to try and be 'bigger'.

In order to come across as charismatic, research says that it's important to gesticulate more. This makes you seem passionate about what you're saying and it makes you take up more space. Both those things are great at capturing the imaginations of your audience.

The same goes for the way you say things: try to sound over the top like a children's presenter. It will seem strange at first but it comes across much better on camera and makes you far more engaging to watch. Imagine you're in a show and make everything a little larger than life.

Finally, try to dress well, shave and get your hair cut. These small things add polish to your appearance and the result is that you seem much more trustworthy, successful and attractive – all things that make more people want to watch you!

Improving Your Production Values

Finally, consider the following pointers to make your videos seem more professional:

Create a Set

When you're filming your videos, it's a good idea to have something in the background. Don't just film in your kitchen or your bedroom, especially if you have clothes everywhere!

Instead, take a little time to create a backdrop for yourself. Perhaps that means sitting at your desk and hanging up some posters relating to your niche. You could even hang up a poster *of* your brand! Another option is to film in front of a white backdrop. This is hard to do without editing but a bedsheet pulled taut along with some good lighting can do the trick near enough.

Lighting

Lighting also makes a big difference to how crisp everything looks and how good *you* look. Ideally, you want to set up what is called 'Rembrandt Lighting' which is lighting that is coming specifically from one side. This will light half your face and give everything more depth, texture and contrast. Natural light is just fine for this.

Get a Good Phone

At the moment, Periscope does not support streaming video with anything other than a smartphone. That doesn't matter though – it just means that you need to get a new smartphone with a decent camera. Make sure that the front facing camera is good too – this is just as important for you to capture great footage as often you'll want to see yourself in the shot as you're filming.

Sound

Think too about the quality of your sound. This comes down to the quality of the microphone in your phone but also the acoustics of the room you're filming in. Avoid filming in large, echoing rooms.

Chapter 6: Top Tips for Boosting Your Viewers and Engagement

Now you're creating some amazing videos that are well made and that deliver real value to the end user. Well done, you're now in the very top percentile of content creators on the platform!

The next challenge though is to get people to actually find and watch that amazing content you're creating. So how do you do that? Here are some additional strategies you can use to get people to start following you.

Bring Them Via Twitter

As mentioned, Twitter and Periscope are highly compatible and work flawlessly together. Not only do new Periscope users see all the people they're following on Twitter on their Periscope feed but you also have the ability to very easily share the fact that you're on Periscope through Twitter.

Now, you could write an entire book on marketing via Twitter and building your following on *that* platform – and in fact we have!

But for now, some takeaway pointers:

First, is to just keep adding lots of new posts to Twitter and to make sure that those posts are as great quality as you can possibly make them. That means they should be entertaining but it also means that they need to include the right hash-tags so that people can find them easily. Make sure that you jump onto trending topics and specifically those within your niche.

Another tip is to add your Twitter feed to your blog or website in one of the sidebars. This is a great trick because it means that someone who visits your website and likes what they see can then follow you on Twitter and maybe even follow the link if they see that you're currently streaming!

Another tip? Make sure you talk about Periscope to your Twitter followers often. The more you do this, the more of your existing followers will migrate over adding to your subscribers on that platform.

Use the Periscope On Air Widget

There's also actually a 'Periscope On Air' button that you can use on your blog. This will allow you to add a small button showing any visitors to your blog that you're currently streaming content. To do this, add and activate the Twitter Plugin (<https://wordpress.org/plugins/twitter/>) for WordPress. From here, go to Appearance

> Widgets through your WP control panel and find the 'Periscope On Air' widget in the list of available widgets. Add it to your sidebar and there you go!

This doesn't only show people when you're on Periscope and they can start watching you, it also shows them that you're *sometimes* on Periscope and that they can follow you if they want to see more content from you. It's generally great marketing and it has another advantage that we haven't touched on much yet about Periscope – by being on there you show yourself to be right at the cutting edge of developments on the web and you make your business seem more modern, more exciting and more interesting.

If you run a marketing agency then this is *especially* pertinent for you to try and communicate!

Build Anticipation via Email

If you have a mailing list, then this is another great way to build followers on Periscope. The idea here is to build anticipation for some upcoming event you'll be streaming through the app, whether that's going to be a talk, a conference, a launch party or something entirely different.

You've probably done this in the past as a marketer – built anticipation over an email autoresponder sequence for the launch of a product or the first part of your sales funnel. But in this case, you actually have a legitimately exciting live event for people to sign up to. They'll have to wait for the amazing lessons you're going to teach them but in the

meantime they can sign up for an account and start following you on ‘this exciting new platform’.

Live Events

If you’re *at* a conference or a launch party and you’re giving a talk then why not suggest people start streaming it right now so others can share in the excitement? Or why not record it yourself and tell your audience that they’re being streamed and they can catch the footage if they start following you in the next 24 hours?

Create Passive Content

As mentioned, Periscope is currently young enough that creating *any* content is likely to get you more shares.

So that means the longer you leave your footage recording, the more followers you’ll get.

And in that case, why not just leave your footage recording for a few hours? Simply set up your camera in the corner of the room and leave it rolling while you do your workout, your work or go about your business. Either way, you’re now creating ‘passive’ content. It’s completely easy and free for you to generate this content and yet it has great returns. Talk about the perfect ROI!

Add to YouTube

Another good move is to save the footage as you record it. This way, you’ll be able to add it to YouTube which means that more people can search for it and find it and it which means that they can be exposed to the excitement of your live footage.

The hope then is that they enjoy the content but realize how much more exciting it would have been to watch and participate live, thus encouraging them to subscribe. At the very least, uploading your content to YouTube afterward means you can get more use out of it which increases your ROI for that activity.

Share!

You can share your videos on Periscope with Facebook, Twitter and even on your blog by grabbing the link. Do this!

Ask for Shares

Likewise, ask people to share your content themselves. You can do this right in the video. You never know: someone might be a big influencer.

Talk About It

It's also important to simply make sure you mention your Periscope account at every opportunity. In other words, don't just create the account and hope people stumble upon it. Instead, create it and then mention it on your blog, on your YouTube channel, on your Twitter. Take every opportunity to get people excited about it and interested in it!

Interact With Others

One of the keys to marketing success on social media is to not just become a parasite. In other words, don't go on social media and simply promote your own content or people will quickly become annoyed with you.

Instead, try to be an active and valuable member of the community. This way, people will add you simply to return the favour, or to find out who it was who commented on their video. There's a lot of exciting buzz around Periscope right now, so use that to your advantage!

And remember too that you can take advantage of live events as a way to expose yourself to someone else's audience – just like the guy with the burger van!

Chapter 7: The Other Platforms

We've looked at Periscope in a lot of depth here but actually much of what we've discussed will also work on Meerkat. Meerkat isn't as popular as Periscope but it's certainly still worth your time and actually has a lot of unique benefits of its own.

What's more, is that Meerkat can expose you to a new and different audience. And on top of that, you also have the excellent Blab which has some entirely different benefits and uses. There's also YouTube live streaming which is a little different but for now we'll just be looking at Meerkat and Blab.

Meerkat

When you download Meerkat for Android or iOS, you'll find that it's largely very similar to Periscope. Once again, you have a feed where you can see people's videos playing live and at the same time, you can also start recording your own.

What's lacking here compared with Periscope is the option to view feeds by geographical location or to view feeds that have finished filming.

But there are also some interesting benefits and distinctions here. One is that Meerkat lets you schedule upcoming streams. This way, people can see an advert essentially for a live stream event you're planning on doing later and will then know that they can check back there to watch it if they're interested. This seems to have helped Meerkat become particularly popular with certain vloggers and there does seem to be a slightly more professional feel to a lot of the videos.

Another advantage of Meerkat is that it lets you show images while you're talking. This is a great way for you to illustrate or highlight your point and what's also great about it is that it lets you show your product, your website or your service.

If you had to pick just one platform, then Periscope is probably the better choice because of its size and the power of the app. It's also the one that's likely to keep growing at the currently very fast pace.

But the good news is that you *don't* have to pick. There's nothing stopping you from using Meerkat once in a while and if you're so inclined you can even use it to promote your Periscope account.

Blab

Now *Blab* is the one that is a little more interesting. This is a live streaming app that is really quite different from the other two but in some exciting ways.

Blab is essentially a live streaming app that runs through your browser (though there's also an iOS app available). Rather than being used to film people walking down the road or doing workouts, Blab is more about discussions, debates and presentations. In other words, people tend to be sat down and it's a bit closer to using Skype.

As with Periscope or Meerkat though, you can still start watching content from someone else at any time and you can still comment on the videos that they're filming or choose to follow them.

What's different though that you'll notice early on, is that the videos tend to take up one quarter of the screen *or* they are split into four segments with four different people. What's going on here is that this really *is* like Skype in that you can watch one person presenting or you can watch a two, three or four way discussion! One person creates the stream and then starts filming and chatting and then at any point they can invite other people to take a seat and to join in the discussion.

This creates a whole new slew of opportunities and potential ways to market yourself. For instance, it means that you can be much more interactive with your audience. Want to do an AMA? Then why not just invite your audience to take turns asking you questions live on air that you can answer on camera and that other people can watch? Likewise, you can conduct interviews with people across the globe.

Another great benefit of this is that when someone joins the discussion, they then become a host for the content as well. This means that *their* followers will then also see the footage being promoted in their feed meaning that you get more eyes on what you're recording.

What's also interesting about this is that it makes it possible for you to appear in other people's videos and thereby gain exposure that way. Say you're watching a video being

recording by a big blogger like Tim Ferriss – you could ask to have a go in the hot seat and if he said yes, you’d then be exposed to his entire audience watching at that time, giving you an amazing opportunity to show how much you know and the kinds of content you’re capable of producing.

When you first go on Blab you’ll find that people are very keen to invite you into their discussions and this can actually be quite nerve wracking at first! But in fact, this is also perfect practice for getting better at presenting and also for getting better at interacting with strangers and for speaking as an authority on your topic. In other words, this is fantastic practice for presenting and a great way to hone your skills and it’s very useful even if only for that purpose.

There are additional benefits of Blab too. One is that the footage you record here is saved not only for 24 hours but actually indefinitely. This means that people can opt to watch videos you’ve made at any point and that’s a great way to get more exposure.

Another advantage is that Blab lets videos be sorted by niche and topic. This makes them easier to look through and is very helpful for improving discovering of your videos/helping you to find content you’re interested in.

But despite all its benefits, Blab still isn’t quite up there with Periscope yet. For starters, it’s much smaller in terms of its user base and is actually still in ‘beta’ at the moment. On top of that, it is designed *very much* to be used for conversations and having a small quadrant of the screen doesn’t really lend itself to sharing videos that aren’t all about talking. In other words, this isn’t a good option if you want to stream a concert or a big event.

The Others

As mentioned, there are also a few other platforms. YouTube allows you to stream events but you’ll need to promote those events for them to show up. Of course the advantage is how well known YouTube is and you can build some massive audiences here. Twitch meanwhile is great if you are promoting a blog about gaming but otherwise isn’t really applicable.

But otherwise... watch this space! It's only a matter of time before some new contenders enter the scene!

Conclusion

Hopefully now you understand not only the basics of Periscope but also why video streaming is so big, where it's heading and how you can succeed on it.

Essentially, this is like a live version of video marketing but that gives it a lot of potential uses and advantages beyond other forms of marketing. Periscope allows you to interact with your audiences in exciting new ways and in the future it could allow us to have eyes everywhere all at once.

The key to success? Well that's the same as it always has been – keep delivering high quality content and be consistent in terms of your regularity and your topic. If you do this, you'll gain a following and you'll build trust with that following rapidly.

Finally, use the techniques that we've recommended to improve the production values of your video and to gradually build a bigger and bigger audience. Talk about your Periscope channel, build up big events, share your videos on YouTube, build your Twitter following and add widgets to your blog. Do all that and you'll find you quickly rise to prominence on the platform.

Best of all though is the fact that this is the very *best* time to get involved in live video streaming. This is an entirely new marketing platform that is highly likely to change the way we think about streaming content and to make the world an even smaller place. It's only a matter of time before live video streaming impacts the world in a gigantic way and becomes a simple part of everyday life. Make sure that you put the work in now and you can be a pioneer of this exciting new technology and make sure you've established an audience ready for when it really explodes and takes off.

You may have missed the app rush. You may have missed the dot com boom. But you're alive and ready at just the right time to take *full* advantage of the early days of live video streaming. And guess what? Now you've read this book you have all the information, skills and techniques you need to make sure you do that!

Go forth and start streaming!