



Emerging Platforms: Periscope and Live Streaming's Applications for Brands

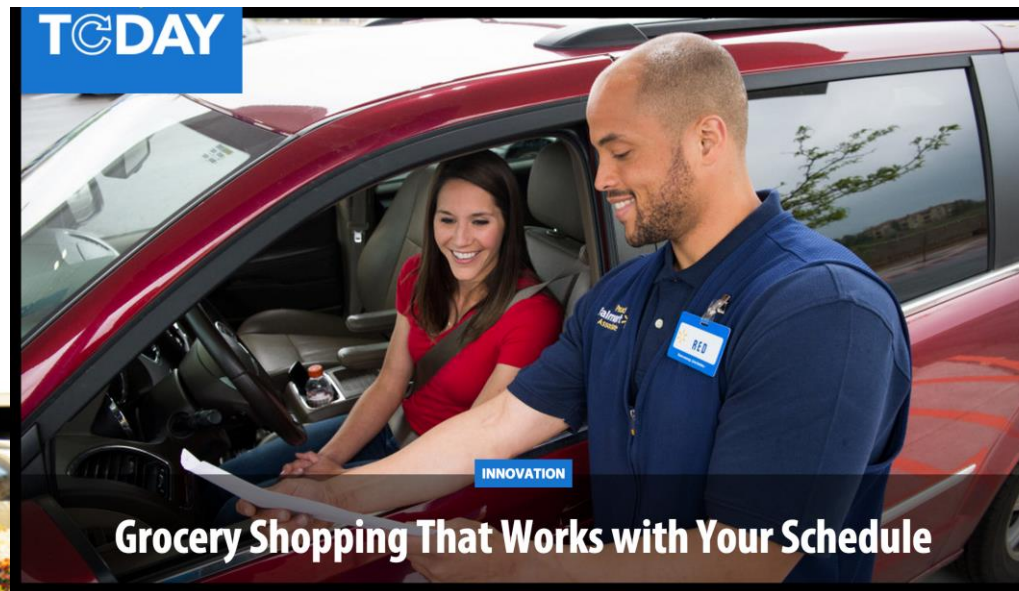
Mallory Perkins - Walmart Senior Manager, Digital Strategy

#powerofPR

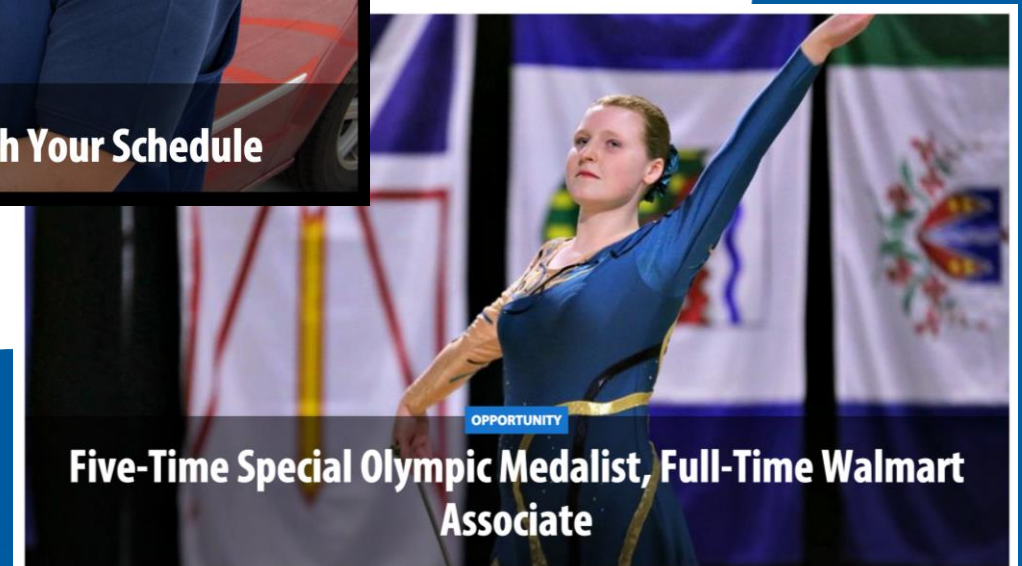
@Mallory8

What is **CO.LAB** ?

Creative + Technology + Media



5 Splendid Surprises About Walmart's Fresh Bakery



Our Twitter Accounts



@WalmartNewsroom



@WalmartGiving



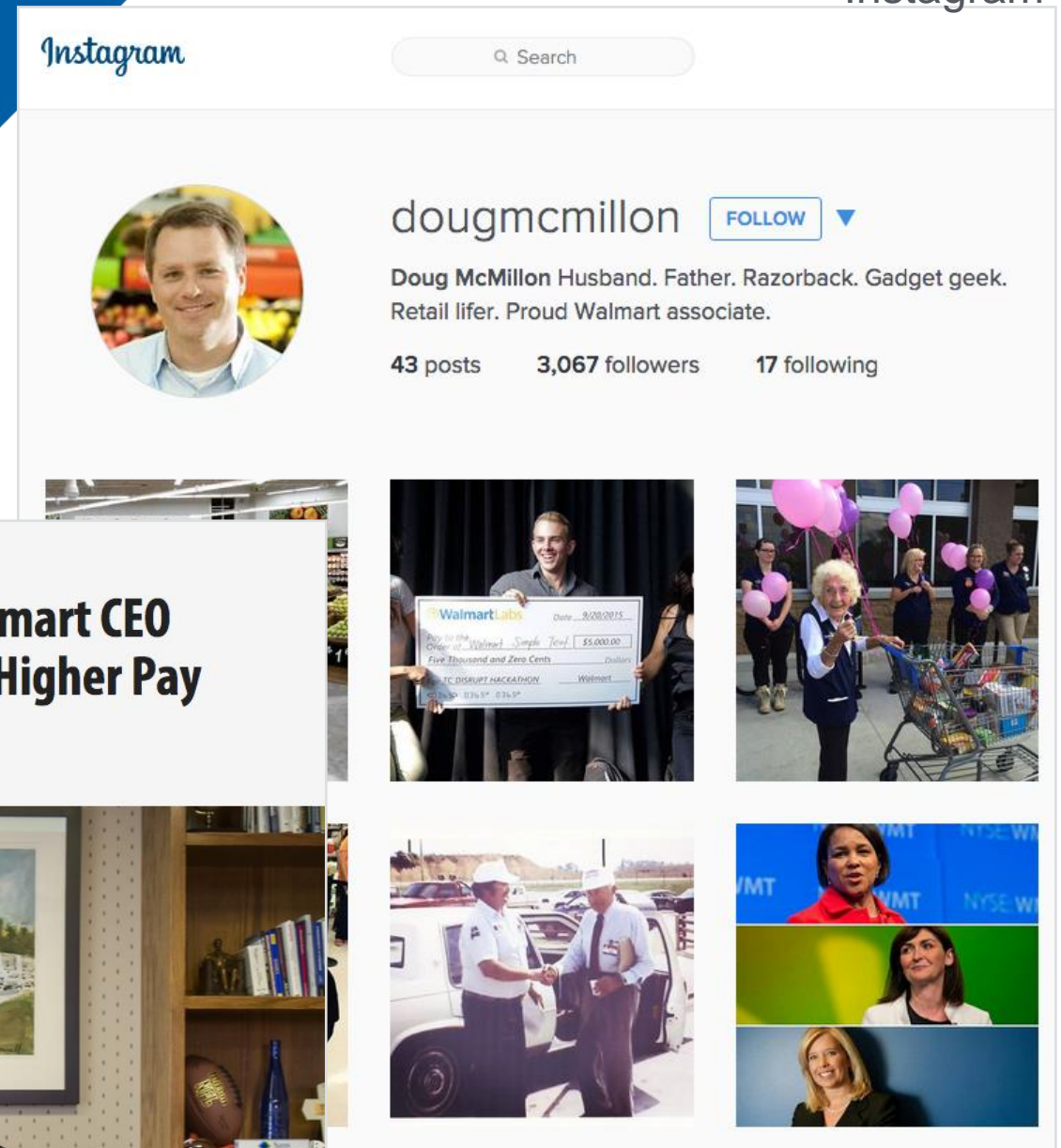
@WalmartAction



@WalmartToday

Experimentation

Instagram



Livestream



YouTube

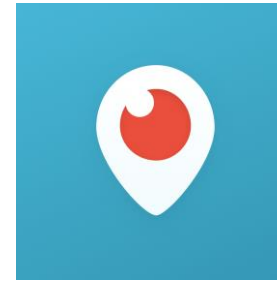
Live Streaming

What We've Done So Far

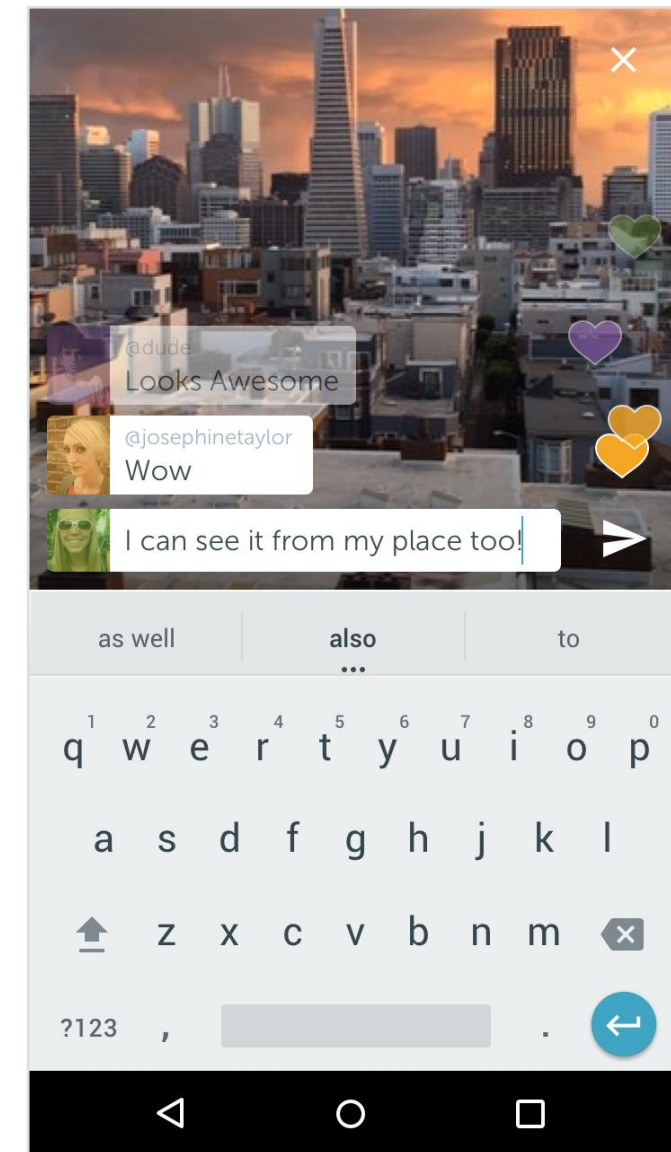
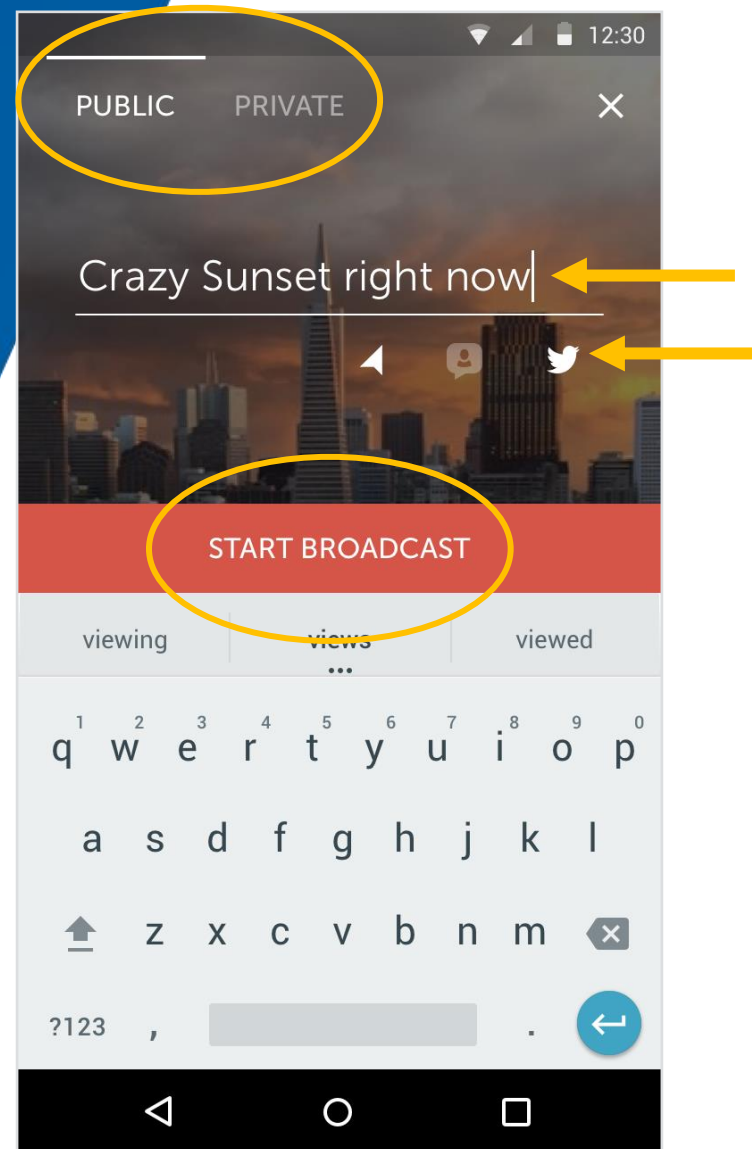
- YouTube Streams
- Sarah Evans (@prsarahevens) Meerkat at Shareholders
- Periscope at Fulfillment Center Openings
- Periscope at TechCrunch Hack Day



How To Periscope



Download The App



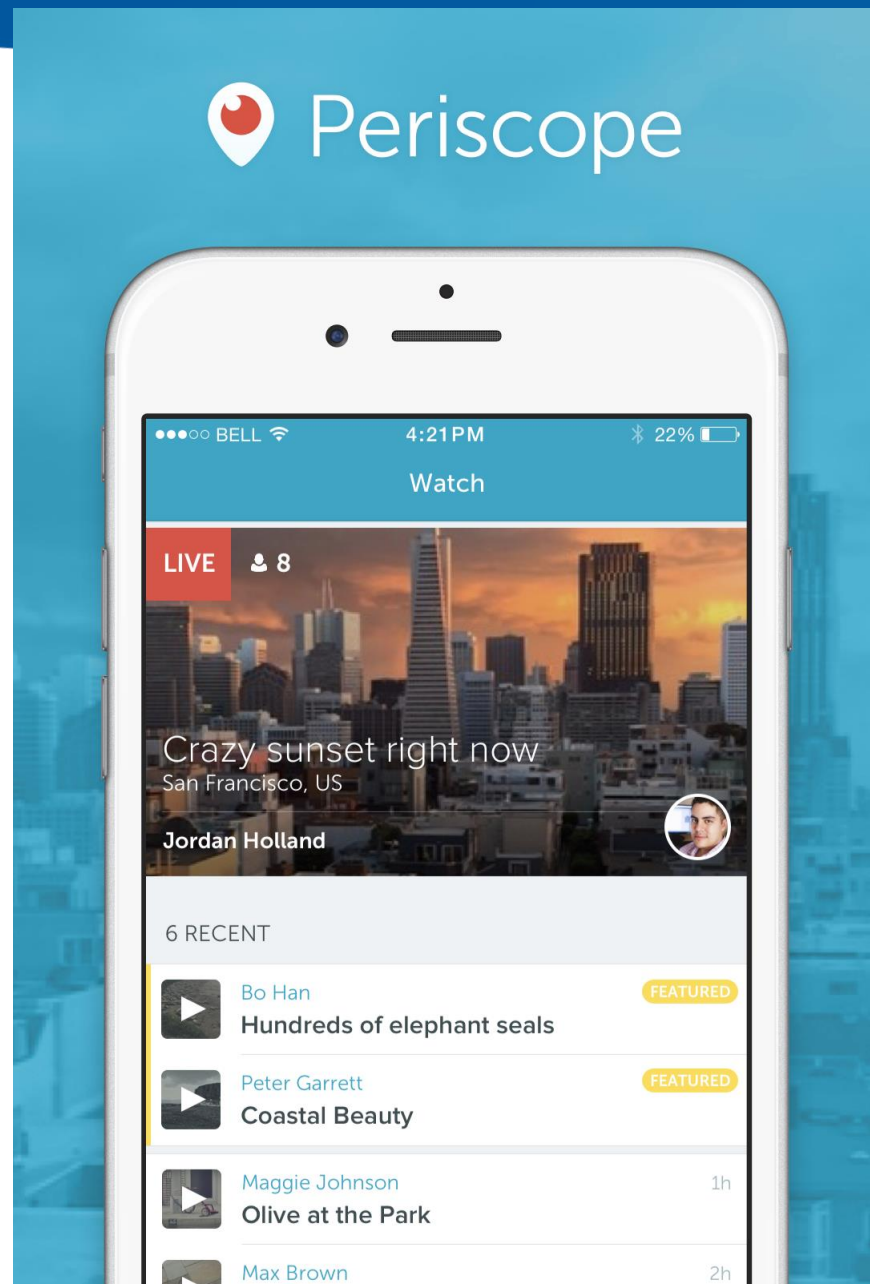
Live Streaming



BEFORE:

- Scripts + storyboards
- FAQ document approved to respond to comments
- Pre-promotion plan
- Check Internet connection, lighting & sound
- Decide on title
- Secure content rights
- Automatic tweet box

Live Streaming



DURING:

- Set the scene
- Move slowly and steadily (tripod)
- Watch engagement for cues
- Engage audience with questions

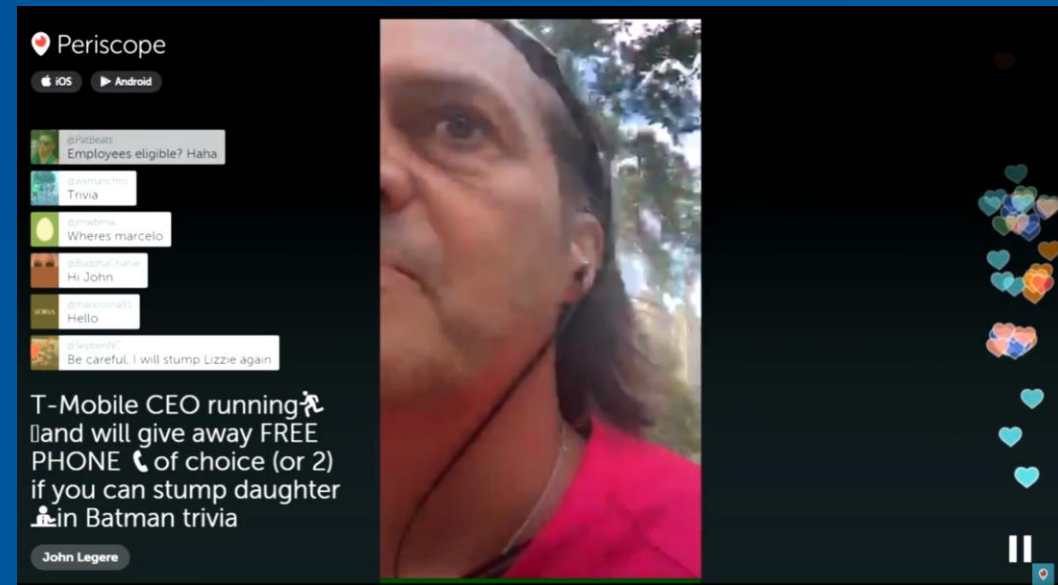
AFTER (24 HOURS):

- Download video
- Capture stats
- Review who joined
- Watch and critique

Periscope Case Studies



General Electric Drones



T-Mobile CEO



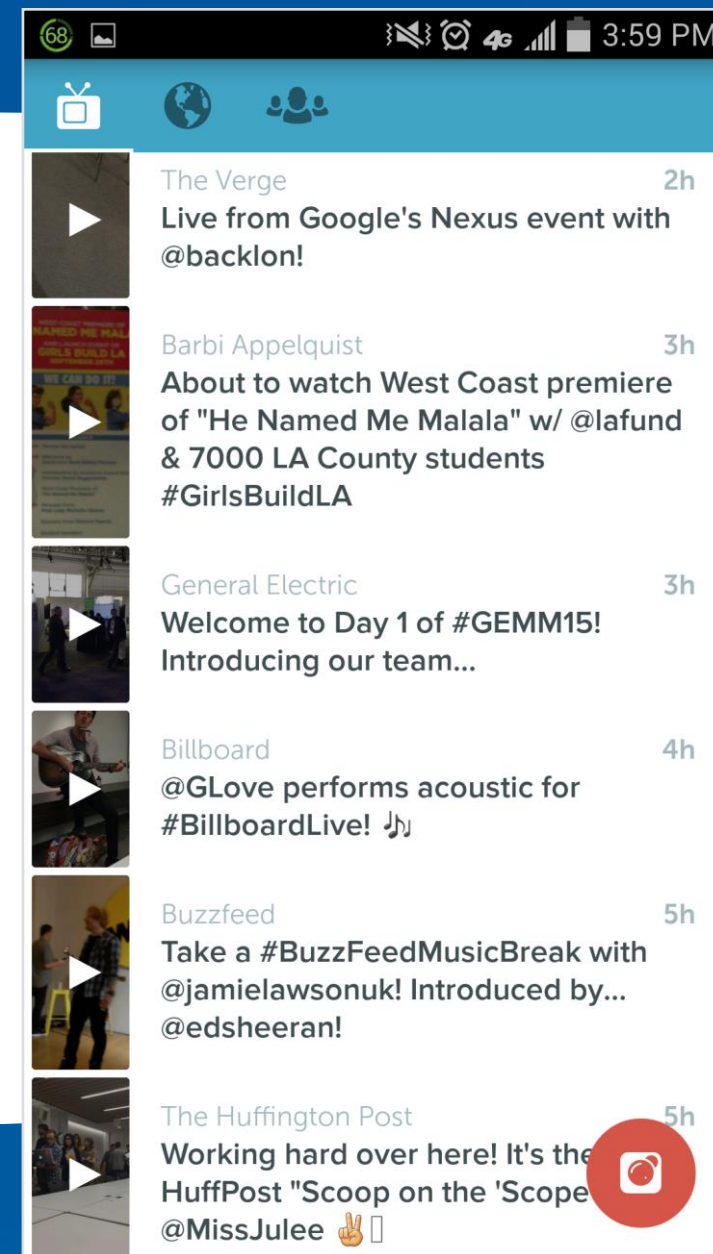
Patron Sneak Peek



@CocaColaCo CEO

Periscope Takeaways

- Create Measurable Goals
- Test
- Provide Exclusive Content
- Capture Stats
- Prepare to Interact
- Use a Catchy Title
- Promote
- Watch the Hearts



Thank you.