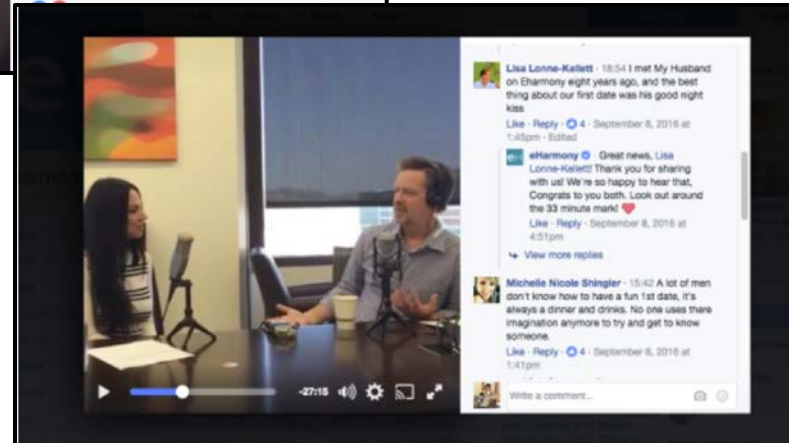


FACEBOOK “LIVE”

Caitlin Angeloff, DocuSign, @caitlinangeloff
Kerianne Mellott, eHarmony, @keri_mellott

Agenda

- Facebook LIVE Content Strategy
- Facebook LIVE Examples
- Facebook LIVE Measurement
- Facebook LIVE Best Practices
#PRNews



Everyone is a Broadcaster

- “It’s no longer sufficient to craft a before-and-after video campaign for your marketing plans; you have to act and produce in **real-time.**”
 - Nicola Mendelsohn, Facebook, Vice President of European, Middle Eastern & African Operations

Source: media.fb.com

13% organic reach & 6.3% average engagement rate per LIVE branded Facebook posts

#PRNews

Facebook LIVE Facts

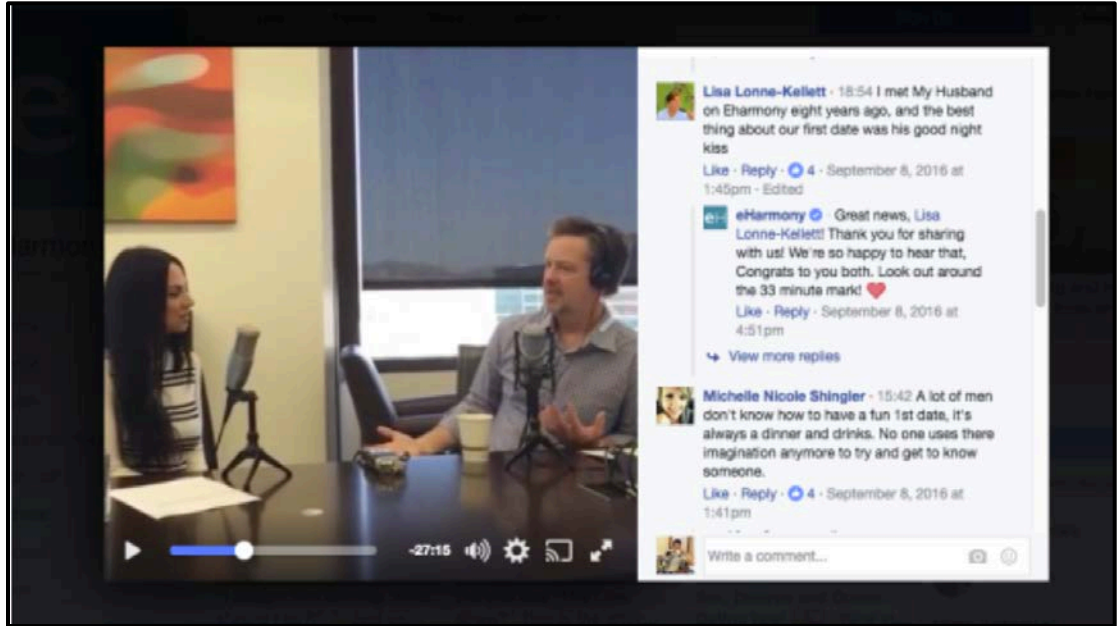
1. Facebook LIVE launched in 2016
2. 80% would rather watch LIVE video from a brand than read a blog
3. According to Tubular, viewers spend 8x longer with LIVE video than on-demand
4. As brands compete for eyeballs in the newsfeed, LIVE is a key differentiator
5. And it can be even BIGGER if you put paid \$\$\$ behind a LIVE!

All Video (No Text) - Within 5 Years on Facebook

- Facebook “will be definitely mobile, it will be probably all video”...but she assured the crowd “you’ll have to write for the video.”

- Nicola Mendelsohn,
Vice President of

Eastern & African
Operations, Facebook
#PRNews



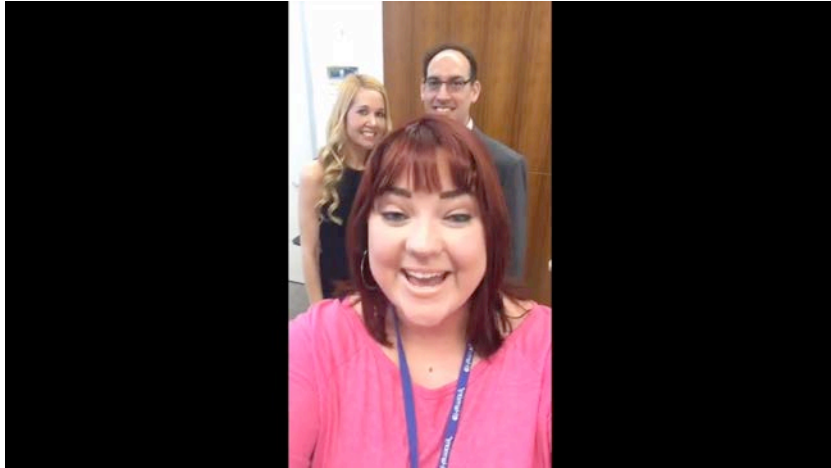
Content Strategy - Scheduled



“The Love Show” - hosted by
CEO, Grant Langston and VP, Jeannie
Assimos

“The Love Show After Party” – hosted by

Content Strategy – Real-Time



Success Couple at eHarmony
Headquarters, Los Angeles, CA

#PRNews



Cocktail Hour w/ the CEO
Celebrating wins from the iDate
Awards








Content Strategy – DocuSign



Video with CEOs, video w/ Madison

#PRNews

Facebook LIVE Measurement

	Peak Live Viewers
	Minutes Viewed
	Unique Viewers
	Video Views
	10-Second Views
	Video Average Watch Time
	Audience and Engagement

What are you solving for?

- Attention during the Live broadcast
- Total views, including post-broadcast
- Content to be re-purposed
- Top-of-Mind Awareness
- Create great content for your Facebook Page
- Solicit real-time feedback/market research

Testing & Learning



How do you optimize?

- Length of broadcast
- Views vs Engagement
- Agility and Production Schedule
- Casting and On-Screen Talent

Facebook LIVE Measurement

01/18/2017 9:02 am		LIVE : Jonas Tichenor Interviews DocuSign CEO Dan Springer and Chairman Keith Krach.			268.5K 	433 211	 
01/18/2017 7:13 am		We're excited to announce Dan Springer, a #SaaS industry veteran, has joined DocuSign as #CEO to lead our c			14.9K 	780 382	 
01/18/2017 9:02 am		LIVE : Jonas Tichenor Interviews DocuSign CEO Dan Springer and Chairman Keith Krach.			268.5K 	433 211	 
01/18/2017 7:13 am		We're excited to announce Dan Springer, a #SaaS industry veteran, has joined DocuSign as #CEO to lead our c			14.9K 	780 382	 

Facebook LIVE - Campaigns

Promote content needed for upcoming shows

- Boosted post example: “Questions about dating? Send them to us for the next episode of “The Love Show” – streaming LIVE on Facebook!”
- Cross channel promotion (Twitter, Instagram, Facebook, etc)

Promote finished “Live” video

Re-target users from Custom Audience lists (website visitors, email database, etc)



Facebook LIVE - Campaigns



Campaign Options

- Organic only
- Organic, then Paid
- Post-Show Promotion

#PRNews

Best Practices

1. **Plan ahead.**
2. **Think about your "set."**
3. **Track and measure your ROI.**
4. **Create engaging content.**
5. **Socialize your social newsroom.**
6. **Look for intersections.**
7. **Be tech-ready.**
8. **Engage your audience.**
9. **Appeal to your audience.**