

YEAR OF THE X

How To Master Live Video with Periscope & Facebook Live



Why Live Video?



- ☀ Most social media platforms introduced Live Video
- ☀ Social Video generates 12 times more shares than photo and text combined
- ☀ Live video on Facebook is watched 3 times longer than regular video
- ☀ One in 5 videos on facebook is live
- ☀ It's free, authentic and engaging

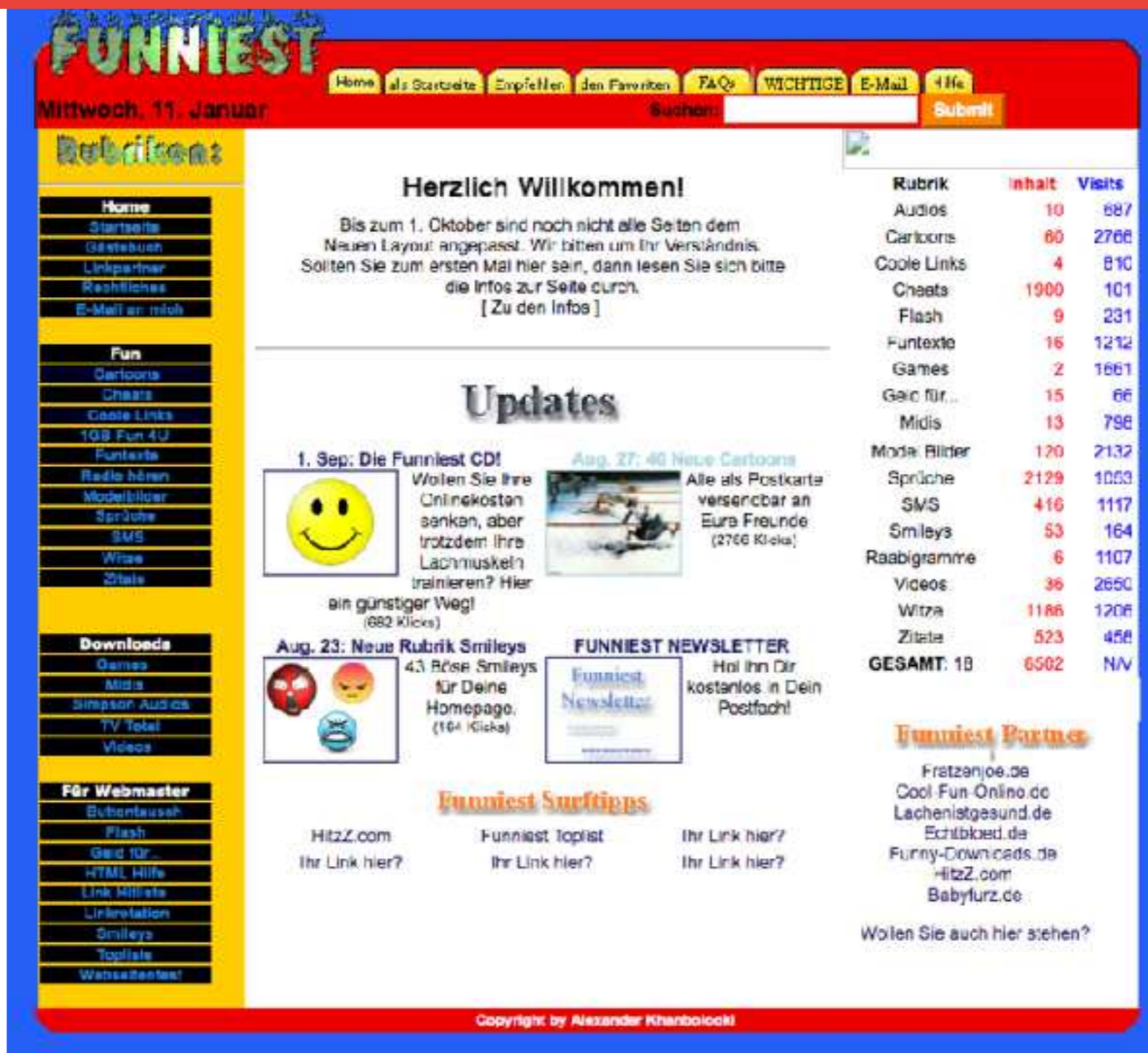
Where Is The Catch?





**166
MILLION
VIEWS**

About me @1alexkhan



Started First Website in 1997

About me @1alexkhan



Started with Social Media in 2005

About me @1alexkhan



Started with Live Video 2015



1,000+ broadcasts

About me @1alexkhan



Social Media Coach

Forbes

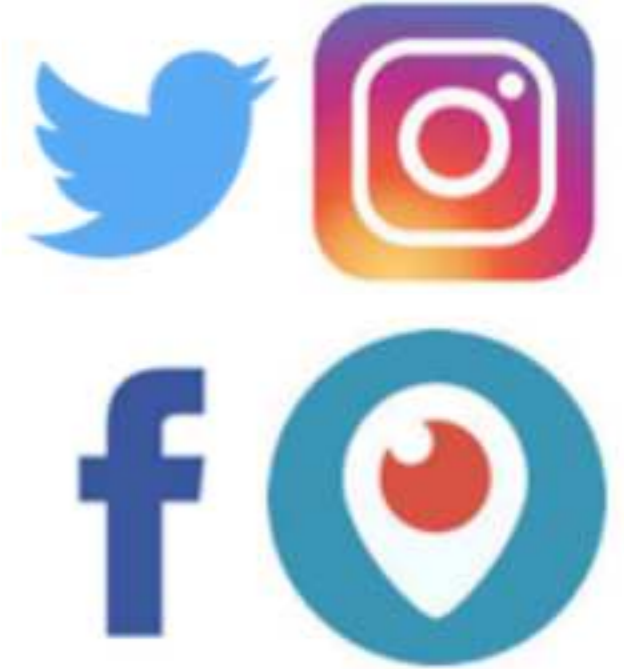
THE
HUFFINGTON
POST

SocialMedia
Examiner



HORIZONT Frankfurter Allgemeine WOCHEN

Featured in



400,000+ followers

That's the game plan for today



- ☀️ #1: Pre-promote your stream
- ☀️ #2: The first minute
- ☀️ #3: During your Stream
- ☀️ #4: Gain followers by ending
- ☀️ #5: After your stream
- ☀️ #6: Become a TV Station
- ☀️ #7: Code word strategy
- ☀️ #8: Topics for any business
- ☀️ #9: What's next?
- ☀️ #10: Q & A

Please text me your question to:
+49 157 359 81 811



Get this presentation & a little surprise as a thank you!

#1 Pre-Promote Your Stream



Alex Khan @1AlexKhan · now

● LIVE in 10 minutes on #Periscope! ZERO Viewers in your Broadcast? 3 Tips to prevent that! periscope.tv/1alexkhan



☀ Social Profiles (FB, Twitter)

☀ Website / Blog

☀ Stories (Snapchat, FB, IG)

☀ E-Mail

☀ Messengers (Text, What's app)

☀ Collaborations

#2 The First Minute

- ☀️ #1: Welcome your replay viewers
- ☀️ #2: Introduce yourself
- ☀️ #3: Introduce today's topic
- ☀️ #4: Ask people to share
- ☀️ #5: Ask an easy to answer question
- ☀️ #6: Ask for a follow



Emergency:
Use The Panic Button



#3 During Your Stream

- ☀️ #1: Add value:
Educate, inspire or entertain
- ☀️ #2: Repeat your introduction
- ☀️ #3: Repeat your topic
- ☀️ #4: Ask for a follow
- ☀️ #5: Ask for a share



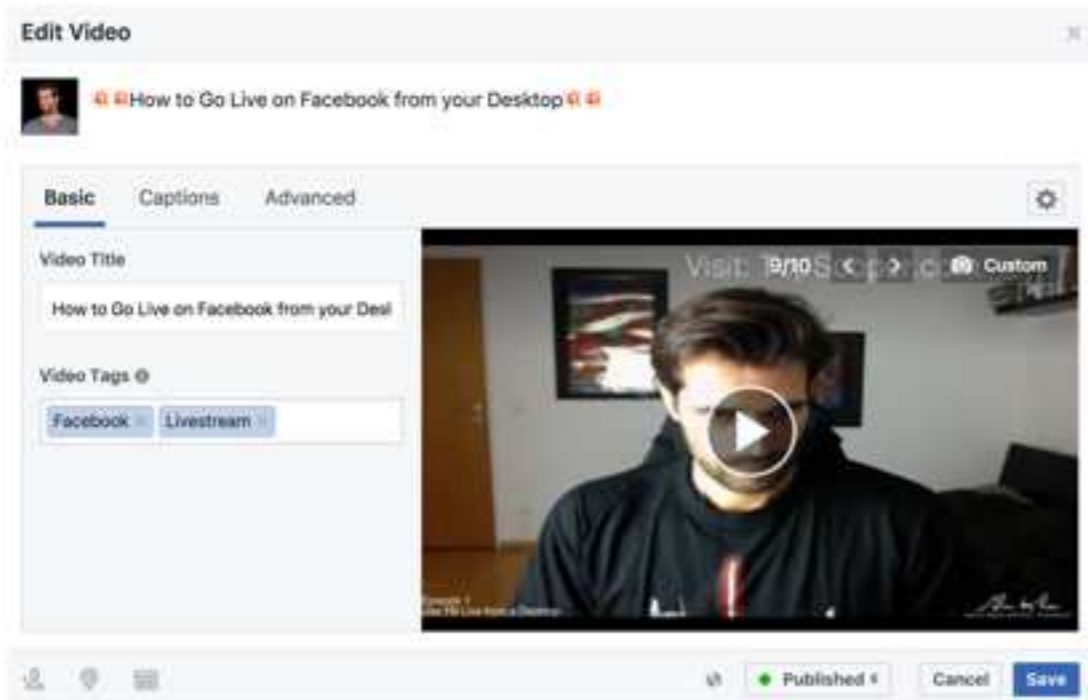
Repeat it every 5-10 minutes

#4 Gain Followers by Ending

- ☀️ #1: Wrap it up by saying x more questions
- ☀️ #2: Give a recap
- ☀️ #3: Introduce the topic of your next show
- ☀️ #4: Ask for a follow to not miss it
- ☀️ #5: Say thank you for watching









#5 After Your Stream



Collaborations



-  Edit the Video
-  Pin it on Twitter or Facebook
-  Share the replay on your channels
-  Share it via messenger
-  Mention people in your tweet
-  Start promoting it with ads
-  Use IG, Snapchat, etc Stories

#6 Become a TV Station

#1: Start screen



Useful Links:

- ☀️ Free download of OBS: obsproject.com
- ☀️ Free graphic tool: canva.com
- ☀️ Affordable animations: fiverr.com
- ☀️ Split Screen: belive.tv

#2: Short intro video

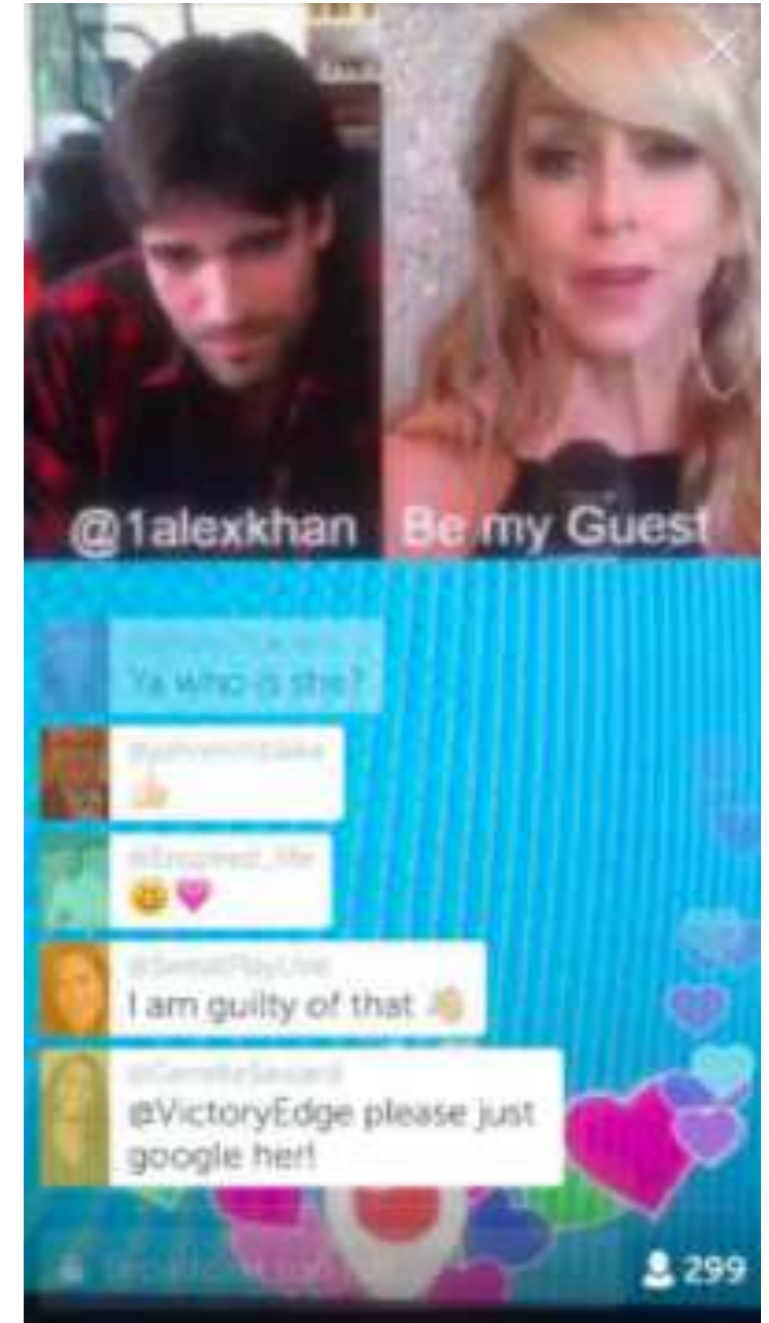


#6 Become a TV Station

#3: 30 Second Reverse Counter



#5: Split Screen Interviews



#4: Banner On Top (Topic, Follow, Share)

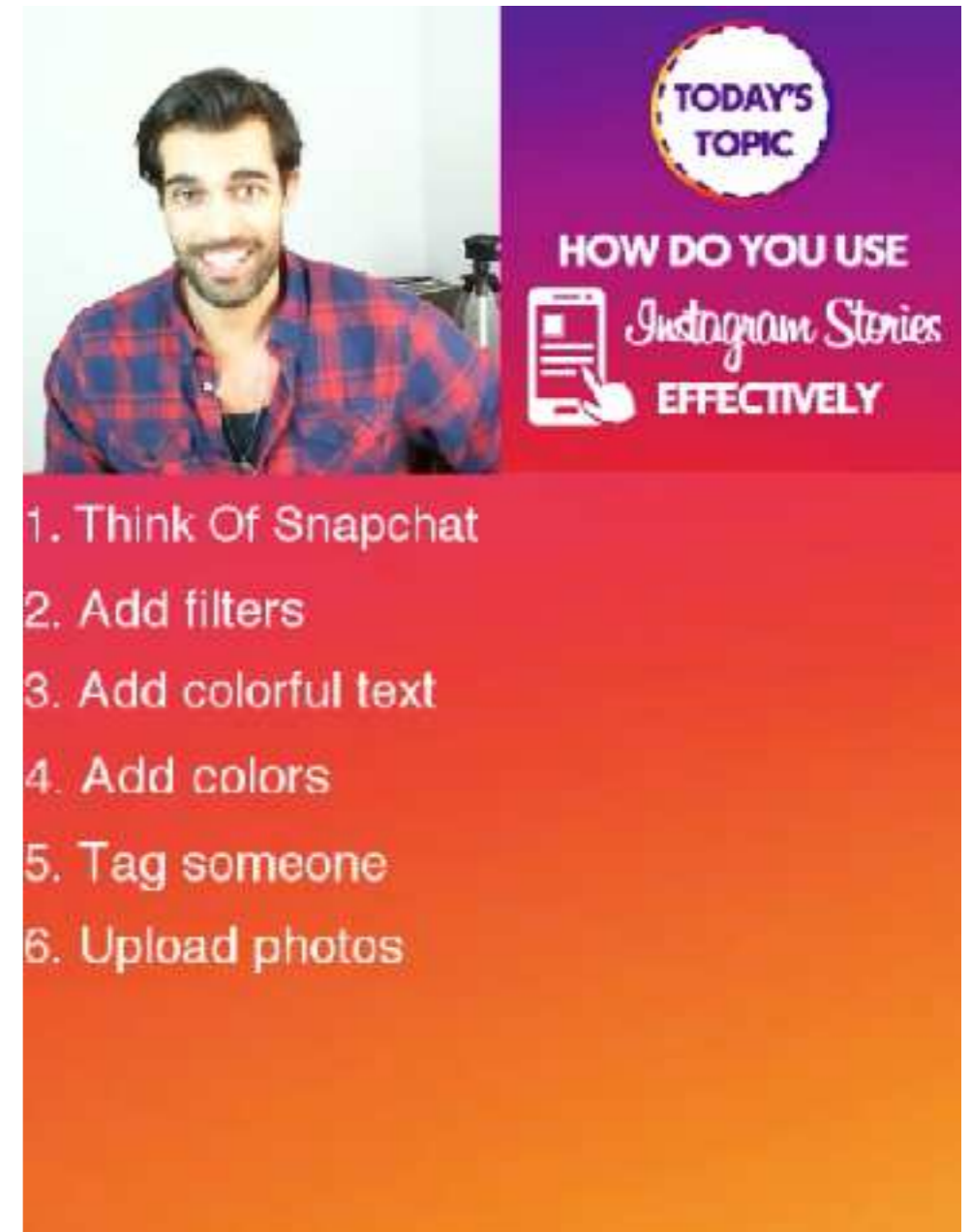


#6 Become a TV Station

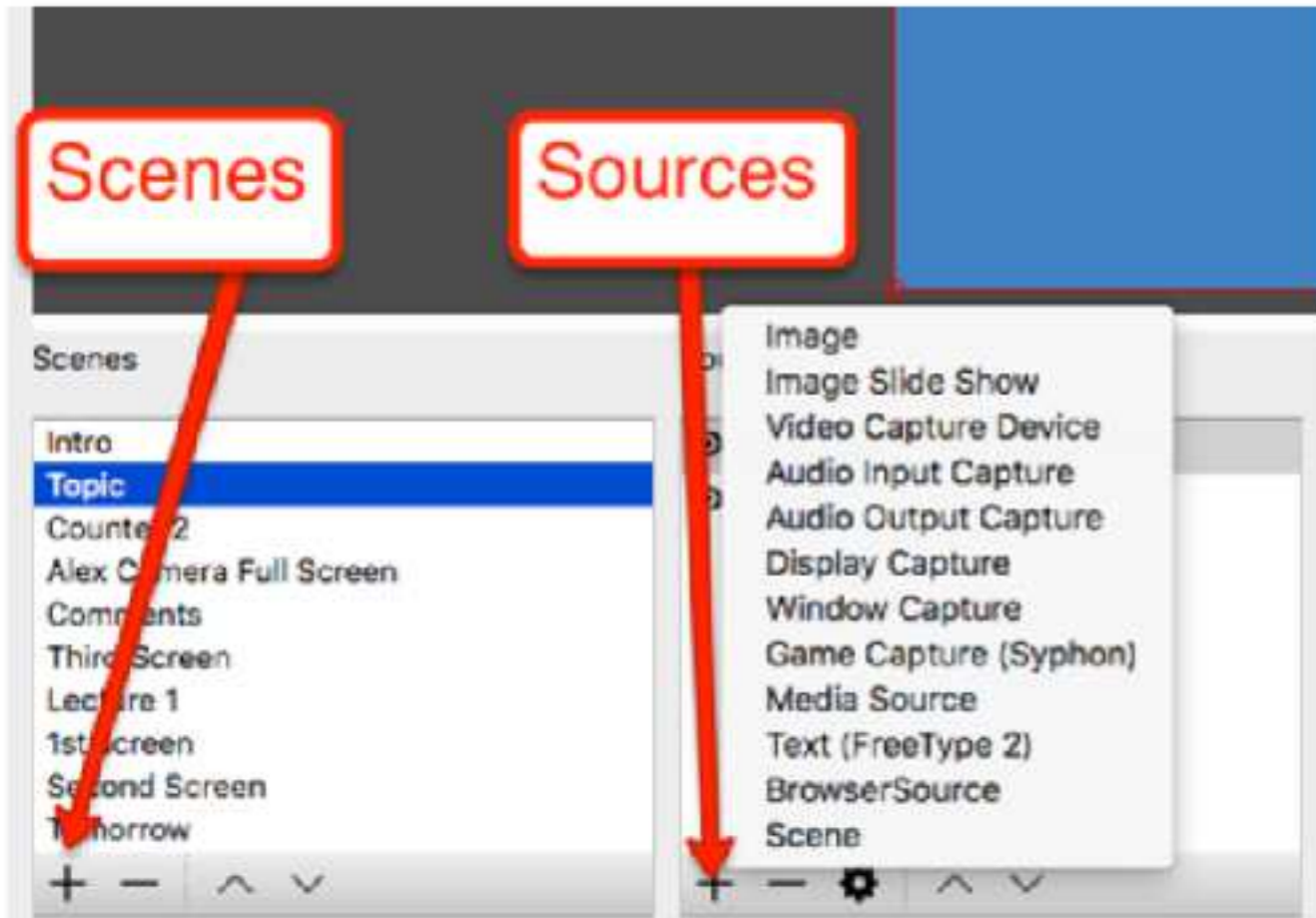
#6: Cross Promote Your Channels



#7: Educate Your Viewers



#6 Become a TV Station



☀ #1: Get OBS

☀ #2: Click add scene

☀ #3: Add source
“Video Capture Device”

☀ #4: Choose the right size

More Sources to add:

☀ Text

☀ Tools like Skype

☀ Window

☀ Media

☀ Slideshow

#7 Code Word Strategy

Benefits:

- ☀️ Increases replay viewers
- ☀️ Maximizes watching time
- ☀️ Cross promotes your account

How to do it:

- ☀️ #1: Place a code word in the first 5 seconds
- ☀️ #2: After 2 minutes tell them about it
- ☀️ #3: At the end tell them what to do with it

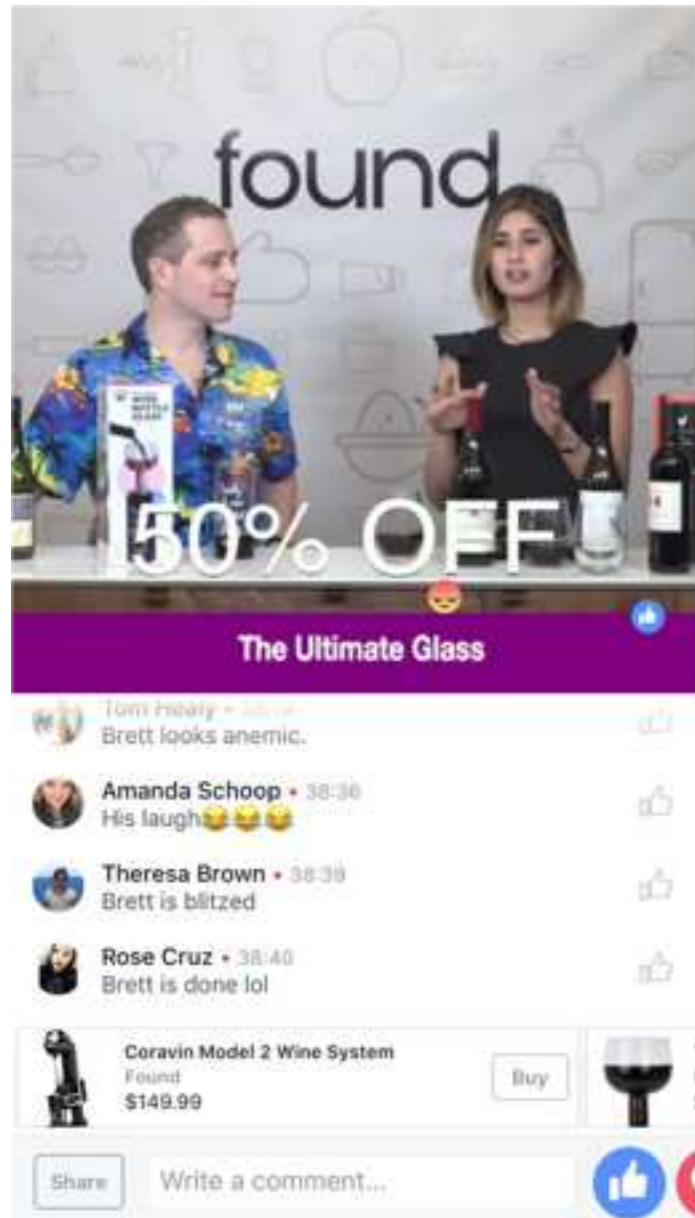


#8 Topics For Any Business

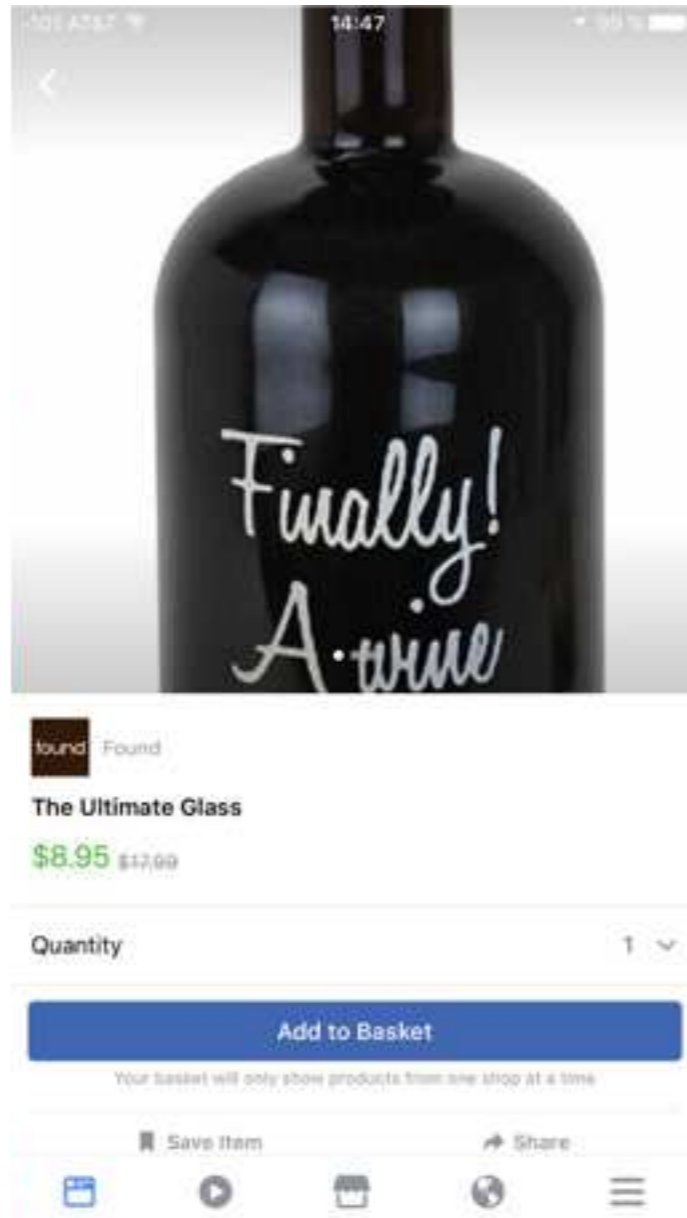


- ☀️ #1: Personal Story
- ☀️ #2: Q&A
- ☀️ #3: Behind The Scenes
- ☀️ #4: Sneak Peek / Launch
- ☀️ #5: Customer Survey
- ☀️ #6: Contests
- ☀️ #7: Interviews
- ☀️ #8: Demo / Unboxing
- ☀️ #9: How To's
- ☀️ #10: Tours

#9 What's Next?



Live Selling



Split Screen






360

Thank you for your attention



www.alexkhan.tv

alex@alexkhan.tv

   /1alexkhan



Q&A: +49 157 359 81 811