



COMMISSION EXPERTS



higherLEVEL STRATEGIES

© 2018 Higher Level Strategies, Inc.
P.O. Box 782121, Orlando FL 32828
www.HigherLevelStrategies.com/legal

This material is protected by international copyright laws and may not be reproduced, shared or distributed without permission.

Every effort has been made to make this publication as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this publication contains information that is the view and opinion of the author/presenter. Therefore, this publication should be used as a guide and not as the ultimate source on the subject matter.

The purpose of this report is to educate and inspire the reader. The author/presenter and publisher do not warrant that the information contained herein is complete and shall not be responsible for any errors or omissions. The author/presenter and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly, in full or in part by the contents of this publication.

This document contains affiliate links that may result in compensation to the publisher. There may also be links to training videos, resources and other useful products. In order for these hyper-links to work properly you must first be connected to the internet. If you do not wish to be bound by this copyright and disclaimer, please delete this product from your computer.

COMMEXPO

www.CommissionExpo.com

2.2 Notes Summary

Speaker: Ray Lane

Date: Friday, April 20, 2018

Location: Commission Expo - Orlando, Florida

Title: Marketing With Live Video

Key Takeaways: “Key Takeaway: “Make content as frequently as you can. Start with Facebook Live as the audio is good enough to use for podcast recording. You can pre-record and schedule to go out like it is live.”

Facebook Live:

How many of you know that Facebook LIVE and even YouTube LIVE is a big deal these days?

You can do some really cool stuff with YouTube LIVE and things like Periscope.
That's what we are going to talk about today.



Scan The Code For FREE FB Live Guide



RayTheVideoGuy On...



COMMEXPO

www.CommissionExpo.com



Marketing With Live Video

- Facebook generates 8 billion video views per day
- Facebook now sees 100 million hours of daily watch time
- Videos showing up in newsfeeds has increased 360%
- Brands stream more live video than they upload to YouTube
- Average watch time for live videos is 34.5 minutes (vs 2.6 minutes for uploads)
- Live videos have double the engagement of uploaded videos
- Users comment on live videos 10X more than uploaded videos

How Can You Use It

- Live product demonstrations
- Ask Me Anything
- Interviews & Talk Shows
- Behind the Scenes
- Recording Podcasts
- Streaming Pre-Recorded Videos

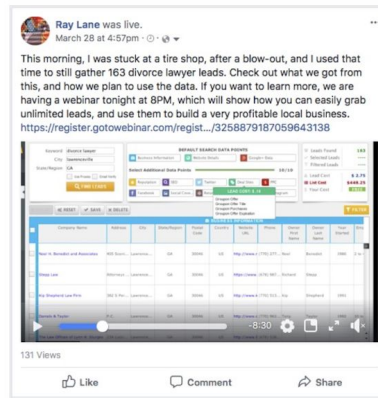
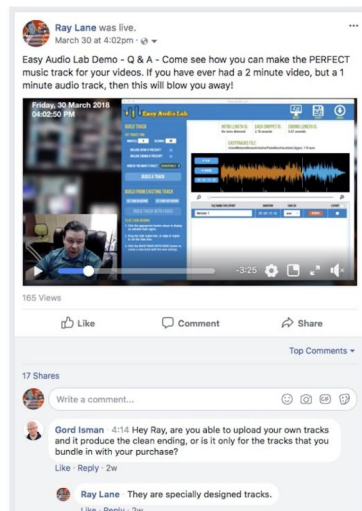
Live Product Demos





We did \$900 in sales on the first demo, (On camera or not), repurpose videos on youtube (go up over time), Facebook (declines over time), or bonus page, Review a software product. Facebook gets you an audios immediately. Ray did \$900 in sales on the first demo.

Live Product Demos



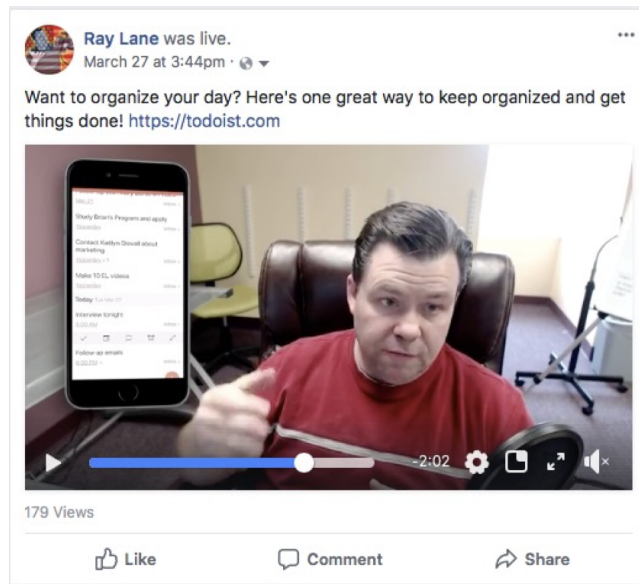
We did \$900 in sales on the first demo



Ask Me Anything

Make content as frequently as you can.

- Day 1 - Demonstration.
- Day 2 - Do an “Ask Me Anything” about the product promotion.



Key Takeaway: *“Make content as frequently as you can.”*

Interviews/Talk Shows

People can ask questions. You can have the product builder discuss their creation as they know 100% of the product instead of you with maybe 50% knowledge. Create a talk show about “issues” (Escape Room Podcast).

f LIVE Interviews/Talkshows



COMMEXP0

www.CommissionExpo.com

Behind The Scenes

Get a second camera.



Podcasts

Start with Facebook Live as the audio is good enough to use for podcast recording.

Ray has two podcasts: <http://earn.show/> and adventure cast.

Key Takeaway: *“Start with Facebook Live as the audio is good enough to use for podcast recording.”*





Pre Recorded videos

- For “Facebook Live” Ray Lane uses SociLive Stream- Live to Facebook and YouTube.
- You can pre-record and schedule to go out like it is live.
- Facebook TOC wants people to know that it is NOT truly LIVE if it’s a replay/encore.
- YouTube does not have it in their Terms of Service so you can emulate a live stream.
- Facebook TOC: does NOT allow streaming live simultaneously to another platform.
- So, stagger posting LIVE videos.
- Engagement increased with Facebook LIVE - (Facebook increases reach to LIVE videos)
- 22k percent increase with LIVE videos
- 16k percent increase in number of people liking, etc . . .

Key Takeaway: “You can pre-record and schedule to go out like it is live.”

The Tech Stuff

- Live from phone, desktop, special cameras
- Meerkat and Periscope (owned twitter) were once thought to be the top platforms.
- YouTube Live is **better** but different than Facebook Live, as it is the most used and **easiest**.
- Do you go live on Facebook? You should.
- Mike says “**you everywhere now**” Personal profile, group, etc put it everywhere you can . . .
- **Live from your phone**



www.CommissionExpo.com



- Live from the desktop
- Live from special cameras

From Your Phone

- Easiest way to go live
- Great for behind the scenes videos
- Can be done anytime

From The Desktop

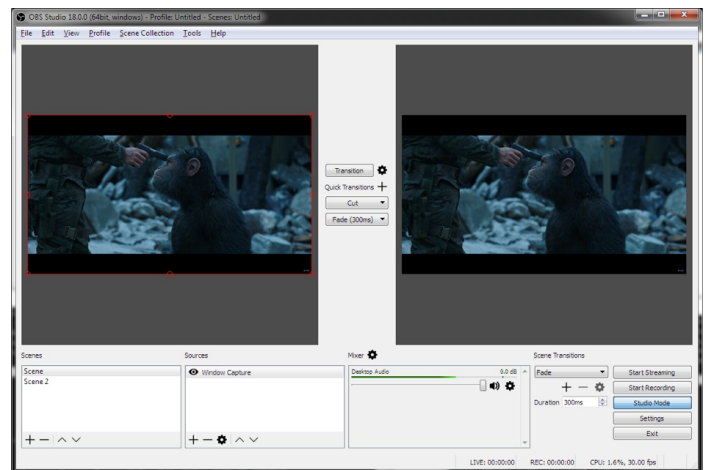
- Scalable from web cams to studios
- Requires extra software
- Allows for professional look and feel

OBS Studio - obsproject.com

- **FREE!**
- **Mac & PC**
- **Effects**
- **Graphics**
- **Interviews**
- **A bit quirky**

OBS Studio (FREE) open source
obsproject.com

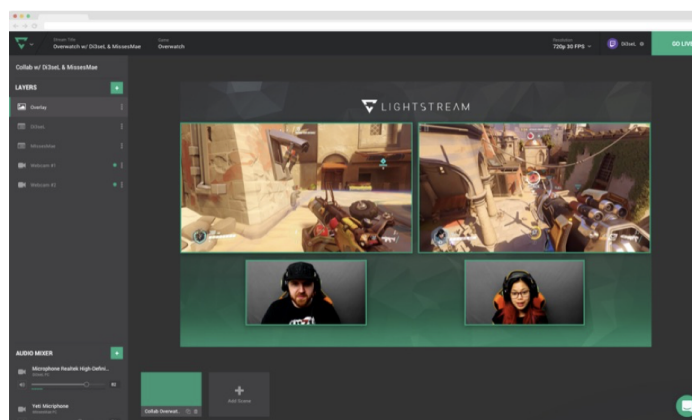
Free, Mac and PC, effects, graphics,
 interview a few quirky.



Lightstream - golightstream.com

- **FREE!**
- **Mac & PC**
- **Effects**
- **Graphics**
- **Interviews**
- **Web Based**

Lightstream (FREE) Mac and PC, effects, graphics, interviews, **web based** (more advanced than OBS Studio).

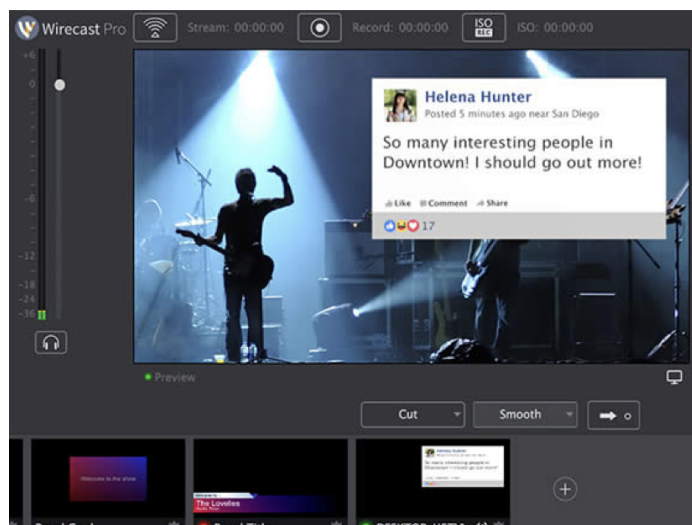


Wirecast - telestream.net/wirecast

- **Mac & PC**
- **Effects**
- **Graphics**
- **Interviews**
- **Expensive**
- **A bit quirky**

Wirecast (\$500+)

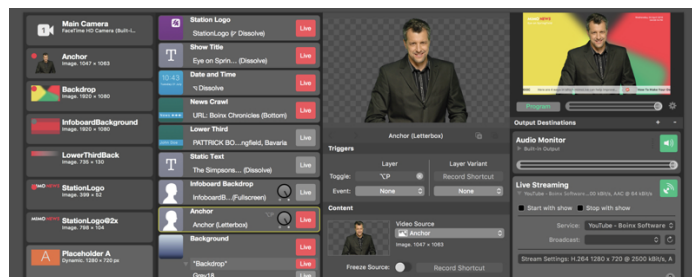
Mac and PC, effects, graphics, interview, expensive, a bit quirky.



MIMO Live - MIMOLive.com -

Built-in calling
(green screens, news tickers, date and time)

- **Full studio controls**
- **Advanced Graphics**
- **Multi-camera** (switcher built in)



and do interview directly)

- **Built-in calling**
- **Social Media Integration** (love Facebook icons as people “like” and it shows mood)
- **Mac only**

TriCaster - newtek.com/tricaster

- **Full studio controls**
- **Advanced Graphics**
- **Multi-camera**
- **Virtual Studios**
- **VERY EXPENSIVE**



Specialty Tools - getmevo.com

View from your phone just like a tv monitor. You can zoom in on two faces. But get a Microphone! IMPORTANT: Two lavalier mics plug into phone - MOVO makes it.

- **Mevo Live Camera**
- **Get a Microphone!**
- **LiveLeap** - You take a video and puts it out to all groups, newsfeed, Twitter, email, text. Ray uses it for each cast.
- **Skype/Zoom/BeLive** - great way to go live easily
- **JoiCaster** - go live and the site takes your stream to multiple places





Scan the Facebook Messenger Code below and
ASK for the FREE “FB Live Guide”



Facebook Messenger Link:

<http://m.me/RayTheVideoGuy>

<https://www.messenger.com/t/RayTheVideoGuy>

Facebook: RayTheVideoGuy

<https://www.facebook.com/RayTheVideoGuy>

Ray Lane’s Commission Expo 2018 Interview: [Watch Here](#)

COMMEXPO

www.CommissionExpo.com