

LIVE

VIDEO



In the modern age of real-time video, live video is **available everywhere.**



In fact, approx. **80% of consumers would rather watch live video from a brand** than read a blog or view social posts.



Now that mobile media has created an “always-on” environment in which marketers can reach consumers in real time, live video is giving brands the opportunity to **share experiences with audiences around the world as they’re happening.**

We spoke to marketers and experts across industries to get their opinion on **the value and viability of this emerging trend.**



Live Video gives brands the opportunity to connect with customers on a far more genuine, personal level than polished and produced videos. Also, social channels like Facebook and Instagram are sharing live video content more readily due to their increasing popularity among consumers.



Brands looking to engage young millennials and Generation Z need to invest in a live video strategy. **According to eMarketer, 63% of people ages 18 to 34 are watching livestream content regularly.**



For brand awareness, relationship building, and even direct sales, **live video will become an increasingly effective marketing channel.**



RECOMMENDED STEPS

Are you looking to leverage the advancements of real-time video?

ANA members have access to the full report, which includes case studies on live video, but here are three steps to get you started:

1

Ensure high quality production during every live video.

Setting up or renting a dedicated recording space that is properly lit, has the camera on a tripod with proper exposure and focus settings, along with being fully soundproof, is an important way to ensure quality is always maintained. In some cases, rough and raw video is preferred, where the camera is on the move in a candid way, but quality is still very important.

2

Create an experience and story that consumers feel genuinely connected to.

Anyone that touches your brand, during any live video event (e.g. interview, workshop, conference, behind-the-scenes) must understand the tone, vibe, and feel of your product/service. Although different people will have unique styles to bring to the performance or live video, their style must still be a good fit and match for the brand your consumer knows and loves.

3

Understand and plan for any risk(s) that may be involved.

To be best prepared for mistakes that may occur, have contingency plans in place, including emergency contacts and legal counsel (if necessary). Ensure your team has also properly assessed and protected your company and brand well in advance from any known risks.



To **learn more about how marketers are approaching live video**, check out the [full research report](#).

You can also visit ANA’s Innovation Hub for other cutting-edge marketing topics that are changing the world of marketing forever.