

DEVENEY BLOG POST

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In 2016 Facebook and Instagram launched a program called “Live” giving users the ability to broadcast themselves in real-time, worldwide. Since then, streaming live has exploded in popularity and we are beginning to see companies take advantage of this free marketing opportunity. How are they doing it? Check out these five ways live streaming can help market clients.

**1) Encourage curiosity by introducing a new product**

If marketing a new product, live stream a product demo. From a new app for cell phones to testing out the newest model of a car, the more information consumers have about a product the better.

**2) Spark interest through broadcasting an event**

One of the most popular things to stream are live performances such as musical productions, band rehearsal and sporting events. Let the audience have a glimpse into whatever craft you are promoting. Here’s a great example from [The Bombpops](#), in the studio recording their latest album.

**3) Promote audience engagement by holding Q & A’s**

Transparency is a key element of any successful business. There’s no better way to encourage that than holding a Q&A with your target viewers. Not only will this increase engagement but it puts a face to the product which instils trust in your audience.

**4) Inform with news about your business**

Let your viewers know who the company/client is on a personal level. Turn the camera around and go behind the scenes. Conduct interviews with colleagues and other professionals.

**5) Be creatively spontaneous!**

Think outside the box. What fun activities can be streamed that you yourself would want to watch?

Above all, live streaming helps generate a larger audience. Streaming content through any social media platform increases accessibility not only in your target audience but worldwide. Live posts can have the opportunity to reach an entire spectrum of viewers that may not have been considered. So, get streaming!

## Citations

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