
FACEBOOK LIVE:

How to use Facebook LIVE to grow your Brand and Social Media Platforms!

CHECKLIST



By Vero Castagno

WHY SHOULD YOU DO FACEBOOK LIVES?

It's the **BEST PLACE** to grow your brand, reach your ideal customer and it's **FREE!**

4 TOP BENEFITS OF USING FACEBOOK LIVE FOR BRANDS

1 - PRODUCES UNIQUE CONTENT

2- CREATES EXCITEMENT!

3 - DRIVES MORE TRAFFIC TO YOUR PAGE

4 - YOU GET REAL TIME ENGAGEMENT

TOP FACEBOOK LIVE MISTAKES TO AVOID

THE AWKWARD PAUSE

- Never start a LIVE asking: are we on? Don't start with what's called DEAD AIR.

ARE THERE QUESTIONS?

- Don't stop delivering your content to ask if they have questions.

IGNORING YOUR AUDIENCE

- You must include your audience into your delivery.

TOO COMPLICATED TO SET UP

- Make it simple: has to look nice, but also you have to set it up every week so make sure it's convenient for you to set up.

LIVE STREAM EQUIPMENT & SET UP.

LEVELS OF LIVE STREAMING

SELFIE STREAM

- Holding your phone in selfie mode. Close, personal, upfront.

ADD GEAR TO YOUR PHONE

- Such as tripod, microphone, video stabilizer, lights.

GOING LIVE FROM A COMPUTER OR ADDITIONAL CAMERAS.

- Mevo, Wirecast, etc,

TV QUALITY LIVE

- Equipment built and dedicated to lives.

BEST EQUIPMENT FOR NON PRO LIVE STEAMING

YOUR PHONE

MEVO CAMERAS OR SIMILAR: multi-cameras.

- Fully compatible with Facebook, YouTube, Twitter. Shoot up to 1080p live and records 4K.

LIGHTS

- Set them up prior to going live. My choice: DIVA NOVA RING LIGHT + LIGHT BOX

MICROPHONE:

- For best quality, plug a microphone to your camera.

LIVE STREAMING

HOW TO GROW YOUR FB LIVE AUDIENCE

LIVE STREAMING

HOW TO GROW YOUR FB LIVE AUDIENCE

- CREATE A SERIES OF LIVES**
 - PROMOTE IN ADVANCE + COUNTDOWN**
 - CONNECT WITH GROUPS AND PROMOTE THERE**
 - Ask for permission first. If not allowed, just share after LIVE.
 - SHARE WITH GROUPS IN YOUR NICHE**
 - As soon as you are done. SHARE!
 - ASK VIEWERS TO FOLLOW**
 - Presented as a reward! You Follow me: I give you good FREE content.
 - REVIEW YOUR METRICS**
 - Analyze your metrics and repeat what worked for you.
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HOW TO USE FACEBOOK LIVE TO GROW ALL YOUR PLATFORMS

Use Facebook LIVE for your own benefit: ask your viewers to do something for you in exchange for your great content!

WHEN LIVE IS OVER:

- 1 - Edit thumbnail
- 2- Change title
- 3- Share your video

BE CONSISTENT!

FACEBOOK **LIVE** MASTERCCLASS



by **VERO CASTAGNO**

ENGLISH FB MASTERCLASS

<http://proxproductions.com/en/fb-masterclass>

MASTERCLASS EN ESPAÑOL

<http://proxproductions.com/fb-masterclass>

- WHAT WILL YOU LEARN?

- ALL THE STRATEGIES AND STEPS THAT WORK ON LIVE STREAMS.
- STEP BY STEP PLAN.
- SCRIPTS YOU CAN USE AND CUSTOMIZE TO YOUR CONTENT.
- EVERYTHING YOU NEED TO KNOW TO SUCCEED ON FACEBOOK LIVE.

**WE ALL GROW
PROMOTIONAL VALUE: \$67**

ORIGINAL VALUE: \$297

**YOUR DISCOUNT CODE:
WEALLGROW**