

Live Streaming Video

Why it Should be Part of Your Communication Strategy

Perhaps you want a higher level of engagement, more customers, or the increased ability to integrate socially and go viral. If so, live streaming video may be a solution for you or your business.

For some time now live streaming has been popular with executives, who are among the largest early adapters of the technology. In fact, C-Level executives are using online video at more than triple the rate of associate-level employees, according to a report titled "Executive Visions on Video in the Workplace" published by Wainhouse Research. The report surveyed 1,007 U.S. executives during the 4th quarter of 2013 and found a staggering 78 percent of corporate executives find online video to be effective for business communications.

Perhaps even more interesting, the report found that live video is preferred across all industries, with 72 percent of respondents favoring live video versus on-demand video. Although research shows that streaming a live event is the clear favorite, how can it benefit your business?

Solving Communication Challenges

You need an effective way to communicate with your audience, even when you can't physically be in front of them. This is increasingly important as companies attempt to reach audiences on a larger scale without sacrificing engagement. Live streaming is used in a variety of situations, including:

New Product Launches

A company is launching a new product; however, the product has many nuances. As a result, a longer time than usual is needed to successfully explain the various features and capabilities of the product. Engagement is key to avoid losing the audience in all the important details.

Event Branding

A company needs to release a branded message, and holding the event in a single location will limit the audience. You need to reach a large group that spans the country or even the globe.

Internal Employee Communications

Say a new strategy or exciting news is on the horizon. Employees are in multiple locations, and you need an effective way to communicate your message and engage your audience. Before live streaming you might have used webinar or similar technology to address these situations. Although effective in many situations, webinars can adversely affect engagement.

Without a live streaming experience it's too easy for people to "tune out" during the on-line video, and once you lose the audience it's difficult to recover.

For the company attempting to explain a new product, deliver a branded message or communicate with employees, capturing and keeping attention is critical.

Engagement and Scalability

Many executives have started gravitating to live video because it looks better and is naturally more engaging. Audience members tend to attempt less multi-tasking during an in-person live event, and they mimic this behavior during a live streaming event.

In addition, live streaming solutions provide unlimited scalability. Your live event can go from 2 viewers to 2 million with the ability for audience members to integrate socially directly from the view page.