



The
Market
Element

Digital Spotlight: FACEBOOK LIVE

4/20/2017

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WHY FACEBOOK LIVE?



Easy and Free!

- All you need is a smartphone and a great idea!



“In The Moment” Value

- Followers are attracted by live, authentic and spontaneous experiences
- Real-time engagement and feedback



Favorable Newsfeed Algorithms

- Prime newsfeed placement



Push Notification Alerts

- Drive on-demand engagement



Followers Love Video!

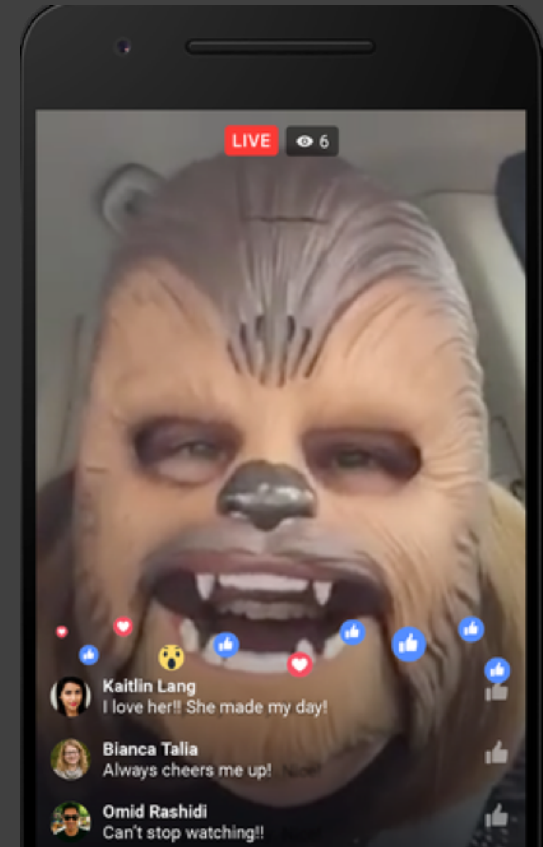
- 1,200% more shares than image or text posts
- Users spend 3x longer watching live than regular videos



BY THE NUMBERS...



- Facebook goes LIVE in *February 2016*
- Facebook LIVE Posts Have...
 - Grown 94% Annually in USA
 - 3.8 Billion Daily Views
 - 360% Newsfeed Impression Growth
 - 100 Million Hours Watched Every Day
- Facebook is paying \$50 Million to Influencers, Publishers, & Celebrities to use Facebook Live.
- 85% of Facebook Ad Revenue From Mobile
- 10.13% Organic Reach & 6.3% Engagement Rate



Most Viewed 2016:
Chewbacca Mom
(166 Million Views)

FACEBOOK LIVE APPLICATIONS



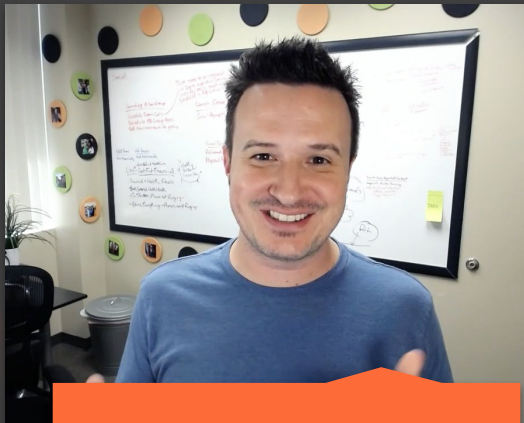
“Behind The Scenes”



Events



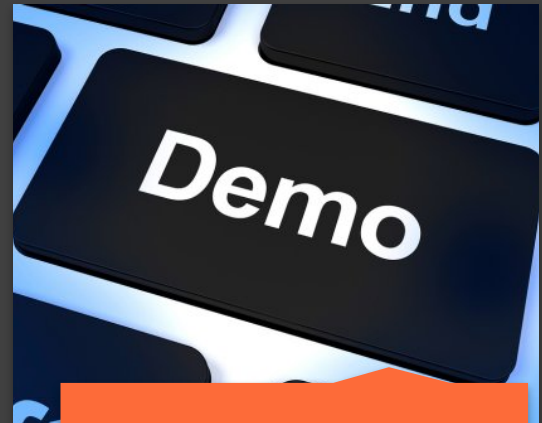
Feature Story



Interviews



Podcast



Product Demo

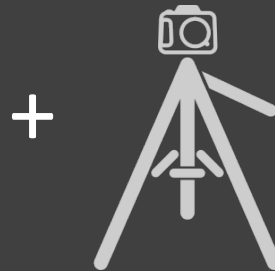
KEY ELEMENTS FOR QUALITY FACEBOOK LIVE



Mobile Device



Wireless
Headset for
Sharp Audio



Tripod to
eliminate
shakes



Strong Wifi
or 4G



[SUCCESS] DUNKIN' DONUTS

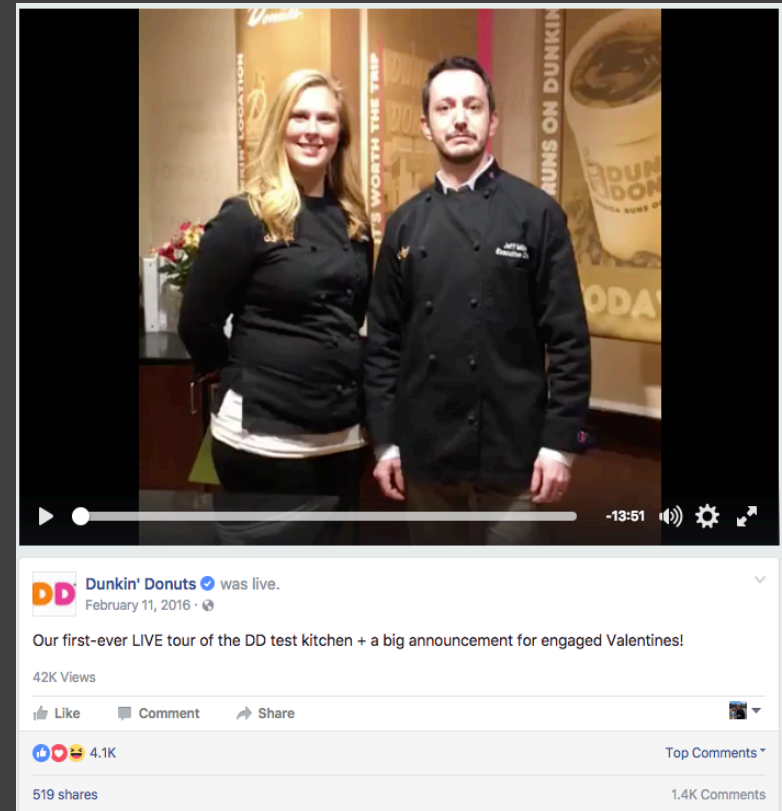


When: Valentine's Day 2016

Objective: Show behind the scenes look at DD test kitchen, gather entries for \$10k give away.

What they did right:

- Engagement
 - Spotlighted fans
 - Asked for specific comments
 - Commented with video
- Made it Personable
 - Wedding announcement
 - Massachusetts accent
- Gave a reason to stay until the end
 - Provided an actionable next step for viewers



Likes: 4,200

Shares: 519

Comments: 1,400

[FAIL] GAME OF THRONES



When: March 9th

Objective

Live Video

1 Flame



Bill Kuchman ✓

@billkuchman

Follow

What a way to reveal the #GameofThrones Season 7 premiere date. #gots7

12:53 PM - 9 Mar 2017

8 13

/real???

[FAIL] GAME OF THRONES



Lesson #1:
Don't Play With Fire... Unless
You're Ice

Lesson #2:
Consider a Dry Run

Lesson #3:
Broadcast Something Exciting



Kat Rosenfield ✓
@katrosenfield

Follow

Is it me or did millions of people just spend ten minutes watching a block of ice NOT melt to reveal the #GameofThrones S7 premiere date

12:22 PM - 9 Mar 2017

↩️ ↻️ 5 ❤️ 7



Alex Remnick ✓
@AlexRemnick

Follow

It doesn't bode well for season 7 when the GoT team is like "our fans are so invested they will literally watch a block of ice melt."

12:24 PM - 9 Mar 2017

↩️ ↻️ 4 ❤️ 7



Jess
@ThatJessKid

Follow

When you waste 10 minutes of your life watching a block of ice melt ... Only for the live to end ... @GameOfThrones sort it out mate 😂

12:21 PM - 9 Mar 2017

↩️ ↻️ 1 ❤️ 3

THANK YOU



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