

8

BRANDS WHO HAVE SUCCESSFULLY EMBRACED FACEBOOK LIVE

...and a key takeaway from each!



In April 2016, Facebook launched Facebook Live, a live video streaming service that lets anyone broadcast from their mobile devices straight to their Facebook News Feed.



In January 2017 the social network's live video streaming platform upgraded with the ability for businesses and brands with Facebook Pages to “go live” from their desktop and laptop computers.



Take a look at 8 of our favorite examples of Facebook Live success, and an inspiring key takeaway idea from each that you can use for yourself.



Benefit Cosmetics: Topsy Tricks

What happens when two fun-loving millennials pour a glass of wine and break out some great cosmetics to show and demonstrate, giving viewers an opportunity to provide spontaneous input? The viewers stay engaged because of the unscripted fun, and the brand learns in real time what's on the minds of their consumers. Totally win-win!

Watch the video **HERE**.

<https://www.facebook.com/pg/benefitcosmetics/videos/>



Takeaway: Spontaneity is great on Facebook Live. Especially when the "host" is having fun sharing their product in real-time.



Starbucks

In September 2016, Starbucks broadcast live from Rufus King Park in Jamaica, Queens NY for National Voter Registration Day. They invited viewers to tour the event with two “hosts” and send in questions for the Starbucks chairman and CEO to answer live, onstage, after a small pep rally where they spoke to the importance of voting.

Watch the video **HERE**.

<https://www.facebook.com/Starbucks/videos/10154528031108057/>



Takeaway: A great way for a brand to “humanize” top executives is to get them out front and center at local community events, giving the public an opportunity to meet them in person or in this case, on Facebook Live.



Martha Stewart

Whether you want to make a perfect shrimp cocktail or decorate a holiday wreath, Martha S. going live on Facebook is a real treat! (Check out the colossal shrimp she's showing in this video.)

Check it out **HERE**.

<https://www.facebook.com/marthastewart/videos/10154219313636289/>



Takeaway: If you have expertise on staff, consider showing off their knowledge and skills by bringing your audience into their office. In this case, we were invited into Martha's studio kitchen for a live experience with her.



ASPCA: #31DaysofRescueDogs

In October 2016, five volunteers from a NYC pet adoption location took to the streets with five adoptable puppies in tow (and a broadcaster streaming live on Facebook.) They captured the reactions and comments of passers-by, while asking their Facebook viewers to help bring awareness to “Adopt a Shelter Dog Month”, and even consider making a donation.

Check it out **HERE**.

<https://www.facebook.com/aspca/videos/10154041865051139/>



Takeaway: If you have a charitable partner who has local events, send out your own roving reporter to cover the event and broadcast it to your fans.

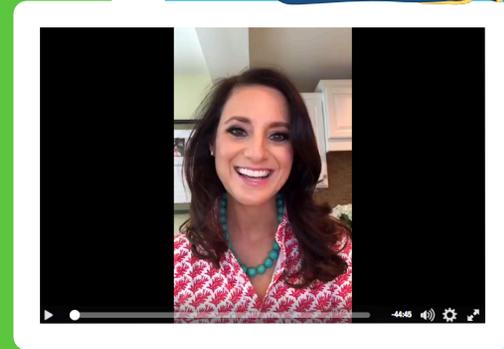


Sara Harberson: Ask America's College Counselor

If you want premier college counseling, you've found the right person. Sara is a nationally recognized authority on college admissions and shares her advice while answering questions on her Facebook Live events.

Check it out **HERE**.

<https://www.facebook.com/saraharberson/videos/450685195277743/>



Takeaway: Facebook Live makes you accessible to any viewers, located anywhere. Going live with a Q&A on specific topics of interest to a highly targeted audience is a great way to grow your audience and your business.



Results Fitness: 16th Anniversary Flash Mob and Celebration

A top-secret flash mob event and party to celebrate their 16th business anniversary was broadcast live, but not before a broadcast of the pre-party where they interviewed owners, staff, and guests with a behind-the-scenes peek at the upcoming fun.

Check it out **HERE**.

<https://www.facebook.com/ResultsFitnessSantaClarita/videos/10153739702011312/>



Takeaway: Events are worth sharing! Whether you are celebrating a grand opening or a business anniversary, promote the event on social media and include a pre-event Facebook Live stream, as well as a Facebook Live broadcast during the event with impromptu interviews and fun.

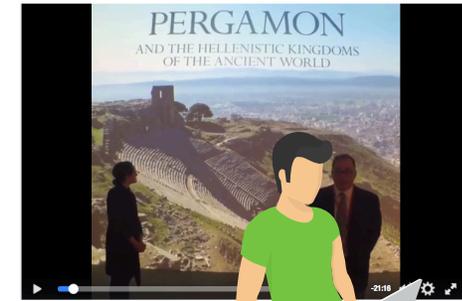


The Metropolitan Museum of Art, New York

The Met has taken Facebook fans for walks through the hallways as they prepare for the first visitors of the day, as well as expanded their live digital reach to broadcast live Q&A sessions and previews of new exhibitions.

Check it out **HERE**.

<https://www.facebook.com/metmuseum/videos/10153641130792635/>



Takeaway: Look for opportunities to expand on your digital content and video opportunities to broadcast unexpected pop-up tours of interesting places or processes in your company.



Hairspray Live! Behind-the-Scenes Experience

December's airing (on NBC) of Hairspray Live! came with a few added surprises, like a Facebook Live second screen experience. "People who are really interested in a show want as much content around that show as they can possibly consume," said Rob Hayes, EVP Digital at NBC Entertainment. With more than 2.8 million views, he was right!

Check it out **HERE**.

<https://www.facebook.com/HairsprayLive/videos/668787383294828/>



Takeaway: There can be just as much excitement surrounding any kind of announcement or event as the actual event itself! Set the stage by broadcasting live as you prepare to put your brand into the spotlight.

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