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# How Brands Can Leverage Live Streaming to Build Authority, Influence, and Community

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Dr. Ai @AiAddysonZhang

Adobe Education Leader | HubSpot Academy Instructor

Founder, Classroom Without Walls

# Presentation Overview

- Why live streaming
- Examples from a few brands
- How you can go live
- Equipment + tools







# Why live streaming?

Green Thumbs Garden Cafe | Gardening for Food



Here's a fact  
**By 2021**

**82% OF ALL INTERNET TRAFFIC  
WILL BE VIDEO (CISCO)**

**LIVE STREAMING IS GOING TO BE  
A *\$70.5 BILLION* INDUSTRY**

**52%** of marketers worldwide name video as the type of content with the best ROI (HubSpot)

**73%** of B2B marketing professionals say that video has positively impacted marketing results (Real SEO)

**30%** of people who watch a livestream of an event will attend that same event the following year

More facts  
**Video Boosts ROI**





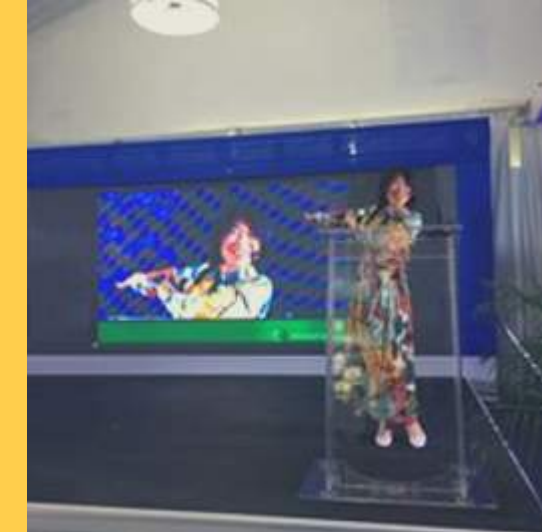
Who AM I



ADOBE EDUCATION  
LEADER



HUBSPOT ACADEMY  
INSTRUCTOR



SPEAKER | LIVE  
STREAMER



FOUNDER  
Classroom Without Walls



WEBINAR HOST +  
SPEAKER





# How are brands leveraging live streaming?



@AiAddysonZhang



# BRANDS LEVERAGING LIVE STREAMING



ADOBE



CHEWEY





AI




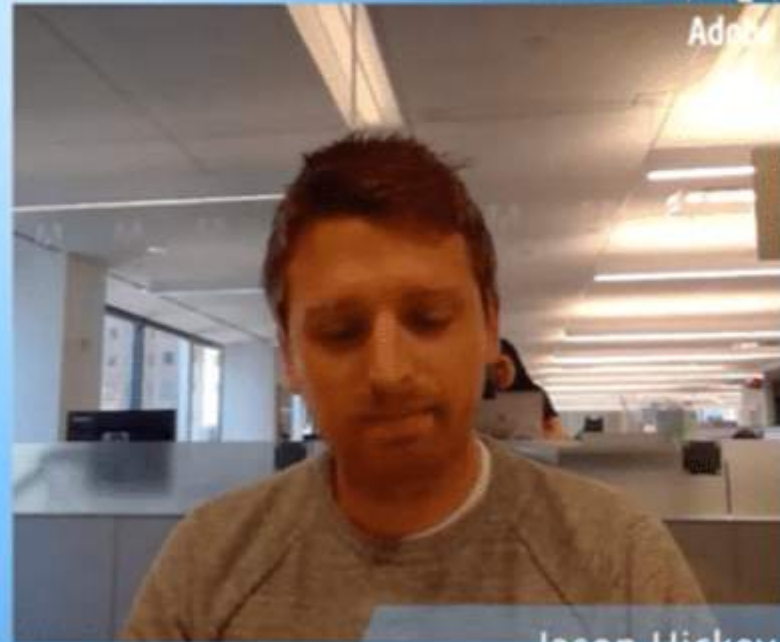
Industry Thought Leader



Internal Employee

 **Adobe Experience Cloud** was live  
110,042 followers  
3w •  Anyone




Join Goldie Chan and Jason Hickey as they discuss some of the latest product innovations from Adobe Target: <https://adobe.ly/30cJqQv> Tune in, join the conversation, and get your questions answered live.

Goldie Chan  
Founder, Warm Robots

Jason Hickey  
Senior Product Marketing Manager, Adobe Target

**Goldie Chan + Jason Hickey discuss Adobe Target Innovations**

   117 • 61 Comments • 5,267 Views





Adobe



**TJ Gamble**

CEO, Jamersan &  
Adobe Influencer



**Peter Sheldon**

Senior Director of Strategy,  
Adobe

**TJ Gamble + Peter Sheldon Discuss Adobe's Leadership in Digital Commer...**



104 • 38 Comments • 5,493 Views





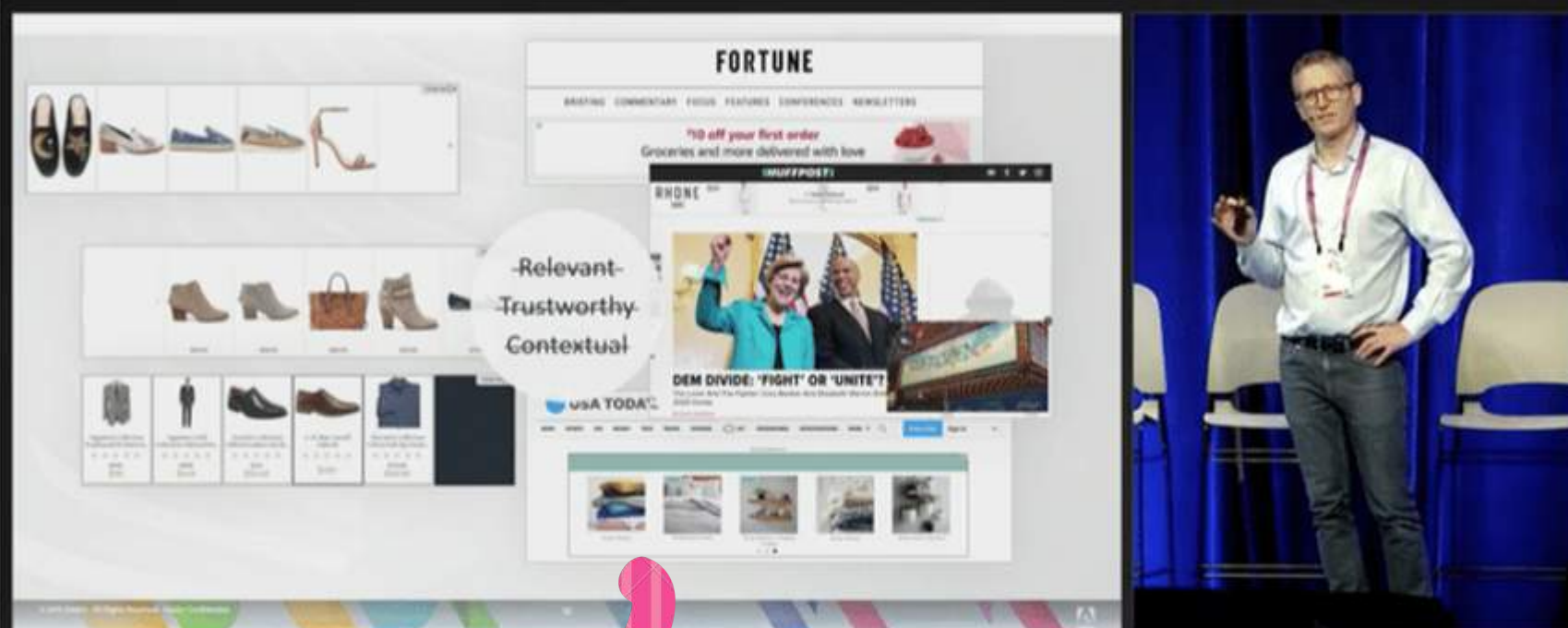


## Adobe Experience Cloud

110,043 followers

1w • 🌐 Anyone

There are endless experiences out there — but many miss the mark when it comes to relevance, trust, and context. At [#AdobeSummit](#), that theme was front-and-center and so was a powerful solution: bring creative exce ...see more



👍 23 • 944 Views



## Adobe Experience Cloud

110,042 followers

2w • 🌐 Anyone

"Customers buy experiences, not products," says Adobe CEO Shantanu Narayen. At [#AdobeSummit](#) learn how leading brands are creating customers experiences that set them apart <https://adobe.ly/2lq1LLy>.



👍💡🌱 84 • 1 Comment • 2,511 Views





## Adobe Experience Cloud

110,043 followers

2d • 🌐 Anyone

✓ Following ...

We're giving you a whole new fantasy football playbook—and the chance to trial the leader in Analytics. Snag some [#AdobeAnalytics](#) insights for Week 6 and enter to win a football autographed by Aaron Rodgers and Brett Favre here:

<https://adobe.ly/2U6e38I>

Hack the  
Huddle with  
[#AdobeAnalytics](#)



👍 15



## Adobe Experience Cloud

110,043 followers

1d • Edited • 🌐 Anyone

...

For [Sprint](#), Adobe Analytics bridges the digital and physical worlds by building customer journeys informed by data. See how they drive a more connected experience: <https://adobe.ly/325WKYG>

“Adobe Analytics has helped us be  
more creative in using data to drive  
a more connected shopping  
experience”



Jeff Henshaw  
VP of Digital & Analytics,  
Sprint

Experience  
Makers



👍 42

# Chewy

MORE DETAILS TO BE ADDED





# EMBRACING LIVE STREAMING AS A LIFESTYLE



LIVE STREAM  
**@AIRPORT**



LIVE STREAM  
**@HOTEL**



LIVE STREAM  
**@SCIENCE MUSEUM**

# MY LIVE STREAMING SHOW

LEAD  
GENERATION

COMMUNITY  
BUILDING

THOUGHT  
LEADERSHIP

COMMUNITY  
BUILDING

**\$0 MARKETING DOLLARS**

**LIVE VIDEO DOES THE MARKETING, SELLING, & BRAND BUILDING**





**Ai Addyson-Zhang, Ph.D.** was live

Building a school to HUMANIZE online learning & ACCELERATE transform...

4mo • Edited • Anyone

Live interview with the one and only [Judi Fox](#) to discuss how she has amassed 3+ million views on LinkedIn and top lessons that she has learned from the experience. [...see more](#)



Lessons from 3+ million views on LinkedIn with Judi Fox

138 • 182 Comments • 4,665 Views



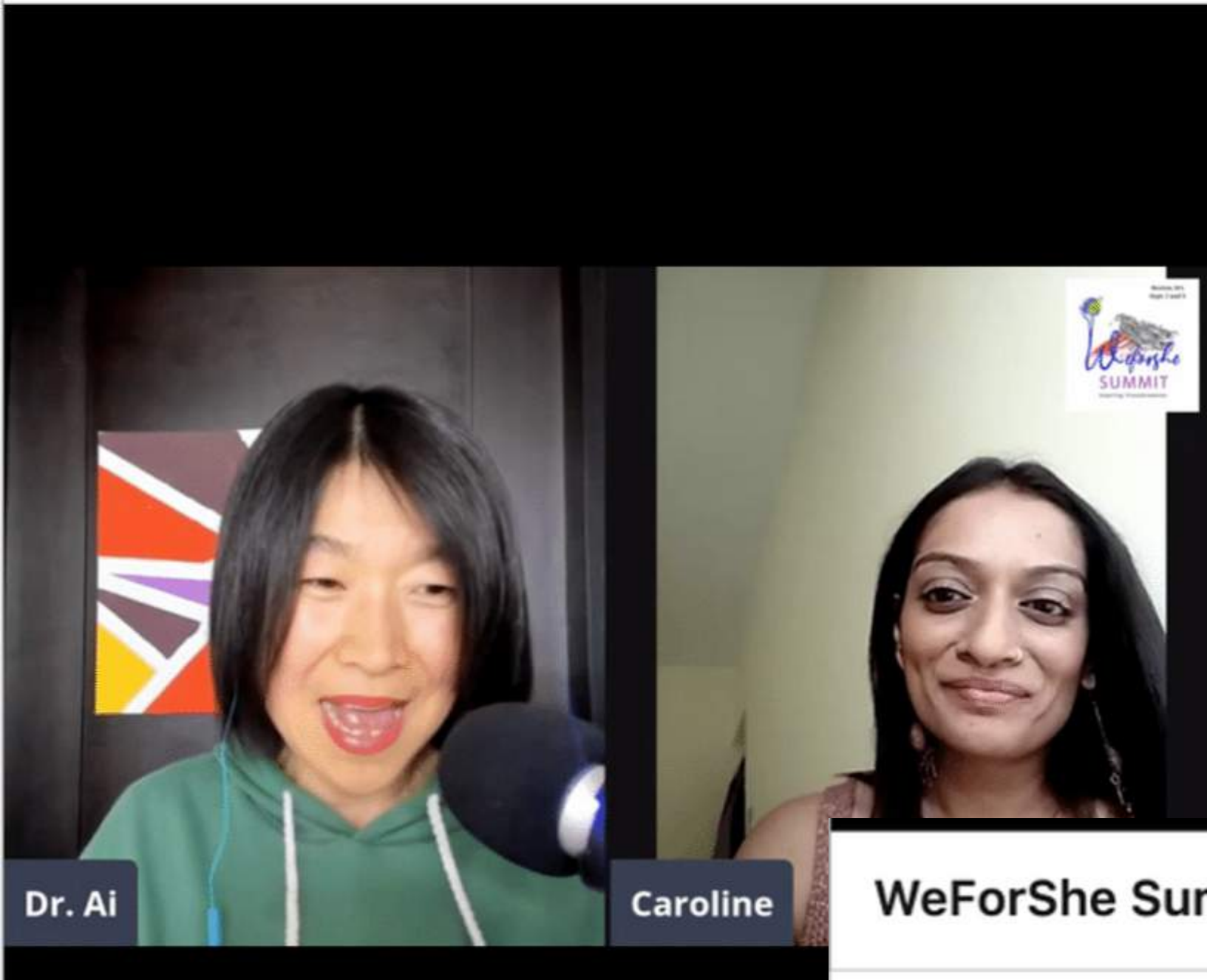
**Ai Addyson-Zhang, Ph.D.** was live

Building a school to HUMANIZE online learning & ACCELERATE transform...

5mo • Edited • Anyone

#WeForShe Summit spotlights one of our ambassadors: [Caroline Cares](#)  
[Fernandes](#)

...see more



WeForShe Summit Ambassador: Caroline Cares Fernandes

   124 • 101 Comments • 5,022 Views





# HOW TO GO LIVE

# TOOLS + PLATFORMS

## GO LIVE NATIVELY

- LinkedIn (apply)
- Facebook
- Periscope/Twitter
- Instagram
- YouTube
- Twitch
- Etc

## THIRD-PARTY TOOLS

- Streamyard
- BeLive
- ECamm
- Switcher
- Zoom
- Crowdcast
- Socialive

## EQUIPMENT

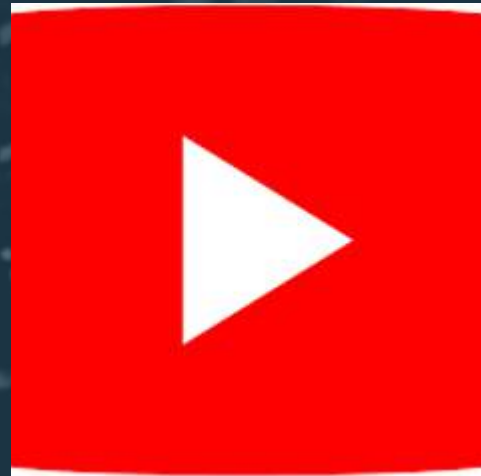
- Lighting
- Microphone
- Camera
- Tripod
- Smartphone

## CONTENT STRATEGY

- Live video content serves the overall business goals + objectives
- Quality
- Consistency
- Audience agency: Co-create & co-act



# Multichannel Restreaming



[Broadcasts](#)[Destinations](#)[Upcoming Broadcasts](#)[Past Broadcasts](#)

LinkedIn has made some changes that require reconnecting your destination (Ai Addyson-Zhang, Ph.D.). Don't worry, it's easy! [Click here to reconnect your destination.](#)

[Create a Broadcast](#)

Title	Created	Scheduled	
 The end of marketing with Carlos Gill     	04:56 PM	—	<a href="#">Enter Broadcast Studio</a> <a href="#">More</a> 

Need help? Watch our [video tutorials](#).





# Multistreaming

[Upgrade](#)[DASHBOARD](#)[TITLES](#)[SOCIAL ALERTS](#)[+ Add Channel](#)Toggle all OFF ON

Facebook - Dr. Ai Addyson-Zhang Digital ...

● Offline



Youtube Stream Now - Classroom Without...

● Offline



Periscope - Ai Addyson-Zhang

● Offline



LinkedIn - Ai Addyson-Zhang, Ph.D.

● Offline



Youtube Stream Now - The CBA Show

● Offline



Facebook - Ai Addyson-Zhang

● Offline



A

**OFFLINE**[RTMP URL & KEY](#)[WEBCAM](#) NEW

Streaming settings

RTMP URL

[Copy link for mobile](#)

rtmp://live.restream.io/live

Stream key

[Reset](#)

.....



## Add a new channel

1

Select a service

2

Connect the platform



Personal profile

mixer

Mixer



Twitch



YouTube Events



Periscope



LinkedIn



VK Live



DLive



YouTube Stream Now



Loots



Get more power from Restream.



Groups and public pages



Custom RTMP



Wowza



Akamai







# Equipment



Neewer 18" LED Ring Light Dimmable for Camera Photo Video, Make Up, YouTube, Portrait and Photography Lighting, Includes (1) Ring Light + (1) 9 Feet Heavy Duty Light Stand + (1) Soft & Orange Filter Set

by [Neewer](#)



[995 ratings](#)

[199 answered questions](#)

Price: **\$109.99** & **FREE Shipping**. [Details](#) & [FREE Returns](#)





## FIFINE USB Microphone, Plug and Play Home Studio USB Condenser Microphone for Skype, Recordings for YouTube, Google Voice Search, Games-Windows or Mac-K668

by [FIFINE](#)



[1,890 ratings](#) | [547 answered questions](#)

Amazon's **Choice**

for "fine usb microphone"

Price: **\$21.99** & **FREE Shipping** on orders over \$25.00 shipped by Amazon.

[Details](#) & [FREE Returns](#)



## Heil Sound PR 40 Dynamic Cardioid Studio Microphone Bundle with PRSM Shock Mount, Two-Section Broadcast Arm and Microphone Cable

by [Heil](#)



[24 ratings](#) | [6 answered questions](#)

Price: **\$399.99** & **FREE Shipping**. [Details](#) & [FREE Returns](#)





## Logitech BRIO – Ultra HD Webcam for Video Conferencing, Recording, and Streaming

by [Logitech](#)

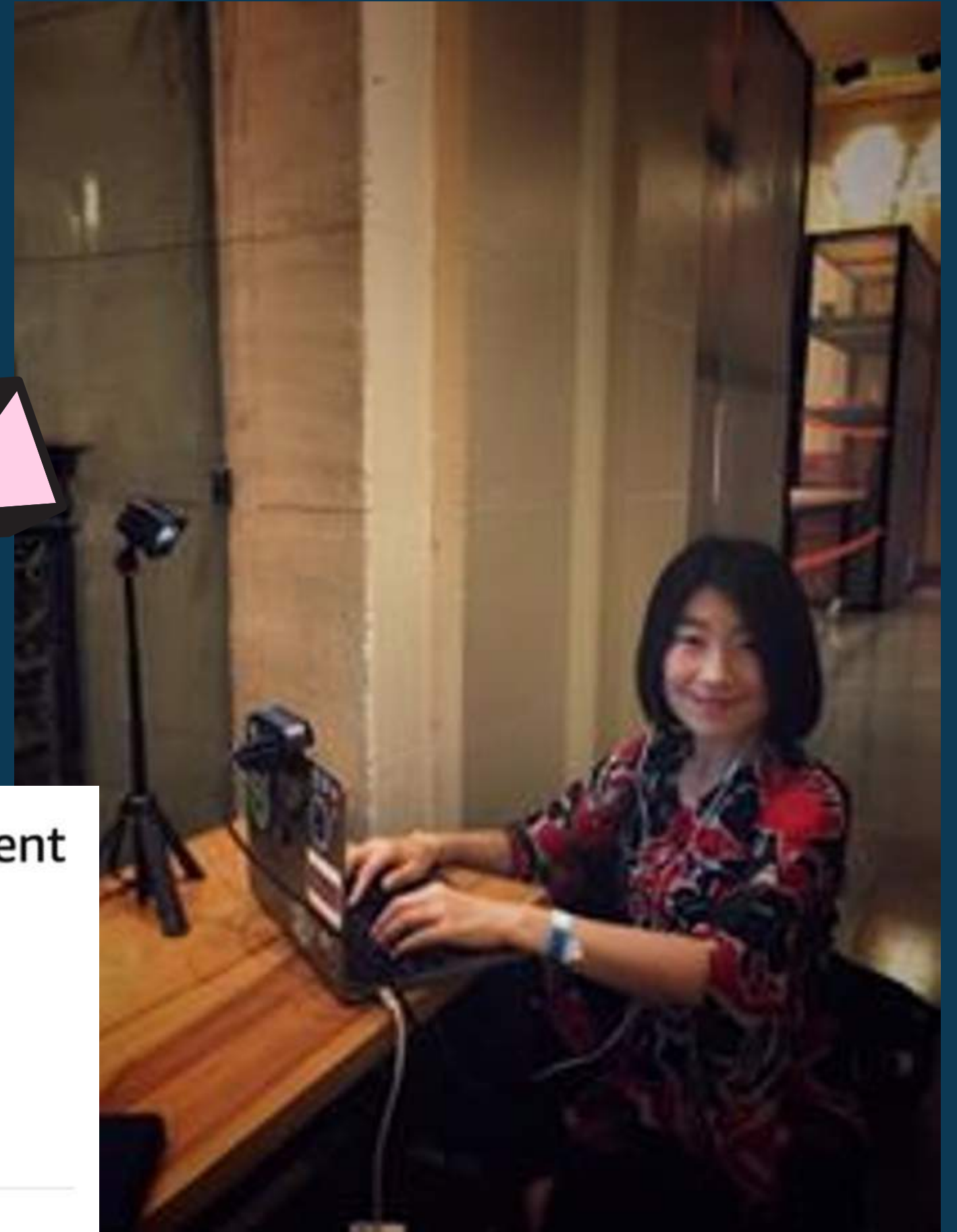
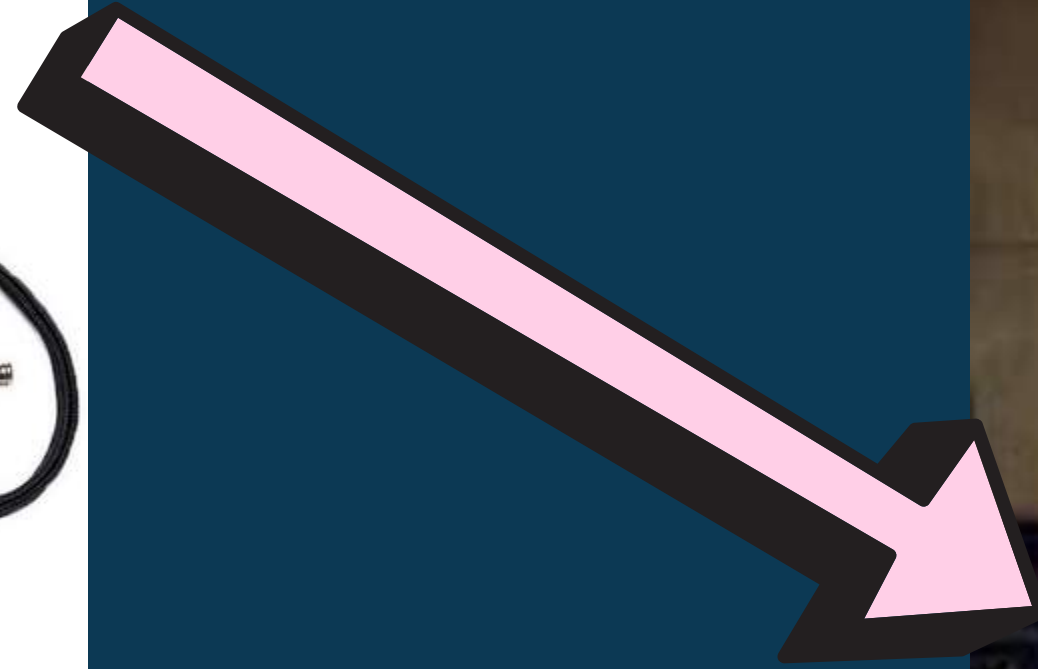


[530 ratings](#) | [210 answered questions](#)

List Price: ~~\$199.99~~

Price: **\$188.00** & **FREE Shipping**. [Details](#) & **FREE Returns**





## Lume Cube AIR Magnetic LED Light for Photo, Video, and Content Creation, Waterproof On-Camera LED for Sony, Canon, Nikon, Panasonic, Fuji, Smartphone, GoPro...

by [LUME CUBE](#)

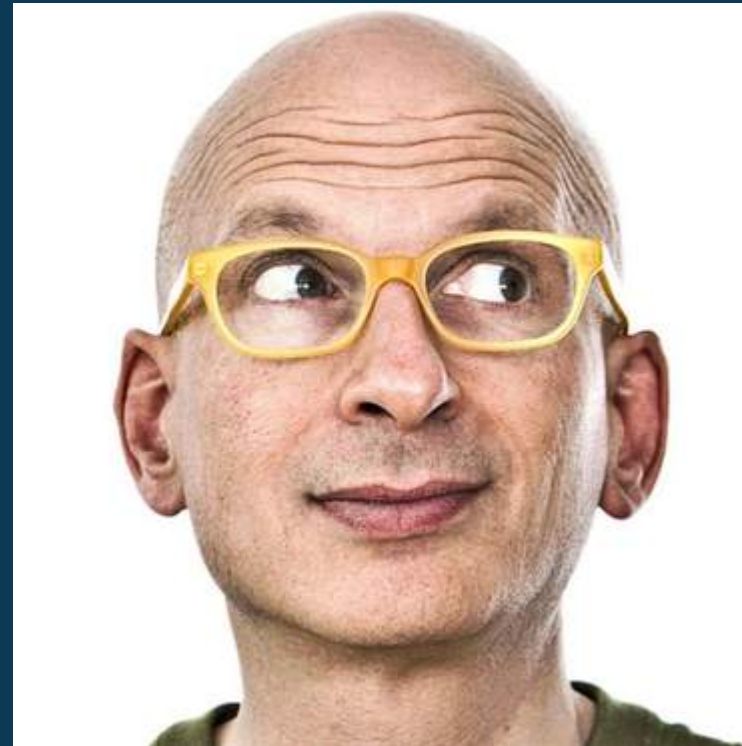
★★★★★ ☐ 62 ratings | 20 answered questions

Amazon's **Choice** for "lume cube"

Price: **\$69.95** & **FREE Shipping.** [Details](#)



@AiAddysonZhang



“

The best time to plant a tree  
was 20 years ago; the second  
best time is now.

CHINESE PROVERB

