

# Luke Maguire



[facebook.com/mrlukemaguire](https://facebook.com/mrlukemaguire)



1.

## **Social Media Growth**

Let's take a look at social media and how it's changing online Marketing



“

*Good salespeople sell value and  
**social media** is the best place to  
find this value because of its  
transparency!*

*- Gary Vaynerchuk*



## facebook Community Update

1.27.2016



1.59 Billion

on **Facebook** each month



900 Million

on **WhatsApp** each month



800 Million

on **Messenger** each month



400 Million

on **Instagram** each month



950+ Million

people notified by  
**Safety Check** in 2015



1 Billion

people use **Groups**  
each month



500 Million

people use **Events**  
each month



50 Million

small businesses  
use **Pages**



19 Million

people connected via  
**Internet.org**



Shipped

**Samsung Gear VR**  
with Oculus software





# The power of Facebook

- Facebook has a reach of **1.6 billion active monthly users** and it's looking to create a one-stop shop environment for its users.
  - Facebook videos engagement rates are **higher than Youtube**
  - When users go live the engagement has seen a further increase versus all other Facebook traditional posts.
- 

# What is the next biggest wave for Facebook Marketing?







**Luke Maguire** is live now.

Social Media Mansion

11:01 · 1,730 viewers

Australia

# The start of Facebook Live

- December 2015... one of the biggest companies in the world noticed the huge move towards the world of live streaming.
- Facebook started LIVE with only verified pages but now it's rolled out to 60 countries for pages, groups and profiles.
- Facebook LIVE is now compatible with drones and FB event went live in SPACE last week.

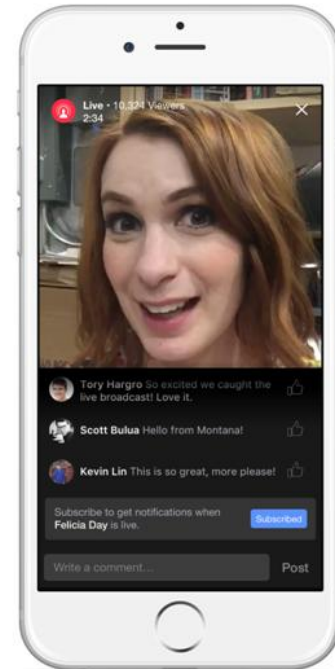
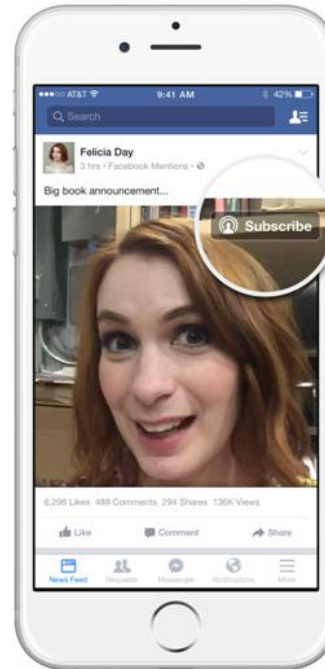




# Facebook Live is the future


Now Facebook Live is quickly becoming one of the most powerful marketing tools available.

- View live feeds 3 times longer than standard videos
- 10X engagement on live vs standard updates





# Facebook is Acting on this trend...

- Live streams are the MOST important form of update right now (meaning a HUGE organic reach, for free).
  - Live interaction with your customer base, followers and fans is so important to any business but it's a very limited opportunity..
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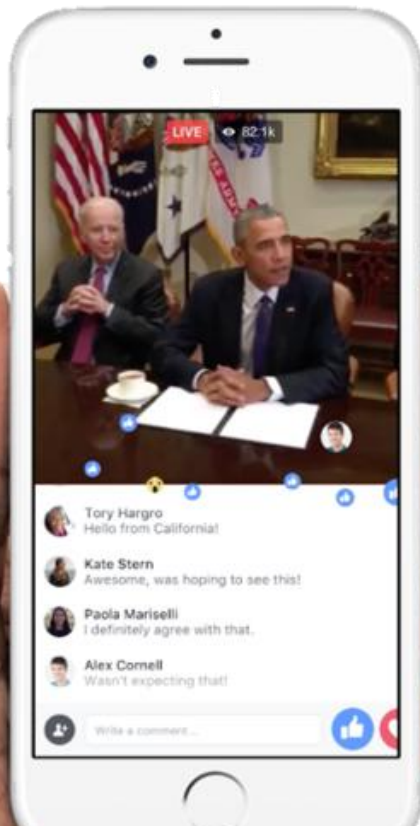
# So what does that mean for us?

- Facebook Live gives you the opportunity to showcase your knowledge and increase your fan, follower and customer bases.
- The popularity of video's has rocketed lately and it's NOT going to slow down anytime soon.
- We are in the BEST possible place right now to scale our business dramatically



# Who's using Facebook Live?

Barack Obama

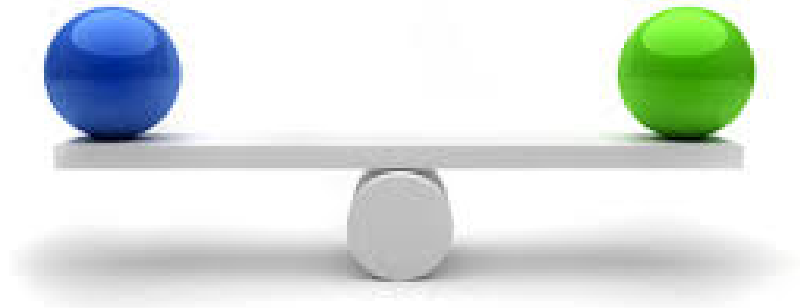


Dwayne 'The Rock' Johnson



# The start of Facebook Live

- The reason why this such a revolutionary time is because normally the biggest companies in the world have had the advantage over small business..
- Having a budget of millions of dollars invested into the latest software and techniques to reach potential customers
- Facebook Live makes that **a level playing field.**





# Facebook is dominating Live Stream

## FACEBOOK AND VIDEO STREAMING

*% among the following groups who are members of Facebook*



*Meerkat  
Users*



*Vine  
Users*



*YouTube  
Users*



*Periscope  
Users*



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**globalwebindex.net** /// **Question:** On which of the following services do you have an account? Facebook /// **Source:** GlobalWebIndex Q2 2015 /// **Base:** Internet Users aged 16-64

# That's impressive!

As you can see  
Facebook is dominating  
as a marketing platform  
and Facebook Live is  
the wave of the future!





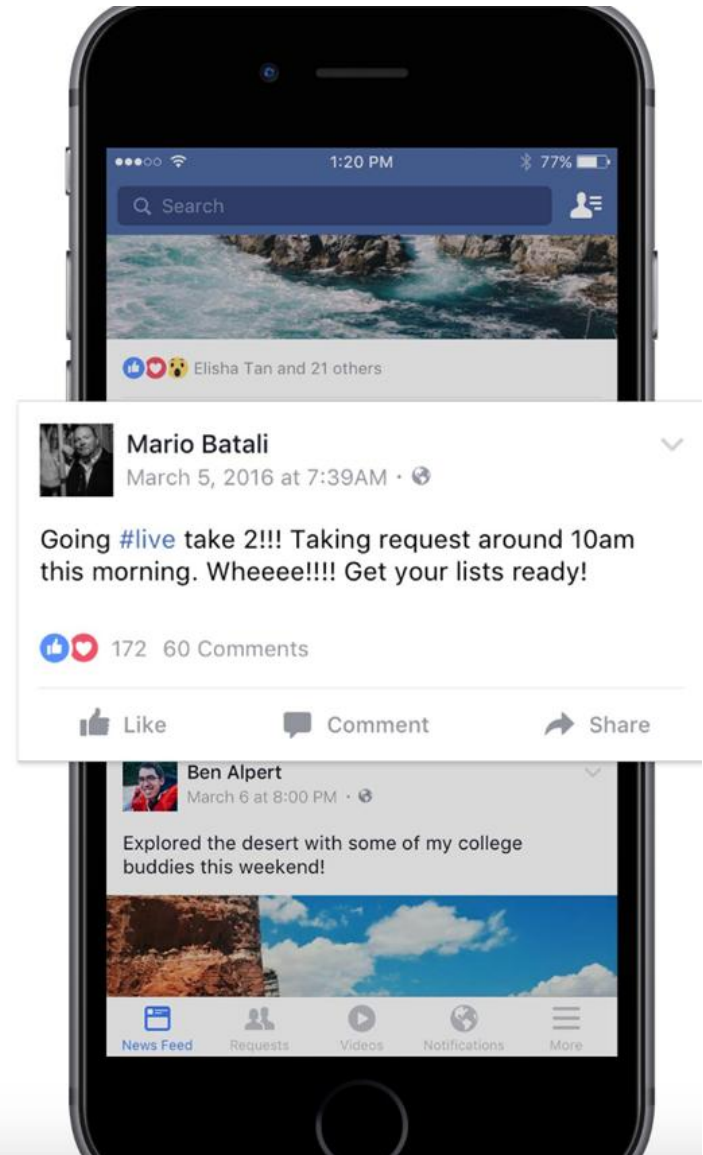
**So Let's Get Into Some Of The Best  
Practices Of Facebook Live!**

# Tip #1

1. Tell fans when you're broadcasting ahead of time.

Build anticipation by letting your audience know when you'll be going live with a written post. We've found one day's notice gives people the right amount of time to tune in.

**OPEN HOUSES**  
**Auctions**  
**Registration Rooms**  
**Waiting Rooms**



## Tip #2

# 2. Go live when you have a strong connection.

Check the app to make sure that you have a strong signal before going live. WiFi tends to work best, but if you can't find a nearby network, you'll want a 4G connection. If you have weak signal, the 'Go Live' button will be grayed out.



## Tip #3



### 3. Write a catchy description before going live.

A great description will capture people's attention and help them understand what your broadcast is about.

## Tip #4

# Facebook Live can increase your following

- Facebook allows you to remind everyone who joins you for the live video to follow you if they currently do not.



## Tip #5



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5. Say hello to commenters by name; respond to their comments live.

Your audience will be thrilled to hear you mention their name and answer their questions when you are live.

## Tip #6

### 6. Broadcast for longer periods of time to reach more people.

The longer you broadcast, the more likely people are to discover and share your video with their friends on Facebook. We recommend that you go live for at least 10 minutes, although you can stay live for up to 90 minutes at a time.



## Tip #7



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### 7. Use a closing line to signal the end of the broadcast.

Be sure to finish with a closing line, like “Thanks for watching!” or “I’ll be going live again soon.” After you’ve wrapped up, wait a few seconds until you hear the “ping” indicating your broadcast is complete.



A decorative network diagram in the top right corner, consisting of various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow with a grey outline. The connections form a complex, branching structure.

## COMMON THOUGHTS

**So, What If I Don't Have Any Content?  
What If I Am Scared To Be On Camera?  
What If I Have Never Been 'Live'?**

A decorative network diagram in the bottom left corner, similar to the one in the top right, featuring a cluster of interconnected nodes and lines.

# Have a Main Focus on your Live Stream

- TIP – Think of 3 key things to talk about:
- practice on your camera first
- Planning ahead makes things SO Much easier
- IF you don't do it, answer is 100% no.



## 8. Be creative and go live often!

Try different types of broadcasts - and go live frequently - to keep your audience engaged. Here are some of our favorite examples so far:



### Hot Topics

Share what's on your mind or in the news



### Q&A

Answer questions from fans



### Breaking News

Comment on the day's events



### Interview

Bring a friend/colleague/expert into the conversation



### Performance

Play a song, rehearse a scene, practice your sport & provide a peek into your craft



### Behind the Scenes

Turn the camera to the scenery around you and let events unfold



### Watch-With

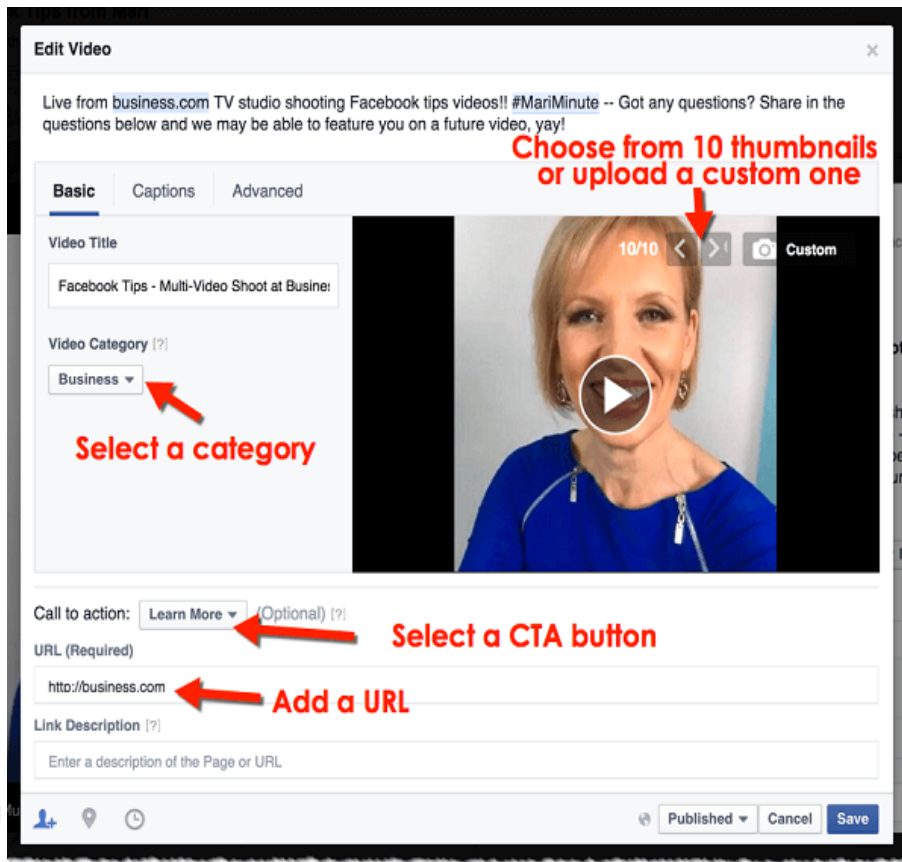
Watch your favorite show/movie/event/Live stream with your audience\*



### Demo

Teach people how to cook, play music, learn about current events & more

# Post Live is just as powerful...



The screenshot shows the 'Edit Video' window in Facebook. It features a 'Basic' tab with fields for 'Video Title', 'Video Category', 'Call to action', 'URL', and 'Link Description'. A video player in the center shows a woman's face. Red arrows and text annotations highlight specific features: 'Choose from 10 thumbnails or upload a custom one' points to the thumbnail navigation; 'Select a category' points to the 'Business' dropdown; 'Select a CTA button' points to the 'Learn More' dropdown; and 'Add a URL' points to the 'URL' field.

**Edit Video**

Live from business.com TV studio shooting Facebook tips videos!! #MariMinute -- Got any questions? Share in the questions below and we may be able to feature you on a future video, yay!

**Basic** Captions Advanced

Video Title  
Facebook Tips - Multi-Video Shoot at Busine

Video Category [?]  
Business

Call to action: Learn More (Optional) [?]

URL (Required)  
http://business.com

Link Description [?]  
Enter a description of the Page or URL

Published Cancel Save

**Choose from 10 thumbnails or upload a custom one**

**Select a category**

**Select a CTA button**

**Add a URL**

- After you're Live Stream you have many options for the Facebook Live video that will be published to your wall.
- You can add a call to action button, turn your video into an advert and even repurpose your video to a blog, website to generate more traffic to your video.

So I Decided To Do My First Facebook Live In A Facebook Group, and here's the results:

## My First Facebook LIVE

- I received just over 1 thousand views
- 65 comments
- 56 likes
- Not only that I sent users to a SALES PAGE at the END of the stream which resulted in over **\$1,200 in sales INSTANTLY.**






A decorative background graphic consisting of a network of nodes and lines. The nodes are represented by circles of varying sizes, some solid and some hollow, connected by thin lines. The network is more dense in the top right and bottom left corners, with lines radiating from the central text area.

**This is where I noticed some **Some  
HUGE Limitations with Facebook  
Live, and who views my feed****



# This is when I noticed **Some HUGE Limitations with Facebook Live**

- > THERE WAS NO WAY AT ALL TO GO LIVE TO MULTIPLE LOCATIONS **AT ONCE!**
  - > It was just 'one more thing' I needed to do
  - > How the hell would I get my live streams out to other social networks?
  - > How could I tell my email list that I was LIVE?
  - > Management & full production just TOO MUCH!
- 

# It made me think....

- Imagine being able to literally select multiple Facebook Fan pages, Groups & profiles instantly, connect your twitter, linked in, email list & even my SMS list.



# It made me think...

Of the SNOWBALL effect of this....

1 - Facebooks most IMPORTANT form of update that is viewed 3X longer & engaged with 10 times as much

2- The viral effect it would have in people's news feeds If it was instantly shared LIVE to other Facebook fan pages, groups & profiles the second you go live.

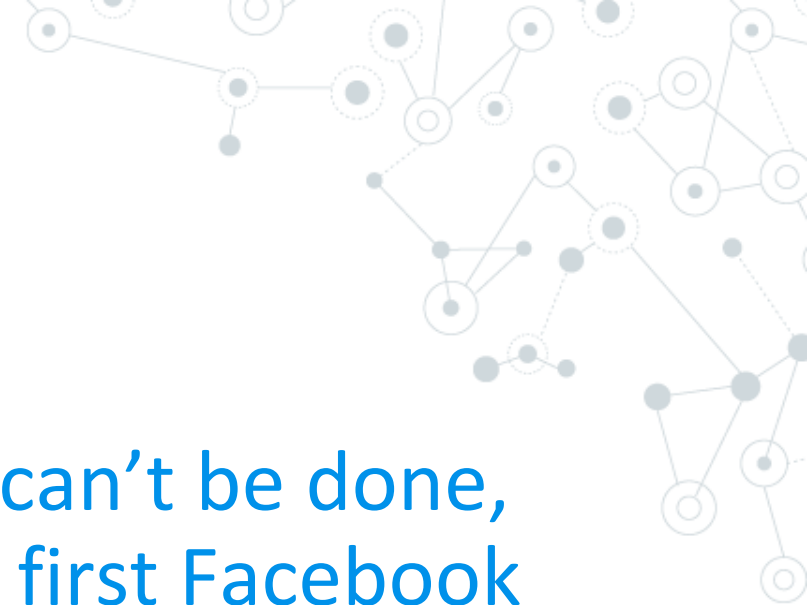
3- The FREE Organic reach Facebook would reward you with for having a hugely high engaged not only while you are live, but for LONG AFTER you have finished your feed.




# Imagination becomes Scalability

What if there was a way to:

1. Manage ALL of the comments from all fan pages the feed has been shared to into one dashboard ALONG with ensuring all viewers end up on ONE SINGLE FEED (Not multiple different ones).
2. Have my email list and SMS triggered with a link direct to my live feed the moment I go Live...
3. Do all of this in a complete set & forget way that even my 95 year old grandma (who is on Facebook haha) could do.



Well after being told it can't be done,  
We created the world's first Facebook  
LIVE  
syndication tool that **simply just**  
**works...** and Facebook likes it!





# Introducing liveleap



## Live Leap is:

1. 100% Facebook Approved
2. The worlds only FB LIVE syndication APP
3. The 1 tool that is going to get you results... period.

### FIRST LIVE FEED

Over 10,000 people watched my feed  
1.7k Likes | 1.8K Comments | 425 Shares



### SECOND LIVE FEED

Over 27,000 people watched my feed  
4.9k Likes | 4.9K Comments | 4.7 Shares

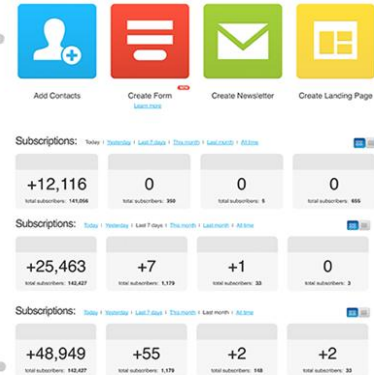


### THIRD LIVE FEED

Over 232,000 people watched my feed  
17.4k Likes | 138K Comments | 11.8k Shares

### BUILD YOUR EMAIL LIST BY THOUSANDS LIVE WITH LIVE LEAP

In one day I generated more than 12,000 subscribers in a day, 25,463 in a week & **over 48,949 on Autopilot** for FREE with Facebook Live & Live Leap.



## LET'S JUMP INTO A LIVE DEMO

Right Now I'm going to show you:

1. How you can have your Facebook LIVE streams syndicated to FB, Linked In, Twitter, Your Email List (Segments also) & even Your SMS list Instantly.
2. Show You How You Can EDIT your live feeds POST launch
3. Give you a FREE tool to then allow you to GROW your fan pages for FREE
4. Show you a sneak peak into a new 'secret' feature of Facebook
5. Show you how to go Live from your computer instead of phone



**DEMO TIME**



## So Who Thinks They Can Do That?

Write Yes In The Chat Box IF:

1. You can follow those simple steps
  2. You can provide some form of value to someone else
  3. You can SEE how this truly builds trust, engagement, your audience & your bank account.
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