

Live Video - Humanising Brands and Experiences



(Social Media Marketing World 2016 CREDIT: Social Media Examiner)

Last week I joined 3000 fellow marketers at the worlds biggest social media convention Social Media Marketing World 2016 in sunny San Diego CA.

As a first-timer, I was blown away by not only the size of the event but the calibre of speakers and enthusiasm of all attendees. It was an extremely positive event packed with vital information.

The number one constant theme throughout the event was Live Video.

Currently, only a small percentage of marketers are utilising this tool, (around 14%) but, many more are planning to start in 2016 (50% or more).

The channels of choice are Facebook Live, Blab and Snapchat.

Reports showed that organic reach on Facebook had dropped significantly and the only way to combat this was via pay to play (paid ads). Facebook Live is now getting preference above all on the channel so there is no better time to start testing and honing your skills in this space.

Snapchat was the next big focus for marketers in 2016. While the platform has been viewed as just for teens and millennials, this is no longer the case. Some of the worlds biggest brands including Loreal and the San Diego Chargers are already using it as an awareness tool with creative 10 second clips that drive engagement and involves viewers - it's the awareness play.

Blab is a tribe oriented channel that is personal and helps humanise your brand. This is your opportunity to build relationships over time toward sales conversions - ROE - return on experience.

Gary Vaynerchuck's advice was to 'just start now and do it'. It's current today, so practice and be present or you'll regret it.



(Photo by Richard Coleman 2016).

The good news for those who are nervous about getting on camera is you don't need to over think it. Keep it real, natural and raw. Be in the moment, not perfect (don't worry about hair and make up and a fancy studio set) just use your device and start.

Experience and humanisation #H2H was the next consistent theme throughout.

Brian Solis talked about how people are more inclined to share content online when they had a good experience.

"People will never forget how you made them feel." - Brian Solis.

"People share because they want to connect." - Bryan Kramer.

Finally, Content is still King. Content Marketing is alive and well with a number of new tools available to help creators shift into how things are done now including Facebook notes and Instant Articles.

The key take away in this space is that creators must know who loves your stuff and recognise them for that and it's not about how many you have but, having the right people.

You don't need to be a jack of all trades. Start with one thing and master that first, then test other methods.

Social Media is a key element in the marketing mix and is rapidly growing and changing direction.

Don't get caught up in the Shiny Ball Syndrome. The platforms will change slowly but, strategies change fast.

Your next move is to understand how they work, adapt and just start using them now.

Richard Coleman

The opinions expressed here are my own.