

FACEBOOK LIVE TIPS FOR RETAILERS



WHY DO FACEBOOK LIVE SALES?

Facebook live video is watched 3x more than pre-recorded video

The Facebook algorithm LOVES Live video and pushes that in the newsfeed more than a standalone photo post

Facebook live video receives on average 135% more organic reach than a photo post

4x as many consumers would rather watch a video about a product than read about it (source: buffer.com)

You are able to target those who watch live videos in your subsequent FB marketing

WHAT DO YOU NEED?

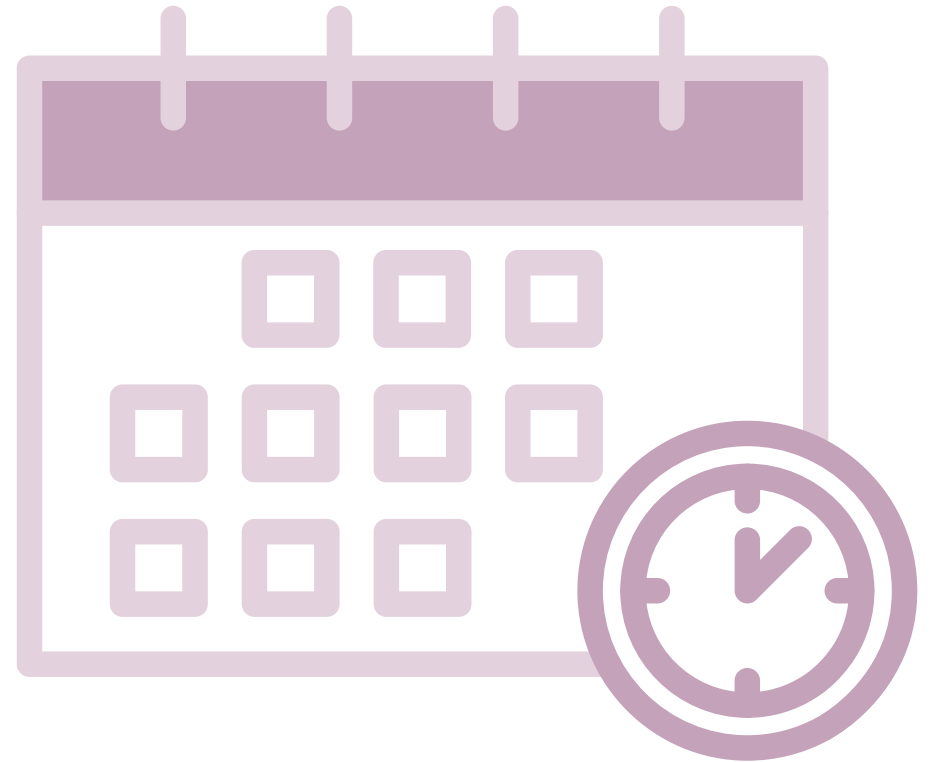
NOTHING FANCY!!

- **Phone or iPad**
- **If you're alone – tripod**
- **Another person/employee is helpful to have film
2 other people is great**
- **Tape measure if needed**
- **Inventory**
- **Post it note pad/pen if numbering or labeling items**



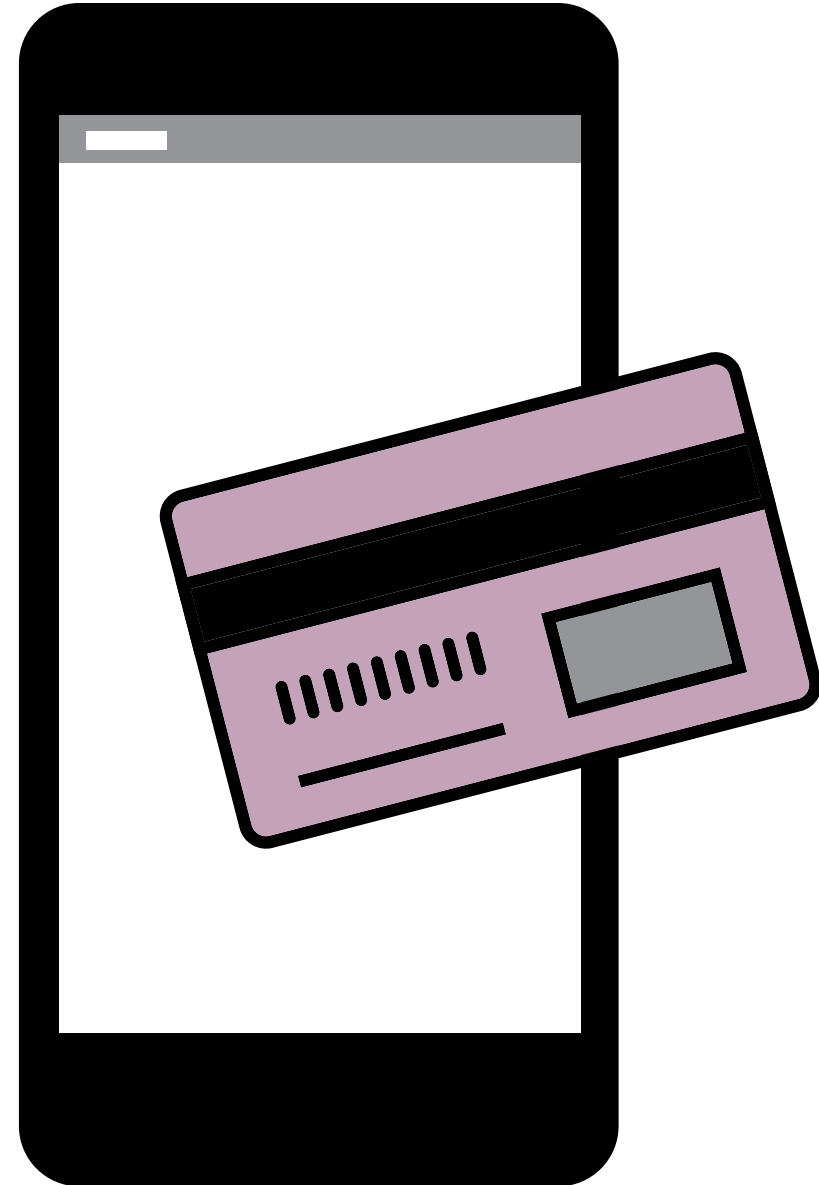
PLANNING/MARKETING

- Plan time of day & date
- Decide what your theme/promo will be?
 - Mother's Day
 - Spring Sale
 - Surprise boxes (activities, thinking of you, home décor)
 - What the % off will be
- Assign duties if you have help.
 - Who will answer comments/questions
 - Who will pull inventory
- Plan announcement a day or two prior (preferably via video) and graphic for social (canva.com) then a teaser a few hours before sale (preferably do this one LIVE)

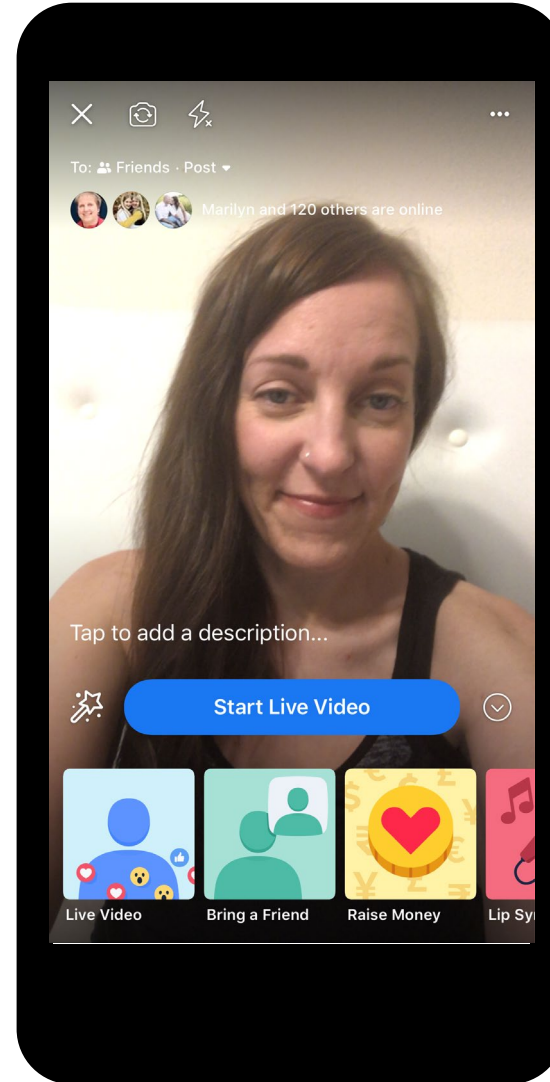
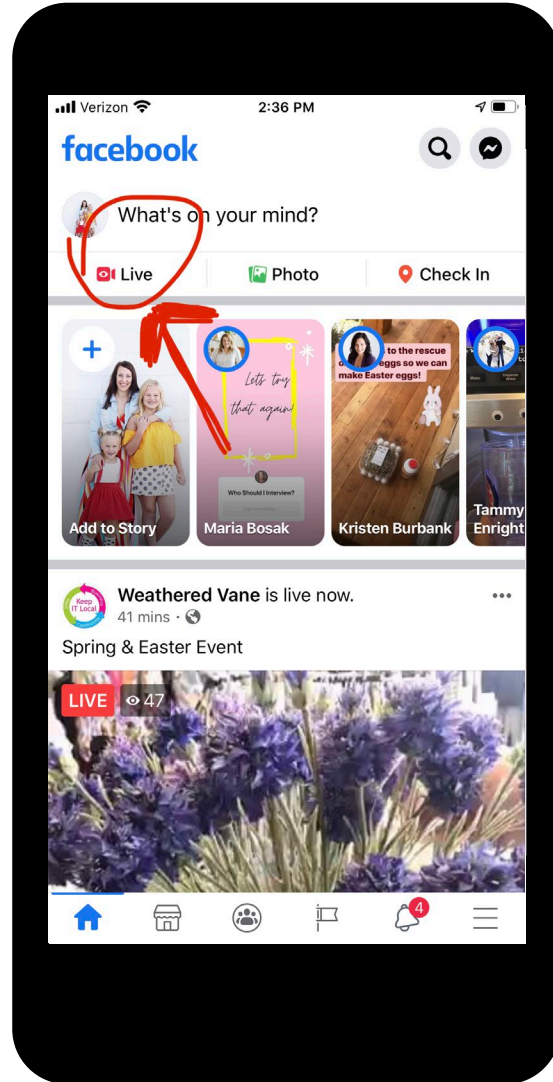


PLANNING/MARKETING

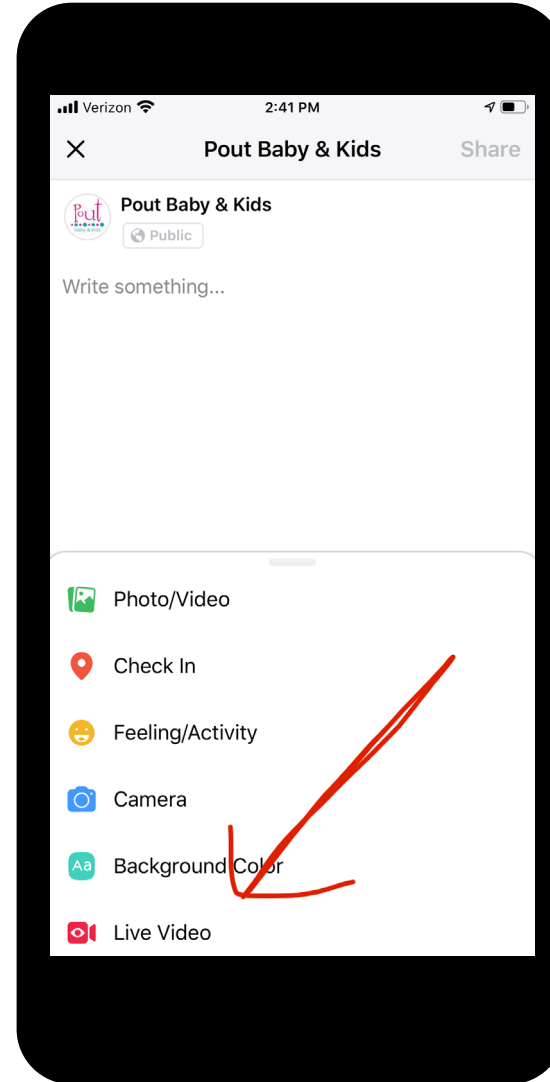
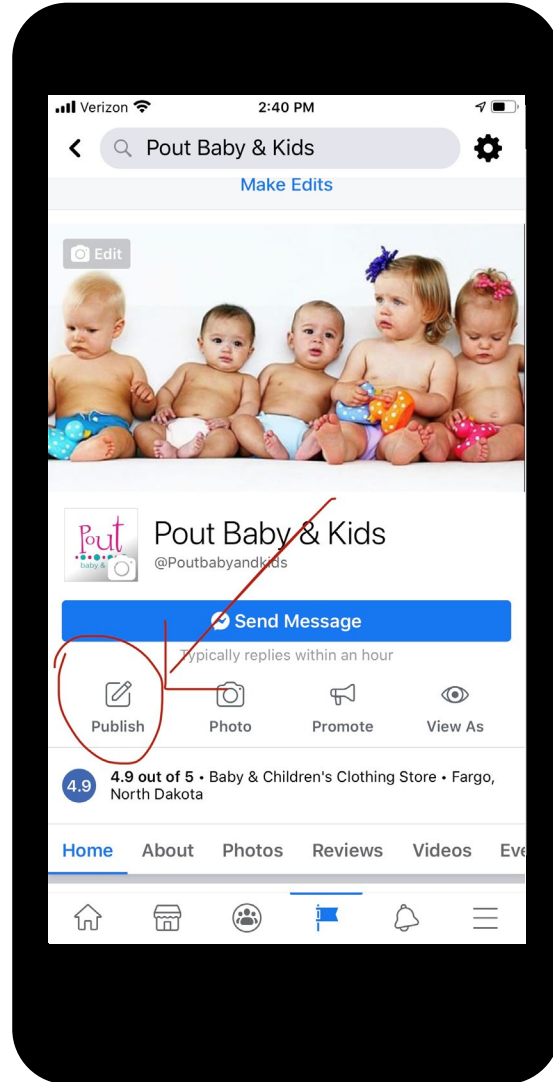
- **Figure out how you will handle payment.**
 - Email invoice through POS
 - Square.com
 - Paypal
 - Venmo
- **How will customers claim items?**
 - Phone Number for you to call and arrange
- **How will you handle shipping/curb side pick up/drop off? This should help you decide what products you will showcase during the sale.**
- **Plan opening & closing of live (seems simple but practice this!)**
- **Watch Eco Chic Home in Fargo (<https://www.facebook.com/iloveecochic/>) or other favorites for examples**



GOING LIVE IN 3...2...1



BUSINESS PAGE VIEW

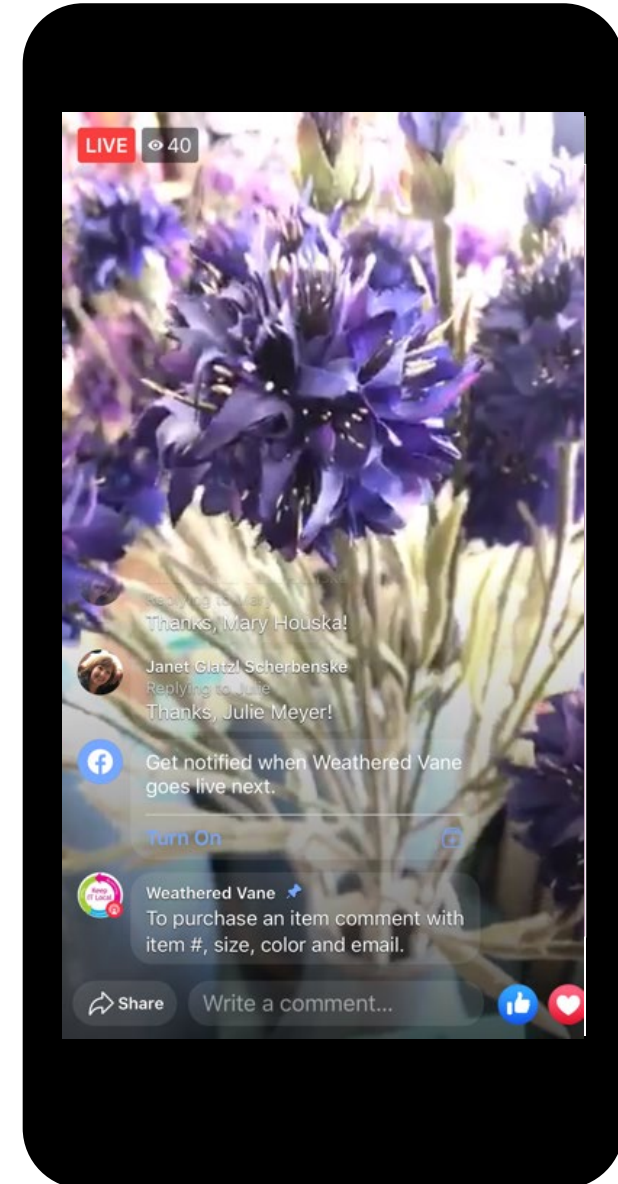


STARTING THE LIVE

Introduce yourself & employees/helpers.

Describe what you will be selling and how you need people to claim an item. Announce giveaway if applicable...

Also a great idea to write this in the first comment and use the “pin” option to pin it to the top so it stays in view for everyone. Like this....



**NOW SELL
ALL THE THINGS**

WHEN IT IS OVER

Pull items and invoice right away if possible, while things are still fresh on your mind.

Don't panic if you feel like you missed comments or claims.

You can always go back & re-watch!

The first one will seem unorganized. It's okay!

If things claimed are already gone, reach out and offer alternatives. Customers will almost always take them.

Thank you! Reach out to your Ivystone Rep with any questions.