

USTREAM White Paper

GAINING NEW CUSTOMERS THROUGH MULTICHANNEL LIVE VIDEO ENGAGEMENT





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Are you struggling to compete against the noise in today's marketplace? If so, you aren't alone. In fact, the University California, San Diego found that consumers are exposed to an average of 100,000 words of information daily — the average length of a novel. So it's no surprise that marketers are looking for new ways to engage customers with their products and services.

While they attempt to foster stronger relationships, an increased focus is also being put on lead nurturing by marketers to combat the noise and "banner blindness" that plague consumers today. To accomplish this, they're leveraging multichannel marketing to reach consumers in a variety of different ways. And what they're finding is that live video is an effective tool for driving the usual engagement levels higher. But to understand why live video is effective, it helps to examine television viewing trends.

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THE CONNECTION BETWEEN TV VIEWING AND ONLINE VIEWING

To understand why live video is driving such high levels of engagement, we often look to TV — which is phenomenally engaging. In fact, the average American spends 34 hours each week watching TV, according to a Nielsen survey cited by the New York Daily News. But even more interesting is the fact that events generating the largest audiences contain live content. Take the Super Bowl, for example, which continues to capture over 100 million viewers each year.

But you may be wondering "How does this apply to the context of online behavior — and is it really relevant?" The simple answer is yes. When people are viewing on-demand online videos, they spend an average of two to three minutes viewing content. But when watching a live event, viewing increases up to 20 minutes. This is an incredible amount of time for engagement.

Customers want a seat at the table. And with live video, they get what they're demanding, since it has the ability to integrate socially. This allows customers to discuss what a brand means to them. It's visual, interactive and most important: engaging.



Take for example, Martha Stewart. The company was launching a new brand of home paint but knew differentiating it from all the others would be difficult. To combat this challenge, they used live video to decorate an area online. They promoted the event through social media assets, and the result was excellent, with 80,000 viewers each watching for an average of 10 minutes. In addition, there were over 100,000 tweets and other shares on social networks.

HBO leveraged live online video in a similar way to sell box sets of the hit series “True Blood.” They needed an engaging approach to sell the box sets because physical media is very difficult to sell online. The company held a live streaming event, featuring behind-the-scenes footage with stars autographing the box sets online. To drive viewership even higher, they leveraged Ustream’s LiveAd, which takes live video and embeds it in a rich media ad unit. The ad unit is placed on the page where the target audience is found, and they can actually see the video playing — and join midstream. The event captured 135,000 viewers who each invested an average viewing time of 14 minutes.

While Martha Stewart and HBO are fairly large organizations, many marketers are surprised to learn that you don’t need expensive equipment or a large budget to successfully execute an online live event.

LOW INCREMENTAL COST AND COMPLEXITY OF USING LIVE VIDEO

Live video is achievable, even for a small brand — often requiring little more than a webcam and some software running on your computer. If you’re holding an event, you’ve likely already spent 95 percent of what you need to. The difference is, of course, that when you use live video you’re expanding your audience significantly, with the ability to reach hundreds of thousands of viewers and the ability to go viral.

D.J. Saul, CMO of iStrategyLabs, was assisting a small ale brand with improving its brand engagement. He designed a two-week stunt that allowed consumers to play a game online, in real time, using live streaming video. Most who played won, and the campaign, which was essentially a Facebook or social sweepstakes playing out in real life, was very successful. In fact, the company outperformed annual sales goals by 13 to 14 percent.

Live video as part of a multichannel marketing approach is the easiest way to reach thousands of people during a single event. It provides incredible reach, from a few hundred to 8 million viewers. And it’s the only platform that can scale to this size. If you’re thinking about objectives for marketing campaigns, it’s a tremendous tool.

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DO YOU WANT TO EXTEND YOUR REACH?

The popularity of live streaming video is growing quickly because it’s highly engaging, effective and scalable. If you’re interested in adding live video to your multichannel marketing campaign, we can help. For more information, simply email sales@ustream.tv today.

