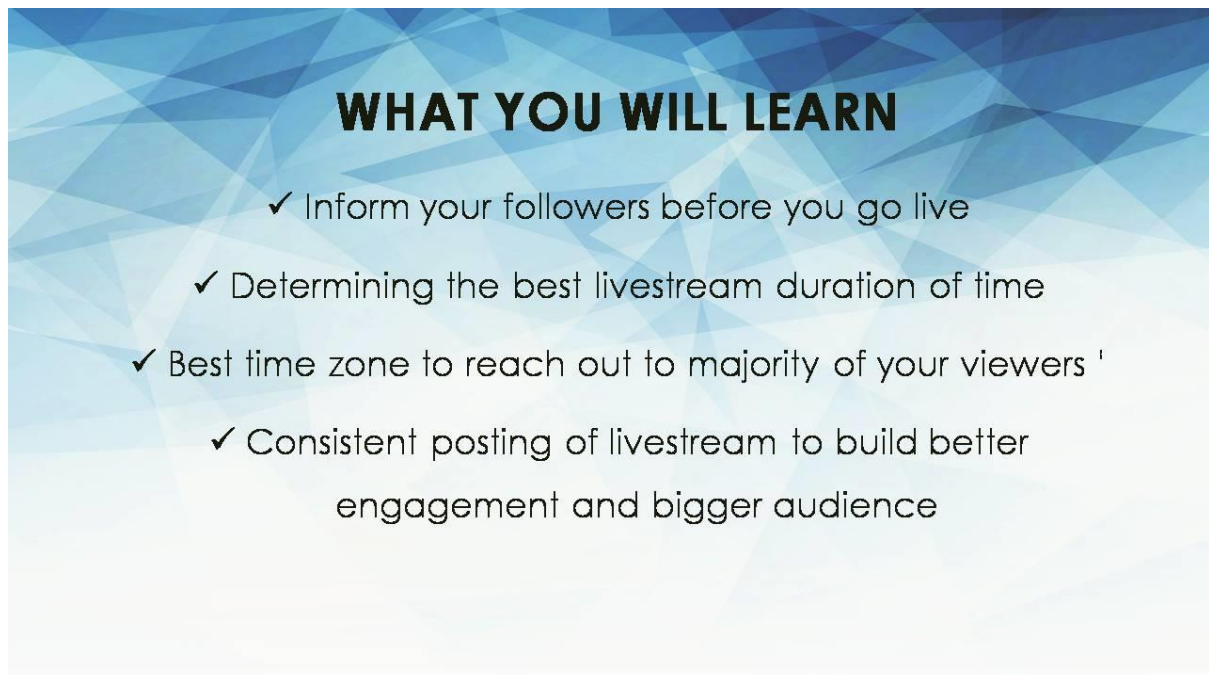


## 02 - How To Optimize Your Facebook Live Traffic



**S1:** Hi there and welcome back! In this module we will cover optimizing your Facebook live traffic.



**S2:** By the end of this video tutorial, you will learn the necessary steps and strategies to optimize your Facebook live. Getting massive traffic flow to your

livestream can be done by determining the best time and date to go live and to get things running, proper planning is necessary.



**S3:** First is the preparation stage where you generate ideas on what you plan to talk about during your livestream. While it is good to maintain a certain element of being impromptu, planning would help to minimize awkward silences which help to elevate the quality of the livestream. When you go live, there is little to no room for error because you won't be able to edit things out.

Other elements of planning to consider is how long will the livestream be, what other opportunities do you have during the livestream to meet your objectives like sales, promotions, brand awareness and so on, and the right time to go live.

## Inform your followers ahead of time before you go on Facebook LIVE



**S4:** Once your planning is done, the next step is to inform your followers that you will be conducting a livestream on Facebook at the determined time and date. This will prompt your audience and followers to be ready and make time for the livestream especially when it is educational and adds value.

You would want to prompt them and create hype because your livestream can be part of a bigger marketing campaign or sales funnel therefore you want the maximum number of audiences tuning in when you go live. Blast out the message through email and other social media sites.

In your announcement, write a compelling and simple description for your livestream. Include in an end benefit for your audience. Always think about WIIFM or “What’s In It For Them”. Why should your audience tune in? What benefit will they get? This helps in creating desire and you can also advertise the announcement on Facebook to gain more followers.

## What is the standard duration for going LIVE on Facebook?



**S5:** There is no hard and fast rule about how long or short your livestream should be. What you need to take into consideration is to communicate a start and end time for your livestream in your announcements.

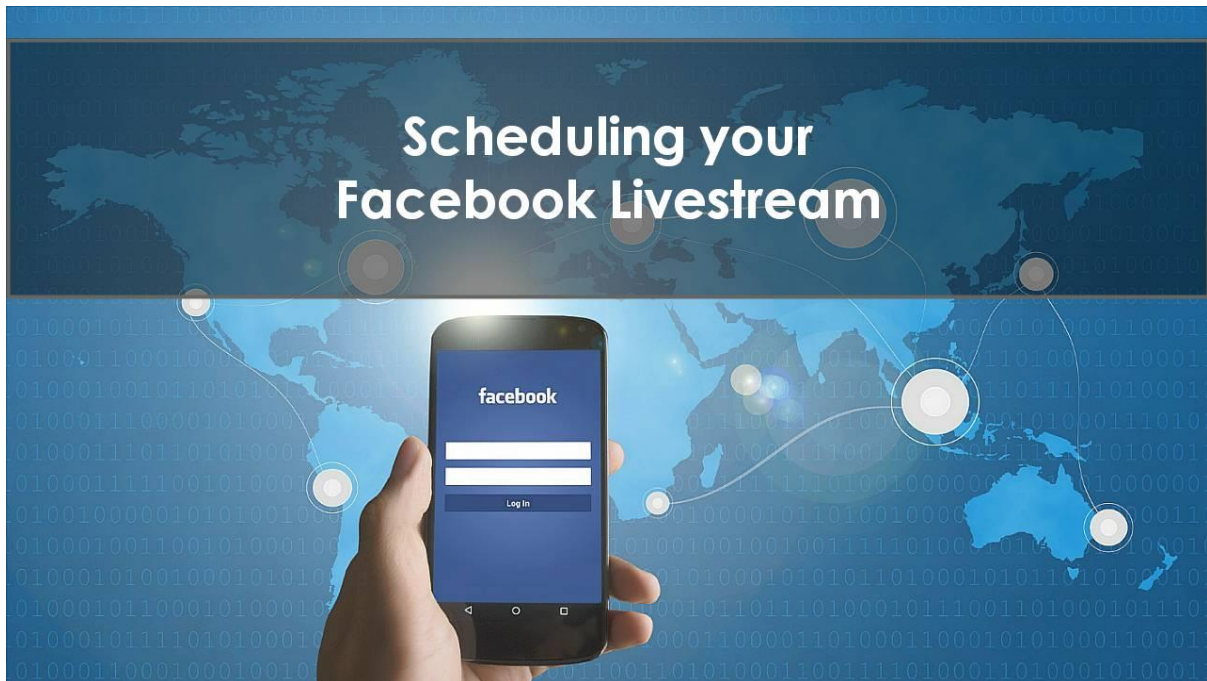
This would help your audiences in managing their time better and it is so, so important especially if you are selling or promoting something at the end of your livestream. You would want your audiences to be tuned in right to the end so that you can close the sales pitch.

For duration, any form of live video discussions such as reviews, Vlogs or Live AMA sessions usually takes at least 30 minutes to 1 hour. Of course this depends on you and the amount of questions raised by your audiences during the livestream.

A quick tip is to put up a timer in front of you to manage your time better. The timer on Facebook live is too small and looking at it too many times throughout the livestream would break the eye contact with your audience.

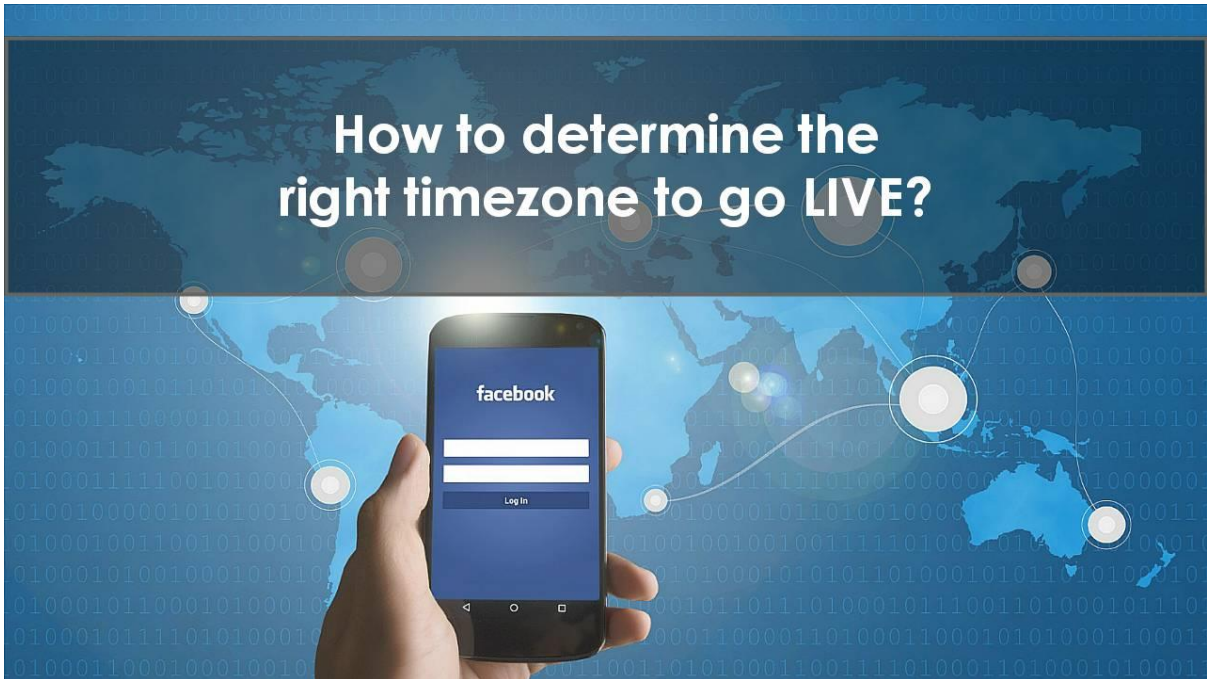
Short live video sessions such as announcements and breaking news can be between 4 to 10 minutes long.

If it is a live training or discussion session, it is best to break down your sessions into parts instead. With this approach, it is easier for your audience to learn and skip to the parts which appeals to them the most.



**S6:** When you schedule your livestream, do take into consideration the location of your primary target audience. Recommended best times to go live is at night between 7 to 9pm or during weekends 9am. Generally these are times when your audience is back at home from work and are most likely to be on Facebook.

Though these are recommended times, what you can do is to put up a schedule in advance and educate your audience on the timing that you go live. It will take a while at the beginning but once you have done it a couple of times, your audience will know and anticipate your livestream.



**S7:** Also to take into consideration is your time zone. This is important when you have audiences from all around the world. You can't please everyone but what you can do is first determine your primary target audience, then understand what time zone are they in and cater to their preference and go live.

Of course you would need to balance it out with your own time as well because no point going live at a time zone best suited for your primary target audience but it is 3 a.m. at your side. You will go live looking tired and haggard and in the long run, burned out.

In summary, it will be hard and uncomfortable at the beginning and generally speaking, by the 3<sup>rd</sup> time you go live, you would already have a template which you can then reuse or modify to suit your marketing and business needs over and over again. The key is to be consistent and don't give up.