

AND WE'RE LIVE! MAKING THE MOST OF FACEBOOK LIVE



Facebook Live videos can bring authenticity to your marketing efforts.

BY NAREN ARULRAJAH

If you're looking for new ways to take your Facebook marketing to the next level, think about going live. With a little prep and a lot of inspo, you can easily expand your aesthetic practice's fanbase.

WHY FACEBOOK LIVE?

The number of Facebook Live broadcasts has doubled annually since 2016, and the average daily watch time for live videos quadrupled in one year. These numbers tell us that audiences are embracing live video more quickly than content creators are. If you haven't incorporated live video into your practice's marketing strategy yet, what are you waiting for?

Live broadcasting offers several unique benefits that help attract and engage your audience, because it is:

- **Interactive.** Comments appear in real time. The broadcaster can answer questions and respond to feedback. Viewers can also reply to other people's comments, opening the door for direct communication between the presenter and the audience.
- **Authentic.** Typically, pre-recorded video is scripted, edited, and re-done if everything isn't perfect. Even if you post raw video, people tend to think it's been edited. In live streaming, there is no "take two," which can be a bit intimidating as a broadcaster. However, it adds an invaluable element of authenticity.
- **Personal.** Watching a live video, with the added element of interactivity, feels almost as personal as a video chat or a face-to-face conversation.
- **Accessible.** Event attendance is limited by travel time, venue capacity, and increasingly, fears about the coronavirus. One of the most popular uses of Facebook Live is streaming a special event, allowing virtual attendees to participate from any location.

WHAT'S STOPPING YOU FROM LIVESTREAMING?

Most first-time broadcasters have two concerns. What

if no one watches? What if people do watch, and something goes wrong? The short answer to both is: it's okay. However, some preparation is needed.

First and foremost, have realistic expectations. Promoting the event will help, but your first broadcasts aren't likely to have a huge viewership if your Facebook presence is lackluster. However, they can boost your efforts to build a following. You can also re-purpose the video by sharing it on other networks (or reposting on Facebook), so it's not a waste even if no one watches.

Secondly, don't think about if something goes wrong. More likely, it is when something goes wrong. Your toddler might burst into your home office during a live Q&A, or a phone crash might end the stream five minutes after an event begins. It is live, things happen, and your audience knows this. If you are well prepared, these glitches shouldn't happen any more frequently than they do in other livestreams.

TOPIC IDEAS

Many doctors think that they don't have anything to broadcast. That couldn't be farther from the truth. Here are a few ideas to get you started:

- **Commentary.** When medical stories crop up in the news or create a buzz on social media, people look for expert advice. Watch for topics relevant to your niche, and host a Q&A session. For example, maybe there is a recall on a popular skincare product, a new dermal filler just hit the market, or a controversial skin cancer study was just released.
- **Events.** If you are hosting a seminar, charity fundraiser, or other special event, consider live streaming it. Similarly, if you are a speaker or participant in an event, ask the host if you can livestream your segment. Don't overlook the minor events, such as staff birthday parties. People love to get a peek behind the scenes.
- **Demonstrations.** Pay attention to the types of questions

patients ask, and the processes they seem to misunderstand. For example, you might show the audience how to do a self-check for skin cancer, or the right way to exfoliate.

- **Introductions.** When you hire new staff or add clinicians, invite patients to meet them via Facebook live.

TIPS FOR STREAMING SUCCESS

Live broadcasting has an element of unpredictability, but a little planning goes a long way. Be mindful of these points when preparing to go live:

- **Promotion.** Tell patients and Facebook followers about your upcoming broadcast, especially if it is a major event.
- **Equipment.** Most people use a smartphone for Facebook Live videos. If that is your plan, test it in advance to make sure the video quality is good. If you plan to use different equipment, test as appropriate.
- **Internet.** Don't try livestreaming in a location with slow or unreliable internet. If your upload speed and bandwidth are inadequate, the video quality will be poor.
- **Lighting.** A brightly lit room or daytime filming outdoors are ideal. Whatever setting you plan to broadcast from, take a test video to ensure that there is enough light.
- **Practice.** Some types of live videos are unscripted. However, if you plan to give a demonstration, make a

statement, or something similar, make notes and practice. For Q&A videos, be prepared with filler questions in case there is a lull.

- **Privacy.** Not everyone wants to be on camera. Make sure others in the vicinity know that you are broadcasting and give them the option of staying off-screen. If filming in your office, be mindful of HIPAA. Make sure no patients appear on the video unless you have proper legal consent.

LESS THAN PERFECT APPEAL

In the era of contrived images and “fake news,” Internet users crave authenticity. A less-than-perfect, interactive live video can connect with your audience in a way that polished and perfected content never will. ■

If you're looking for ways to boost your marketing results, call Naren at 855-598-3320

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