

**Coates Communications**  
RESULTS-ORIENTED MARKETING



# Mastering Live Videos





# Overview

**In this course we will be looking at how to master live videos on social platforms.**



# What Are Live Videos?

**Live Videos are an opportunity for you to interact with your followers in real time on different social platforms**





# Where Can You Go Live?

**As of now, the social platforms that offer live videos are Instagram, TikTok, and Facebook.**



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# **Tips on Going Live**



# Tips on Going Live

The tips for going live on any platform are relatively similar. Live videos are an opportunity for you to connect with your followers and show off your personality.

# Make a Plan

When going live on any platform, it's important to have a plan for what you want to say and show your viewers. Having a plan will help your video flow with ease, making it a more enjoyable experience for you and your audience.



# Be Professional and Authentic

During a live video, it's important to be professional, but also to be true to you. Show off your personality so your followers can connect with who you are.

Ask your viewers questions and respond to the ones that they have.

Have fun with the experience!





# Best Times to Use Live Video in Real Estate

The best times for real estate agents to use the live video feature is during an open house or during the photo shoot day.

These times are perfect to show off the home because they are generally the times that the house has the best appearance.

This polished look will influence users to stay and the tour.





# Be Consistent

Be consistent with the type of live videos that you are hosting.

For example, if you host a live video during an open house, make it a habit to host one every time you have an open house. By staying consistent, users will know what to expect when they join your live video.



# Promote Your Live Video

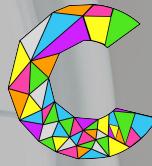
Promote your live video on your feed and through your stories. Users who want to see your content will be prepared to watch when you go live.



# Save and Share

On Facebook and Instagram, you can save your live video and share it to your feed for others to watch. This way, users who were not able to join will still be able to see your content.





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# Thanks for Listening!

