



2023 Live Streaming Playbook

Use live streaming as a growth tool to amp up your business - our tips and success strategies can help.





Live streaming is a multi-purpose secret weapon that can help build your business.

If you're making progress and growing your membership, we think your income should be growing too.

Uscreen's built-in live streaming feature is the answer.

Adding live streaming to your platform is a simple way to increase the value of your membership. It requires minimal production and can be a tool for everything from increasing engagement to marketing your platform - which means it can pay for itself in no time.

And if you're not a tech expert, we've got you.

Uscreen has support to help you smoothly navigate every step of the process, from setup to analytics, so you can stream with confidence and start building your business right away.

Here are all the resources you'll need to become a Uscreen live streaming pro.



Getting Started

Learn the technical ins and outs of live streaming.
(Hint: we make it easy.)

1 You'll need a camera, a microphone, and third party encoding software. Check out the [Live Events Overview](#) for our top picks!

2 It's easy to set up and [run live events](#). Just go to the Live Events section under the Content tab in your Uscreen dashboard.

3 From here, you can [enable preregistration](#) so viewers can sign up ahead of time, and a countdown clock to build excitement.

Did You Know?

Live streaming is the fastest growing form of online video, but 53% of viewers rely on social media to find and watch it.

Live content is in high demand, and hosting it on your own platform gives your business an advantage over social media.

You provide members easier access to the specific live streams they want, plus a built-in online community with the same interests.



Market Your Membership

Hook viewers with free live streams, then use email marketing to convert.

1 Make your live event free and available to the public. When people register for your live stream, add them to your email list. Everyone who attends can get to know you and your service in a “real life” setting. When you send marketing emails afterwards, they’ll already have a valuable connection with you.

2 Include bonus downloadable resources for your audience, like documents, PDFs, and audio files.

3 To mix it up and add interest, you can invite guests to speak on your live streams. Conversations with other people in your industry can add a lot for your audience.

BONUS READ

How to Build Email Marketing Funnels that Convert

Inspiration

Prodigies offers free live streams as a hands-on intro to their courses.

Founder Rob Young realized that “free training” live streams were even more effective than free giveaways alone when it comes to generating new customer leads.

So he combined the 2 incentives, and includes free downloadable workbooks that relate to the topic of the live stream. This helps him appeal to a wide range of potential subscribers.

[SEE FULL CASE STUDY](#)



Increase Engagement & Retention

Keep members engaged, excited, and loyal to your platform.

- 1 Create exclusivity with members-only live classes or Q&A sessions, where your members can be an active part of your community.
- 2 Take it a step further and [enable live chat](#), which lets you interact directly with your members while streaming.
- 3 When you're done, remember to download your [Live Event Attendees Report](#) from the your dashboard. You can analyze this viewer data to help you use your live streams even more effectively.

BONUS READ

[The Scaling Membership Marketing Strategy: Why Retention Beats Growth](#)

Inspiration

[M/BODY](#) uses live chat to create an interactive studio feel in her virtual workouts.

Marnie Alton's live fitness classes are her platform's main attraction - she films 90% of her content live and then adds the recordings to her video catalog.

During the classes, members use the live chat to request specific exercise modifications, and Marnie's team is able to answer those questions in real time. This personal touch creates a better user experience and high overall member satisfaction.

[SEE FULL CASE STUDY](#)



Monetize in New Ways

Make extra money on your live events by giving your audience more ways to be a part of them.

- 1 **Enable donations**, so your audience can support you by sending payments directly through the platform.
- 2 Allow members and non-members to **purchase the recorded version** of your live stream, so you're pulling in different streams of revenue.
- 3 Offer an option to **rent the live stream recording**, so people can pay for access for a set period of time.

BONUS WATCH

The Live Stream Monetization Tool You Need to be Using

Inspiration

The Collective Kula offers the option to purchase a single class pass for live yoga sessions.

Nicole Wild's signature live streamed yoga sessions are part of her platform membership, and she also hosts classes in which non-members can pay a one-time fee to attend.

Before launching with Uscreen, she monetized only with donations - now, she can rely on recurring membership revenue with bonus donations from long-term fans.

[SEE FULL CASE STUDY](#)



We love a good creator success story.

And we believe in yours.

That's why we built Uscreen as an all-in-one platform, where the growth tools you need are right at your fingertips. If it's time to add to your toolbox, live streaming is one of our top recommendations.

Uscreen's live streaming feature is simple to use and helps you stay ahead of the demand curve by giving members exactly what they want to see.

It's an investment back into your business that can help you reach a new level of success.

So if live streaming isn't part of your strategy yet, it should be.

Get familiar with our guide, and then give our team a shout! We're here when you're ready to go live.

