

Live Show Marketing Checklist

You can use this marketing plan as a guide to help you build out your own marketing strategy for your lives.

Week Before Live Launch

- Schedule Live Event on Website and Social Media**
Pro tip: use our live scheduling tool within your Videeo dashboard
- Create a promotional banner w/ live event details or live schedule**
Add banner to website homepage, mobile app, email newsletters + live landing page
- Create and post a promotional image or Reel on Social Media**
Include date, time + theme of live event
- Create and send out live event promotional email and SMS (if applicable)**
Include date, time + theme of live event

Week of Live Launch

- Include promotional banner in every email newsletter**
- Post another promotional image or Reel on Social Media**
Add Event Reminder to the post
- Post Social Media Story w/Question Sticker**
Ask your customers what they want to know or see during the live event
- Go Live! Do a live Q+A with your audience on top engaged channel**
Answer questions received from the Story to educate/inform on the new shopping experience
- Post Social Media Story promoting live event with call to action encouraging email or SMS sign ups**
 - Use link sticker + link to website email/SMS sign up page (or to email sign up on live landing page)
 - Use imagery/graphics or a video with the host speaking directly to the audience

Day Before Live Launch

- Send Email reminder for live event**
- Send SMS reminder for live event**
- Post a live event reminder on Social Media Story**
Use Scheduled Event + Countdown Sticker

Day of Live

- Send Email announcement to join the live**
Include a button or link that says “Join us now” - link out to live landing page
- Send SMS announcement to join the live**
Include link to live landing page
- Spend time engaging with audiences on Social Media**
Answer DMs, respond to comments, like comments, etc
- Post an engagement post on Social Media**
 - Boost engagement by posting a fun, high-engaging post that encourages interaction
 - Review your social insights to see what types of posts receive the highest engagement, then post something similar (does not need to be related to the live event)
- Post live event reminder on Social Media Story**
Include Scheduled Event + Countdown sticker with call to action to opt in to be notified when live
- Post live event reminder image or Reel on Social Media**
Add Event Reminder to the post
- Post Social Media Story announcing “We’re Live! Come Shop + Chat with us!”**
Let audiences know they can tap on your profile picture to join the live

Post-Live Event

- Schedule next Live on Website and Social Media**
- Highlight on social media channels and email newsletter showcasing top products or almost sold out items**
Use Link sticker to link to product page on the website
- Post Live Replay to Social Media profile**
- Post an “In Case You Missed It” Social Media Story or Reel**
Use Link Sticker to link to Live Landing Page to watch + shop the replay