

14-Day Live Video Challenge

Live video has the power to...

- People trust live video more than Instagram Stories that can be done over and over until perfect.
- Build you up as an expert in your industry
- Grow your social media
- You will build your Know/Like/Trust with your followers
- Your audience will feel authentically connected to you and your brand.
- Build a ton of content in a short period of time
- Quickly generate leads that are excited and ready to buy!
- In fact, projections show that **video will account for 82% of all web traffic** by 2021. Why? Live streaming taps into a uniquely **human affinity for sharing and storytelling**.
- And Facebook Live is still the preferred platform for watching live streaming video.

Video Stats for Facebook:

- There are 2.37 billion monthly active users
- 1st most engaged network
- More than **4 billion video views take place** on Facebook every day.
- 500 million viewers watch 100 million hours of video content on Facebook daily.
- 65% of all Facebook video views come from mobile users.
- 85% of Facebook users watch videos with the sound off.
- Native videos get 478% more shares on Facebook than videos from other sources do.

Video Stats for Instagram:

- There are 1 billion monthly active users
- 2nd most engaged network after Facebook
- 500 million people use Instagram stories each day
- Instagram videos generate 3x more comments than Instagram photos.
- Engagement numbers for videos posted to top media publisher accounts worldwide increased by 53% year over year in May, surpassing the 46% growth rate seen for photos over the same timeframe
- 86.6% of Instagrammers post on Instagram Stories.
- 60% of Millennials watch and post Instagram Stories.
- 1 in 4 Millennials and Gen Z-ers look for Stories of the products or services they want to buy.
- Brands use Instagram Stories and posts almost equally.
- 17.8% of Instagrammers watch IGTV.

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Here are the steps to prepare and rock this challenge:

1st Step:

Fill out the beginning stats on the next page

2nd Step:

Pick Instagram or Facebook. Ask yourself where most of your ideal clients are? You can also do both Instagram and Facebook, but create a live video on each platform and don't just share it from one to another. You won't get the same engagement as a live video.

3rd Step:

Plan a subject for each of the 14 days (brainstorming on the next few pages). Having basic info on what you are going to talk about laid out, gives you a comfort level to actually create the videos daily.

Wear makeup and do your hair or not. Whatever helps you to feel comfortable. I personally love when I have my lashes on. I feel like I can run the world when they are on.

4th Step:

These videos should be at least 1 minute on not more than 3 minutes. This is the sweet spot on how long people typically watch (especially bridal ages). Ideas can be created from a quick google search for your industry.

Watch your social media analytics grow and attract your ideal brides much easier!

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Fill out your current numbers under the kick-off date column:

Instagram <i>(Go to Insights, Activity, Discovery)</i>			
	Kick-off Date	After 14-days	Result (growth)
Reach			
Impressions			
# of Followers			
Facebook <i>(Go to Page Insights, Last 28 days, Post Reach, Engagements, Link Clicks)</i>			
	Last Month	End of this Month	Result (growth)
Post Reach			
Engagement			
Link Clicks			
Other Matrix you want to track			

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Let's Brainstorm Here are a few ideas:

- Answering 1-3 questions that brides ask (or take questions in a post and answer those)
- 14 tips to creating a photo-friendly wedding timeline
- 14 wedding tips to look good in images
- 14 tips to getting great engagement photographs
- 14 things to think about while planning your wedding
- 14 things brides wish they knew before getting married or planning a wedding
- 14 things about you to introduce yourself and your business (who you are and what you do and who you serve.
- 14 days of encouragement through this crazy wedding planning process
- You can use this title generator. <https://tweakyourbiz.com/title-generator>
- Brainstorm below - just scribble your thoughts. We will create a plan on the following page:



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You can also create a list of questions

What are the questions that MOST of your brides ask you about? Even if you don't use it for this challenge, you can create a video answering all of them and have it accessible from your website. Save on phone calls and allow brides to "meet" you without actually meeting you.



Now let's create a plan!

14-Day Live Video Challenge

Pick 14 days in a row that you will commit to doing a short video LIVE each day. You can use this form over and over every time you do this for your business to give your social media analytics a boost. Use the bullet points to have talking points but not a script!

MONTH: _____

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday