

Switcher Studio®

LIVE SELLING

get started guide



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What is **LIVE SELLING?**

Live selling is the next wave of e-commerce, combining interactive livestreams with the ability to purchase products in real time. Think it's just a fad? According to Coresight Research, livestreaming e-commerce in the U.S is expected to reach $25 billion in sales by 2023. So why is live shopping taking off, and what makes it so special?

It's not **HOME SHOPPING**

Live shopping has roots in the home shopping shows that became popular in the early 1990s. Both emphasize entertainment, feature hosts enthusiastically demoing products, and drive sales with methods like limited-time offers. Even so, the live shopping of today is different from the home shopping of the past.

Live Shopping vs. Home Shopping



> ***Expanding your audience*** *is a key factor to getting more e-commerce sales, and live shopping streams help ensure that your products are being seen by as many people as possible.*





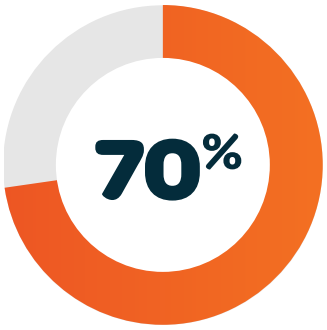
LIVE SHOPPING IS PORTABLE AND ACCESSIBLE

Your shoppers don't need to have a cable subscription; they don't need to be in front of the television; they don't need to place a call or wait on hold until someone can process their order. All they need is a smartphone and Wi-Fi.

Live shopping lets you reach your audience where they already spend their time: online. According to Backlinko, 70% of the U.S. population uses social media, with Facebook leading the way with 2.9 billion active monthly users. Expanding your audience is a key factor to getting more e-commerce sales, and live shopping streams help ensure that your products are being seen by as many people as possible.

LIVE SHOPPING IS ENGAGING AND CASUAL

One of the biggest factors setting live shopping apart from home shopping? Real-time engagement. Encouraging interactivity in live selling streams is valuable for sellers and shoppers. With live selling, viewers can ask questions, answer polls, and converse with hosts, guests, and even other shoppers. Live selling, unlike home shopping, can be casual. The audience doesn't want (or expect) perfection, they want authenticity.



*of the **U.S. population** uses social media*

*With **Facebook** leading the way with **2.9 billion active monthly users.***



So, WHY SELL LIVE?

You get it, live selling isn't the same as the old QVC-style shows, but why is live selling gaining popularity across the e-commerce landscape? Why is live selling proving itself to be valuable and effective for so many brands?

LIVE SELLING SUPPORTS BRAND BUILDING

Everything about live selling streams supports brand building:

- ✓ **Demoing products enhances product storytelling.** Product storytelling helps shoppers better understand a brand's values and priorities, in addition to better understanding the what and why of the product itself.

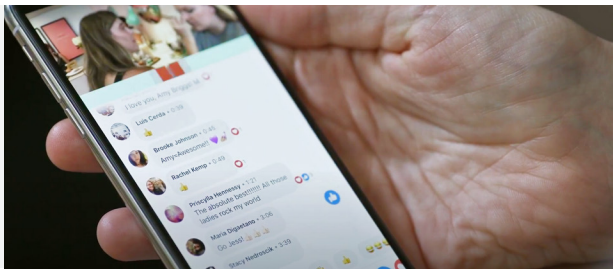
Switcher Feature:

Switcher supports storytelling by making it easy to add product photos, behind-the-scenes videos, or customer testimonials to the screen during the live selling stream.

- ✓ **Audience interactivity helps build trust, confidence, and social proof.** Gone are the days when customer complaints or questions were sent blindly into a void: Livestream viewers can ask a question and get an immediate answer from a brand representative — this kind of meaningful interaction can help build brand loyalty over time.

Switcher Feature:

Use Switcher to promote audience engagement. Pin Facebook comments to the screen during your broadcast, add polls, and more.



- ✓ **Live selling streams provide an abundance of recyclable content.** Even when the stream ends, that content can be reused again and again for social media, e-commerce sites, email marketing, and so much more.

Switcher Feature:

Create and edit clips from past livestreams in-app! Take your Facebook Live and make Shorts, Reels, and Stories to share on other social platforms like YouTube, TikTok, and Instagram.

LIVE SELLING EXPANDS REACH

With live selling, you're not waiting for shoppers to find your e-commerce website and hoping they'll make a purchase: Live selling allows retailers to organically get their brand and product in front of a broader audience.

LIVE SELLING DRIVES PURCHASES

The format of live selling also drives conversions. Product demos and live testimonials help viewers make informed decisions and, in a sense, let viewers "try before they buy" — which is lacking from so many static e-commerce sites.

The live selling format makes it easy to generate excitement and FOMO. Limited-time offers, flash sales, product announcements, and limited runs — all of these sales strategies are easy to implement in a live selling format to help retailers drive sales.

Switcher Feature:

Add a countdown timer to your broadcast. Whether you're promoting a flash sale or limited run, intensify the FOMO by reminding your audience that the clock is ticking.



Who should **SELL LIVE?**

Live selling is ramping up so dramatically, businesses of all sizes are getting in on the action. While anyone can get into the live selling game, it's especially well suited for:

DIRECT-TO-CONSUMER (B2C) ONLINE RETAILERS

Regardless of size, any brand or business selling directly to consumers can incorporate live selling into their marketing strategy.

INDEPENDENT CREATORS

Many artists and creators find that growing and connecting with an audience on social media is invaluable. Live selling only enhances their social media presence.

INFLUENCERS

Influencers who sell live on behalf of brands is an extremely successful model in Asia where live selling took off in recent years. Now, it's becoming popular globally.

What are the **BEST PRODUCTS** *to sell live?*

Products and experiences of all kinds can be sold live. In fact, Chinese live selling queen Viya Haung once sold a $5.6 million rocket launch on a livestream, but generally the best products to sell live lend themselves to real-time demonstrations.



What are the **BEST PLATFORMS** *for live selling?*

So you're ready to start selling live, but there's still one big lingering question: where? There are many platforms for live selling (with more are being added all the time), but they generally fall into three categories.

> *On **YouTube, Facebook, Twitch, and TikTok,** sellers can reach their audiences where they already are. Retailers will stream to their own pages, and their audience is specifically interested in their brand.*

SOCIAL MEDIA

Social media platforms are some of the most popular for live selling, especially in the U.S. On sites like YouTube, Facebook, Twitch, and TikTok, sellers can reach their audiences where they already are. Retailers will stream to their own pages, and their audience is specifically interested in their brand. Plus, with social media's inherent shareability, brands streaming to social platforms have the potential to reach and engage with a broader audience.

MARKETPLACES

Marketplaces for live selling include sites and apps like Amazon Live, Popshop Live, Whatnot, Taobao, NTWRK, and so on. These apps are like virtual malls dedicated to live selling and shopping, and viewers can find live content based on interests. Shoppable livestreams can be more discoverable on marketplaces made for shopping, but retailers also face competition from other sellers on the platform.

YOUR WEBSITE

When it comes to owned channels for live selling, viewers watch a brand's live selling content on that brand's website or app. The livestreams are hosted via premium solutions like Livescale, Bambuser, or Spockee.

Switcher Feature:

Switcher Studio works in concert with many social, marketplace, and live selling platforms. Use Switcher to enhance your live selling wherever you stream, or use simulcasting services to broadcast to multiple platforms at once.



Getting **STARTED**

When you're ready to get started with live selling, picking a platform is just step one — you'll also need to think about your gear, team, setup, and content. But don't worry, there's a low barrier to entry for live selling, and how much you invest in getting started is up to you.

Gear

As we mentioned, live selling is inherently accessible for both buyers and sellers. Aside from your phone, gear isn't required to get started. However, if you want to take your production to the next level, here are our recommendations for a simple, high-quality setup:

> *Live selling is inherently accessible for both* ***buyers and sellers.***

CAMERA

Smartphone cameras are perfect for livestreams. Switcher Studio works on iOS devices, so we suggest starting with an iPhone and/or iPad.

TRIPOD + CLIP

A tripod is the simplest way to add production value to your video, by stabilizing your camera and freeing up your hands. You'll need a tripod and a ¼-20 ("quarter twenty") tripod mount to attach your phone. We recommend iOgrapher.com for high-quality mobile phone gear options.

Our Picks:

- ✓ iOgrapher Multi Use Tripod
- ✓ iOgrapher Filmmaking Multi Case for Mobile Phones

Depending on your lighting setup, another option is a ring light that comes with a tripod and phone holder.

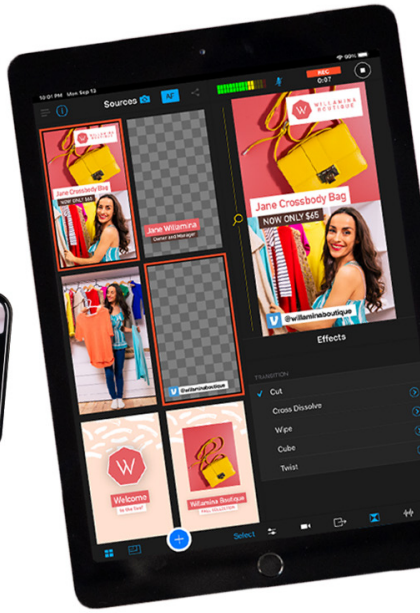
- ✓ iOgrapher Ring Light (With Tripod and Phone Holder)



MIC

Audio is very important in livestreams — if your audience can't hear what you're saying, they're likely to tune out. If you want to kick up your audio a notch, consider an external mic. If you only have one host on-set and they're not doing wardrobe changes, a wireless lavalier microphone is a great option. A handheld mic with a stand will work if you have one seated host, while a shotgun mic works best if your on-screen talent has to move around a lot, or if you have more than one host on-set.









Our Picks:

- ✓ Lavalier: Saramonic Blink 500
- ✓ Handheld: IK Multimedia iRig Mic HD 2
- ✓ Shotgun: Rode VideoMic Camera-mount Shotgun Microphone

For best results with an external mic, you'll also want an audio interface (the Sabrent USB Audio Adaptor is a very budget-friendly option) as well as an Apple Lightning or multiport adapter to connect it all to your phone or tablet.

INTERNET

Your internet network is the most important factor for the quality of your video stream. There are three options for setting up your network:

1. Wireless router (recommended)
2. Mobile data hotspot
3. Hardwired Ethernet connection

A hardwired Ethernet connection is arguably the most reliable option, but it's also the one that requires the most setup. A mobile data hotspot is your go-to if you need to stream "in the field."

A wireless router is our recommendation and the all-around best option for live sellers.

We recommend using a 5GHz wireless router, and checking your upload speed at speedof.me/. Switcher's stream quality recommendations are based on minimum upload speeds:

- ✓ 270p: 1.5mbps upload
- ✓ 360p: 2mbps upload
- ✓ 540p: 2.5mbps upload
- ✓ 720p: 6mbps upload
- ✓ 1080p: 12mbps upload

Team

Just like with your gear, there's no reason to be overwhelmed by the idea of needing a production crew for your livestream. Here are a few roles to consider, but even a team of one can put on a great live selling stream.



HOST

The host is arguably the most important role in a live selling stream, and if you're a team of one, this will be your primary function. An effective live selling host:

- ✓ Is always informative (but not salesy)
- ✓ Connects with the audience authentically
- ✓ Believes in the product they're selling
- ✓ Interacts with the audience to keep them engaged

HELPER

If you're able to add only one additional team member, it's a good idea to add a helper who can provide general support to the host. The helper can:

- ✓ Manage the camera(s), mic, and lighting
- ✓ Troubleshoot any technical issues
- ✓ Grab products as needed
- ✓ Answer viewer comments and questions

GUESTS

(Models, Co-Hosts, Designers, Interviewees)

Once you've got your host and your helper, adding guests to your livestream can help boost the energy, interactivity, and engagement. A few ideas for guests:

- ✓ Co-hosts keep the energy up with conversation
- ✓ Models help demo and show off products
- ✓ Designers support storytelling with short interview segments
- ✓ Customers testimonials can help drive sales

> *Even a team of **one** can produce a great live selling stream.*

Set-up

Your gear is ready to go, and you know who's going to be on-screen, but a little extra work can help your stream look even more professional.

SET

A livestream set can come together in minutes. It doesn't have to be complicated — think of it as an opportunity to make an impression on your audience.

A surface:

A table or desk will frame you, give you somewhere to put your mic(s), and most importantly, somewhere to set products as you talk through them.

A background:

Make sure there's plenty of contrast between the background and the host, and add some personality.





LIGHTING

Lighting doesn't have to be scary or complicated, but it's good to think through your lighting setup before going live.



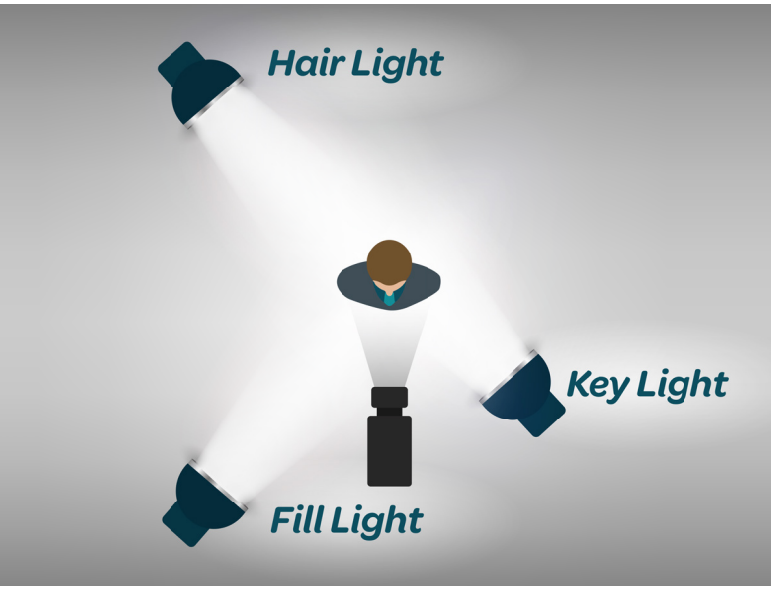
Dos and don'ts:

Don't use bright lights that cast extreme shadows. Do use flattering soft lighting and set up so light wraps around your subject. If you don't have lights, you can use natural light from a window to get started — but make sure the window is in front of your host, not behind them!

Ring lights

Ring lights are used by many creators because they're relatively inexpensive and cast a soft, even light on the subject. Some ring lights include a tripod and smartphone holder, so they're a simple all-in-one option if you're using your phone as a camera, but you can also find stand-alone ring lights, or even mini ring lights that clip to your phone.

> *If you don't have lights, you can use **natural light** from a window.*



Three-point lighting

The industry-standard three-point lighting system is a simple way of setting up light sources to light a set evenly and avoid harsh shadows. With three-point lighting, you can achieve a professional look with nearly whatever light sources you have available to you.

Three-point lighting calls for:

- ✓ Key light: Your main light source.
- ✓ Fill light: Manages shadows cast by the key light.
- ✓ Hair light: Helps separate the subject from the background.

Content

Finally, you'll want to decide on content for your livestream.

PLAYLIST OF ITEMS

When you're planning your live selling stream content, decide on a playlist of products and the order you're going to present them. Select between 15 and 30 items for your stream — any fewer will feel sparse, and more will take too long.

Keep your inventory in mind! Make sure you have plenty of the items you choose for your stream *and* make sure you know the available colors and sizes before you go live.

RUN OF SHOW

A run of show doesn't mean a script that you read word for word, but it does mean putting some thought into the different segments of your livestream. You want to include time for your product list, but also audience engagement, any special segments, and driving conversions with limited-time offers. For a simple hour-long livestream, try:



20% driving sales
30% audience interaction
50% product demos

Sample Run of Show

#	STEP	DURATION	TALKING POINTS	ON-SCREEN
1	Intro			Full-screen logo/welcome graphic
2	Welcome	5 minutes	Host(s) introduce themselves and the brand	Logo
3	Products	20-30 minutes	Run through the first 5-10 featured products, spending a few minutes on each	Product photos and prices
4	Share Reminder	5 minutes	Invite viewers to share the video	Share graphic
5	Products	20-30 minutes	Run through the next 5-10 featured products, spending a few minutes on each	Product photos and prices
6	Q&A	5-10 minutes	Invite viewers to ask questions	Featured comments
7	Thank You		Thank viewers for tuning in	Fullscreen logo/outro graphic

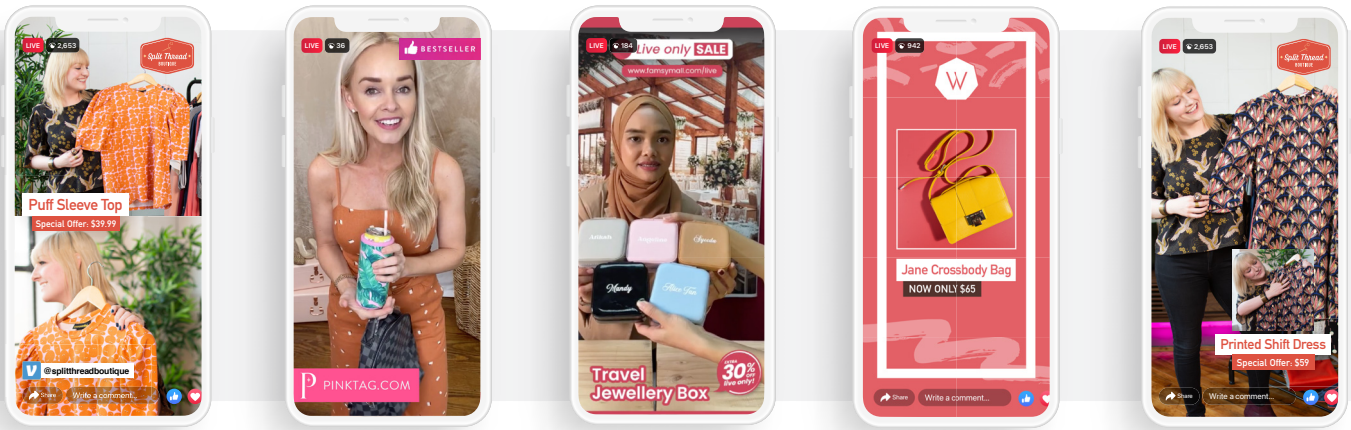
As you get comfortable with live selling, you may want to add more segments to your stream run of show. Some additional ideas include:

- ✓ Inventory check-ins to let viewers know about low or limited quantities or sold out items
- ✓ 5-10 minute flash sales to drive purchases
- ✓ Product polls to get audience opinions
- ✓ Designer interviews to support product storytelling
- ✓ Customer testimonials

Graphics

Switcher Studio was designed to make it simple for beginners to create professional livestreams, and one of the simplest ways to add professionalism is by incorporating graphics and multimedia. You can use Switcher to create a beautifully branded live shopping experience that stands out from the competition: on-screen logos and graphics, full-screen live selling templates, pre-recorded video, and so much more.

From logos to b-roll, it's easy to create and organize Assets in Switcher. Then, deploy during your livestream with a single tap.



LOGOS, OVERLAYS, AND PHOTOS

Overlaying your logo on your stream is step one for "tapping" into the brand-building capabilities of live selling — and with Switcher, adding a logo is a cinch.

Once you've imported your logo file, you can resize and reposition the image to fit on your stream however you like. Save it to a Production Group for easy access, and then deploy with a tap to keep your stream on-brand. You can also overlay photos, text, video, social media handles — even your live video feed.

See Switcher Studio in Action!

Visit **youtube.com/c/SwitcherStudio** to see tips, tutorials, and #MadeWithSwitcher examples.

LIVE SELLING TEMPLATES

Switcher Studio makes live selling easy with templates (called Live Selling Cards). These are full-screen multimedia assets that combine multiple components into a single asset: your camera feed, logo, product images, and/or text. Cards let you showcase what you're selling in one professional, attention-grabbing visual!

You can customize Live Selling Cards with your branding and products and easily switch between different Cards with just a single tap during your livestream. Cards are available in horizontal and vertical video, and three different categories: Camera as Background, Image as Background, and 2 Views.

INTROS AND OUTROS

A quick way to add production value to your livestreams is by adding intros and outros. Say you want to give your viewers a few minutes to join the stream. You could could start your production with a full-screen graphic displaying something like "Show Will Begin Soon!"

At the end of your stream, you can sign off with another full-screen graphic, using the opportunity to display:

- ✓ A "thank you for joining" message
- ✓ Your social media handles
- ✓ The date and time of your next live selling stream

Want to get more sophisticated? With Switcher, you can roll in pre-recorded video for stunning intro or outro reels. You can even use b-roll to fill time during set or outfit changes.



COUNTDOWN TIMERS

Switcher features can also be used to help drive sales and conversions. One of our newest Asset types is the Countdown Timer, specifically for use in live selling streams. Countdown Timers are perfect for flash sales and limited-time promotions.

When you tap the Countdown Timer during your broadcast, it will display over your full-screen camera feed, Live Selling Cards, pre-recorded videos, full-screen images, and — if you're using more than one camera — Multiview Templates.

> *With Switcher, you can roll in **pre-recorded video** for stunning intro or outro reels. You can even use b-roll to fill time during set or outfit changes.*

Interactive Features

In addition to stunning visuals, Switcher Studio also has features to increase audience engagement and interactivity.

COMMENTS

If you are streaming using one of Switcher Studio's integrations (Facebook, YouTube, LinkedIn, Twitch) or streaming using Custom RTMP, you can see audience comments directly in the Switcher Studio app in the Live Comments tab. This feature allows you to respond to comments in-app without having to use another device — perfect for small teams.

You can also highlight comments on screen during the broadcast. Displaying comments is an easy way to increase interaction with your audience and encourages people to participate in the conversation. You can output your Switcher Video to a TV via HDMI or AirPlay so your on-camera host can easily see featured comments. Then, they can answer questions and respond to comments without having to scroll on a phone.

GUESTS

Adding a guest to your live selling stream is a unique way to bring in fresh energy and break up your content. Switcher Studio's in-app Remote Guests feature is great for welcoming interviewees, co-hosts, designers, and collaborators. Up to 5 guests can join using a web browser on most mobile devices, webcams, or computers.

> *Asking the **right questions** can help you better understand your shoppers.*



POLLS

Want to increase engagement even more? With Switcher Studio's Facebook Polling feature, you can create a poll during your livestream and get real-time feedback from your audience. You can monitor the results inside Switcher and show them on the live video player in Facebook.

This feature is perfect for live selling, because asking the right questions can help you better understand your shoppers. "Where would you wear this outfit?" "What's your favorite way to accessorize?" Whatever's relevant to your stream, take this opportunity to learn. You might find that the answers to your polls can be very different from your purchase data. Plus, your audience will appreciate that you value their opinion and input.

Getting the Most Out of Your **LIVESTREAMS**

When your live selling streams are this good, you want to make the most of them. That means building your audience and repurposing content to use on other platforms or marketing channels.





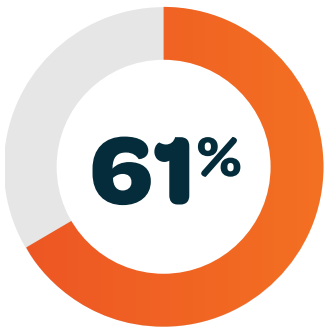
Promotion

Getting started with live selling can be intimidating. Here our five livestream promotion tips for growing your audience.

1. SUPERCHARGE YOUR BRAND'S SOCIAL PRESENCE

Your Facebook business page is sometimes called a "digital storefront," so think of your social profiles as information hubs for your audience. Make sure they're complete, informative, and up-to-date.

So don't skip on adding a cover photo, website, hours (if you have them), filling out your "About" section, and so on. Make sure that your business account is set up to accept payments. Also make sure that your pages are active and engaging. (61% of retailers post on social media at least once a day!) Don't go live first and wonder why you don't have viewers — start by growing your fanbase.



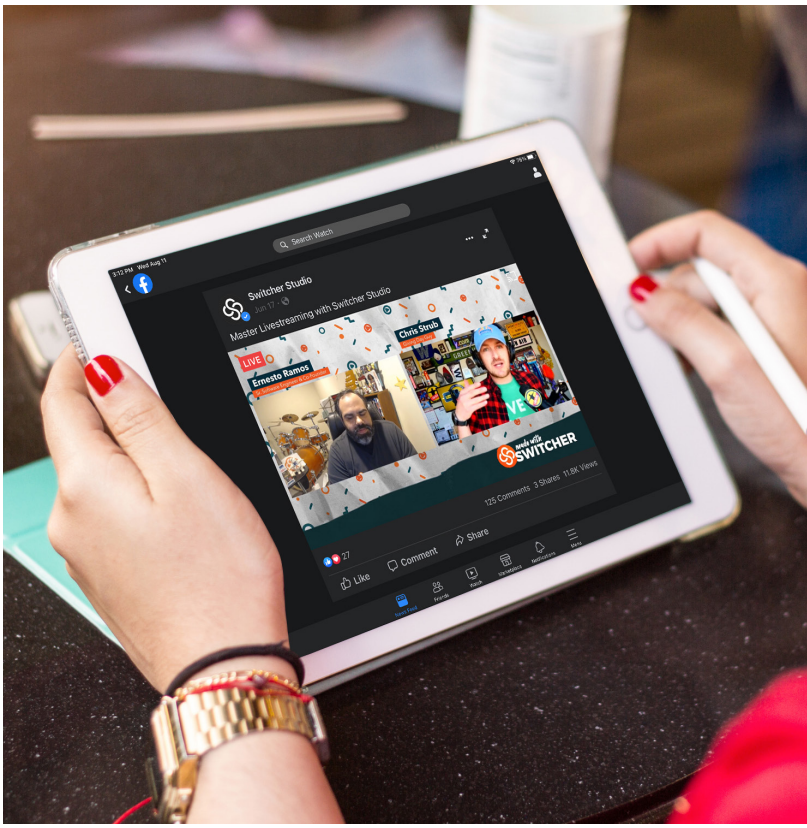
of retailers post on social media ***at least once a day.***

2. CREATE AN EVENT ON FACEBOOK TO FURTHER YOUR REACH

Facebook is pushing businesses to stream to Live Video Events, so create an event on Facebook to garner more organic reach for your shoppable livestream.

To maximize the impact of your event:

- ✓ Know when your page's audience is online and active.
- ✓ Create your event at least four days before your stream.
- ✓ Use your event as a marketing tool to generate buzz.



3. PROMOTE YOUR STREAM

Once you have your event on the calendar, it's time to spread the word.

Post. Share. Repeat.

Post your stream information on all of your platforms: newsfeed posts, stories, tweets, email newsletters — however you communicate with your shoppers, use those channels to share your upcoming shoppable stream.

Boost your event or create an ad

If you've created a Facebook event, you can boost it to reach people who don't already follow you. You may get even more page followers or regular customers just from boosting your one-time live selling event!

Use hashtags to find your audience

Hashtags are a free way to reach more people, so when you post about your live retail event, try including hashtags that are relevant to your audience.

Grow your audience with partnerships

Have an influencer (or micro-influencer) host your live selling stream. Break up your live selling content and have a special segment in which you bring in a guest or conduct an interview. Partnerships help livestream promotion because guests share your event with their followers.

> *Break up your live selling content and have a special segment in which you bring in **a guest** or **conduct an interview**.*

4. MAKE YOUR STREAMS FUN

Gaining livestream viewers takes more than just good marketing in advance — you want to make sure your audience keeps coming back for more. That means ensuring the livestream you've been promoting lives up to the hype! If you do some prep work in advance, your live retail event will be enjoyable, entertaining, and effective, and your audience will keep growing.

5. CONSISTENCY IS KEY

Remember when we used to watch shows on TV? Imagine trying to catch your favorite sitcom if the channel and time slot changed every week. Consistency is key in helping your audience tune in to your content. A regular and dependable livestream schedule will help your fans anticipate your live retail events and remember to attend.

Some sellers livestream twice a day, others once a week. Some shoppable livestreams are half an hour, others are over two hours. There's no one right answer! When you're just getting started with live selling streams, try testing a few different days, timeslots, and stream lengths to see what works best. Pick one day to focus on the basics: just your camera and on-screen logo. Pick another day of the week to experiment with Switcher features and bring in photos, videos, and more detailed graphics. Eventually, you'll figure out the right formula for your audience, and stick to it.

Repurposing content

While live selling streams are valuable on their own, they also result in an abundance of reusable marketing content. It's easy to take one video and transform it to reach different audiences, populate different social media platforms, add to your website, and more. Here are a few ideas.

REPOST ACROSS PLATFORMS

Post your live selling video across platforms when it's relevant to each audience. Facebook makes it easy to download live videos, and if you use a streaming software like Switcher, your stream will automatically be recorded.



SLICE, DICE, AND STITCH TO REPURPOSE VIDEOS

You invest a lot of time into planning and producing a livestream, so don't leave the original post to languish and lose engagement! Clip and stitch to refresh and reuse your video content.



Clip to create snackable videos

TikTok, Instagram Stories, and Instagram Reels were made for short, "snackable" videos. In Switcher, you can easily trim and create clips from your past productions. Your clips can be as long or as short as you'd like, and you can also control the playback speed, aspect ratio, and more. Try clipping your livestream into short product videos to post on your e-commerce website or social media pages.

Combine to refresh and reimagine your best moments

As you produce video content, you naturally build a library of video clips. Combining clips from past productions lets you create completely new videos from what you already have. If you clipped highlights to share on Instagram stories, stitch them together to create a highlight reel.

Try compiling short product demos into a longer video showcasing an entire line or collection. Edit together a collection of clips to create a brand story or sizzle reel for your website, or to create an exciting intro video for future livestreams.

TRANSFORM YOUR VIDEO CONTENT

Just because you started with a video doesn't mean you need to end there; use your video content to create a range of other content types.

Capture video stills

A simple screenshot can capture great moments from your recorded video or livestream to reuse. Post video stills to your social media feeds, include them in an email with a link to the full video, or add an action shot to the product listing on your e-commerce site.

Create a GIF

It's almost as easy to create a GIF from your video as it is to create a still image. With free online tools like Giphy, you can repurpose videos into GIFs that you can use for social media, email marketing, your website, and more.

Make a graphic

Bold, branded graphics are an attention-grabbing way to reengage with your audience and underscore important messages: Try a bold call-to-action driving traffic to your shop.

Switcher Studio

ULTIMATE LIVESTREAM *Checklists*

Before You Go Live

- ◯ **Make sure your audience knows exactly when and where to tune in**
- ◯ **Restart, test, and fully charge your devices** (and place spare chargers nearby)
- ◯ **Restart all your devices and equipment** (phone, tablets, computer, and wireless router)
- ◯ **Prepare your run of show, product playlist, and talking points**
- ◯ **Test your internet connection quality**
- ◯ **Pull the products from your product playlist and place them in order**
- ◯ **Set up a five-minute private test stream about an hour before you go live** (and share the link with any Remote Guests so they can test their setup)
- ◯ **Grab some water and get in a streaming mindset: Relax and get ready to have fun!**



During the Stream

- [ ] **Welcome the audience and thank them for tuning in**
- [ ] **Look engaged! Look at the camera lens, keep your shoulders back and your chin up**
- [ ] **Tease any special segments or flash sales later in the stream**
- [ ] **Remind the audience of any discount codes and how to buy**
  Viewers may tune in late or come and go, so frequently remind the audience of any discount codes and how to buy — overlay a graphic with the discount code, or add it to your comments section
- [ ] **Invite the audience to be active in the chat with questions or comments**
- [ ] **Ask the audience questions or take a poll**
- [ ] **Check in regularly with inventory updates**
- [ ] **Be natural: your audience wants to see the authentic you**
- [ ] **Remind viewers when you'll be streaming again**

After the Stream

- [ ] **Review your comments section and answer any questions you might have missed**
- [ ] **Save your stream to repurpose**
- [ ] **Create clips of highlights to share or compile into a highlight reel**
- [ ] **Make notes of what worked (and what didn't)**
- [ ] **Share recaps to build FOMO in followers who didn't tune in**

Get Started

Live selling is revolutionizing e-commerce by making shopping personal, interactive, and fun — and it's so easy to get started. All you really need is a phone, a platform, and a product to sell. With a little content planning, some gear, and a live video production software, you can stand out from the crowd and unlock the engagement, brand building, and supercharged selling potential of shoppable livestreams.

USE SWITCHER STUDIO TO ENHANCE YOUR LIVE SELLING

Easy, intuitive video production on iOS — that's where Switcher Studio comes in. With user-friendly features designed specifically to support live selling streams, Switcher is perfect for beginners and pros alike.

BRAND YOUR VIDEOS AND SHOWCASE YOUR PRODUCTS:
Fully brand and customize your shoppable livestreams. Show side-by-sides of your live video feed and products; choose your logos, colors, and fonts; overlay countdown timers and product text, and more.

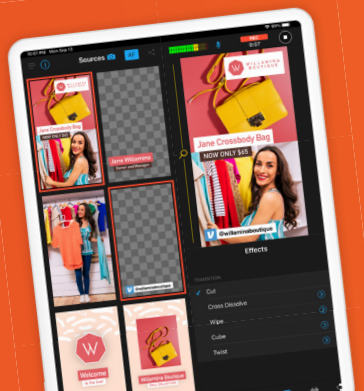
TURN RECORDINGS INTO CLIPS:
Take previously recorded productions and turn them into video clips to use on TikTok videos, Facebook and Instagram Stories, Instagram Reels, and YouTube Shorts. Adjust the length, aspect ratio, playback speed, and more.

INVITE REMOTE GUESTS AND CO-HOSTS
Invite up to 5 guests to join your list selling stream! Remote Guests don't need to download software, create an account, or enter a login code — they can join your video from nearly any device with just a URL.

INTEGRATE WITH TOP LIVE SELLING PLATFORMS:
With Switcher Studio, you can enhance your live selling efforts on almost any platform: social media sites like Facebook, Twitch, or YouTube; marketplaces like Amazon Live; and live selling solutions like Bambuser, Spockee, or Livescale. Wherever you're selling live, Switcher Studio can take your streams to the next level.

Start your free trial at **switcherstudio.com**





Live Selling Copilot Program

Have a Shopify site and want a fast track to selling live on Facebook? Our Live Selling Copilot Program offers premium setup, strategy, and support services to get you selling live in 30 days or less.

Learn more at **switcherstudio.com/copilot**