

# MAGGAZZINE

FACEBOOK LIVE!



# HOW BUSINESS CAN BENEFIT!



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**NEVER MISS THESE FACEBOOK LIVE AUTHORITY VIDEOS...**

Over the recent past, the world has immensely advanced with lots of hi-tech technological apparatus taking the mainstream by storm. Facebook is arguably **the biggest social connection site** with active users in an excess of a billion according to the recent stats.

A couple of months ago, this social media giant **released a cutting-edge** technological marvel that allows the *high and mighty to broadcast themselves* via a live streaming tool.

As expected, the world went into a frenzy with critics and pundits airing their optimism in diverse platforms. Of course, **Facebook Live** will offer tons of benefits, revolutionizing how firms and brands present their commodities and interact with their respective clients.

According to The Washington Post, since the total number of Facebook users equals the Chinese population, **you can imagine** how vast using this feature will advantage your business.

## What is Facebook Live?

If you are aware of such tools as Periscope, Meerkat, and MeVee, then this tool won't appear foreign to you. Facebook is a popular marketing application that *lets you stream live video clips* from your mobile device and broadcast to thousands, perhaps millions, of "Facebookers" all over the globe.

Much like the real platform, Facebook Live creates that **authentic, intimate and binding connection** with

your clients, thereby personalizing your brand. It has ushered in an **entirely different aura** in the growing world of online marketing, favoring its users in massive proportions.

Talking about Facebook Live and its corresponding benefits, **what should** every business owner expect after switching to this modus operandi?

## One-one-one sharing of information

If the celebrities and VIPs have something to share via Facebook Live so do businesses as they primarily target the same audience. Facebook Live means a **real-time analysis of the lives and habits** of how you conduct your business to your clients.

Remember that the way consumers *want to be part of your brand today* is different from how things were done in the past. They want a **more active role** in the production and manufacturing sector; they want to see their favorite products getting, what this feature offers.

## It is Educational

When Facebook first introduced this feature, many were wondering if it would be this popular. Continued education that was particularly advanced by the proprietor of the site led to the **widespread acceptance** as it is evident today. Similarly, when you are planning to introduce an item to your followers, no other better place matches this platform.

As a matter of fact, you can **use it to create a "tease video"** so that the masses can stay alert for the very product once it hits the shopping stores. Perhaps that is that **killer trick** many businesses are using today.

## Offers a vast marketplace

Let's face it; there are a whole lot of video streaming sites, both live and recorded including YouTube among many others, but it is interesting that *the wave that Facebook Live is generating* is wholly different.

As an ardent business person eager to have your products in the mainstream and gather more followers, it is without a doubt that Facebook, and not the other ones, will **augur well** with you.

A vast marketplace full of an **active and vibrant** cohort, you can picture how much revenue you will garner. By making such a small video clip and interacting with your following, selling a product will be seamless.

## Help gather more leads thus better business

Facebook pages were once those must-have tools for your business. Their effectiveness as **LEAD-GATHERING TOOLS** was *way ahead of any social media marketing tools* and they run the show for quite some time.

However, with the latest introduction and the fact that *video messages gather more acceptance* compared to written content, collecting more leads for your business using Facebook Live can't be overlooked.

With more leads simply translates to more followers, thereby more revenues and an edge over your competitors in business.

## Wholly economical

Economists and business gurus assert that business ought to be *primarily promotion and publicity*. They are probably right saying such a statement, but each of the two is definitely costly as it must be done consistently and in the correct manner.

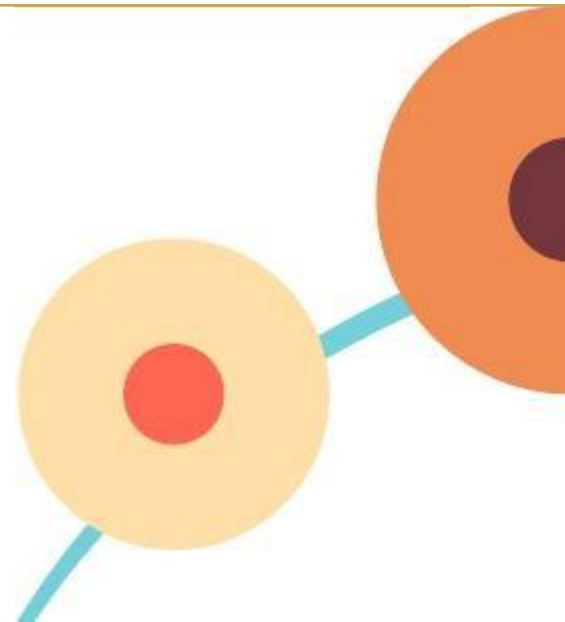
Now, here's a **CHEAPER AND SATISFYING METHOD** in the name of Facebook Live. By only using that mobile device and talking to multitudes, *you will be automatically selling your brand*, a feature that will eventually work for you.

## Helpdesk

As a customer, there's nothing as frustrating as that elusive Customer Attendance Department *filled with automated responses* as it is done today. It is just

recently when polls done among many online customers showed that such *phenomenon is a sure-fire way* of losing clients.

Thankfully, Facebook Live has **worked excellently well** to help eradicate it, even pulling customers closer. By introducing a *live-streamed help desk session*, the number of problems solved and solutions offered using this tool is anyone's guess.





## Entertainment

What is Facebook? Facebook is a *modern-day entertainment tool*, meaning that whenever everyone logs in, from that simple Post to the videos and photos, all of them ought to be entertaining. As a shrewd business person, why don't you strive to *present your offers* and products in a **wholly charming way** using this app? You can make a behind the scene video' just to show them that you value their support.

## Business to customer relationship

Alongside entertainment, did you know that *staying in touch with its clients*, primarily via this app enhances your relationship? As you know, a better relationship will **inevitably breed trust**, and thus improved bonding.

Let's take a simple case of the proprietor of Facebook, Mark Zuckerberg. He **regularly appears** on his page announcing any upcoming project and reassuring users that one issue or another has been resolved. Such simple announcements done via Facebook Live *leaves customers happy and confident* that you are real.

## Conclusion

In addition to disseminating top-quality content in a seamless manner and exclusively, *live streams is seen as the latter-day means of doing business*. We all strive to remain professionals in our respective fields to earn customer loyalty and respect.

However, this tool not only does that but also in a **spontaneously exciting way**, presenting heaps of business benefits and few drawbacks. Wondering why it is accepting such following today, Facebook Live is, without a doubt, **the future** that we had so yearned for.

### What Next...



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