



Live Video Revolution: How to Get Massive Customer Engagement and Skyrocket Sales with Live Video (Paperback)

By Joel Comm

Morgan James Publishing, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.With one in five Facebook videos posted being live videos, it's essential that businesses and brands understand how to use this technology and create content for live broadcasts. Just as social media is a relatively new phenomenon which many business owners are still learning how to use, live video is rapidly becoming a great way to increase customer engagement and sales. The Live Video Revolution covers a brief history of live video technology, how that technology can be used for personal branding and business, features of live videos, and includes a variety of case studies to provoke thought and encourage businesses and brands to utilize this technology.

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