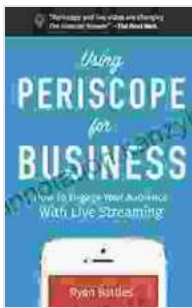


# Unlock Your Business Potential: A Comprehensive Guide to Using Periscope for Growth

In the rapidly evolving world of digital marketing, live streaming has emerged as a force to be reckoned with. Periscope, a renowned live-streaming platform, offers businesses an exceptional opportunity to connect with their target audience in real-time, build stronger relationships, and drive tangible business outcomes.

This comprehensive guide will delve into the world of Periscope for Business, empowering you with actionable strategies, case studies, and expert tips. Whether you're just starting out with live streaming or looking to elevate your existing efforts, this article will provide you with everything you need to succeed.



## Using Periscope for Business: How to Engage Your Audience with Live Streaming by Ryan Battles

★★★★☆ 4.6 out of 5

Language : English  
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Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 118 pages  
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## Why Periscope for Business?

Periscope offers several compelling advantages for businesses, including:

- **Real-time engagement:** Connect with your audience in the moment, foster genuine interactions, and respond to questions and feedback in real-time.
- **Authenticity and transparency:** Live streaming provides an authentic glimpse into your business, building trust and personalizing your brand.
- **Driving sales:** Showcase products and services, host Q&A sessions, and provide exclusive offers to generate leads and boost sales.
- **Increased reach and visibility:** Extend your reach beyond social media feeds, collaborate with influencers, and repurpose content across other platforms.

## Setting Up Your Periscope Account

Before you can start streaming, you'll need to create a Periscope account and optimize your profile.

1. **Create an account:** Visit the Periscope website or download the app. Create an account using your Twitter or email address.
2. **Optimize your profile:** Craft a compelling bio that highlights your business and its value proposition. Add a clear profile picture and cover image.

## Crafting a Winning Live Streaming Strategy

Developing a strategic approach to Periscope will help you maximize its benefits. Consider these key steps:

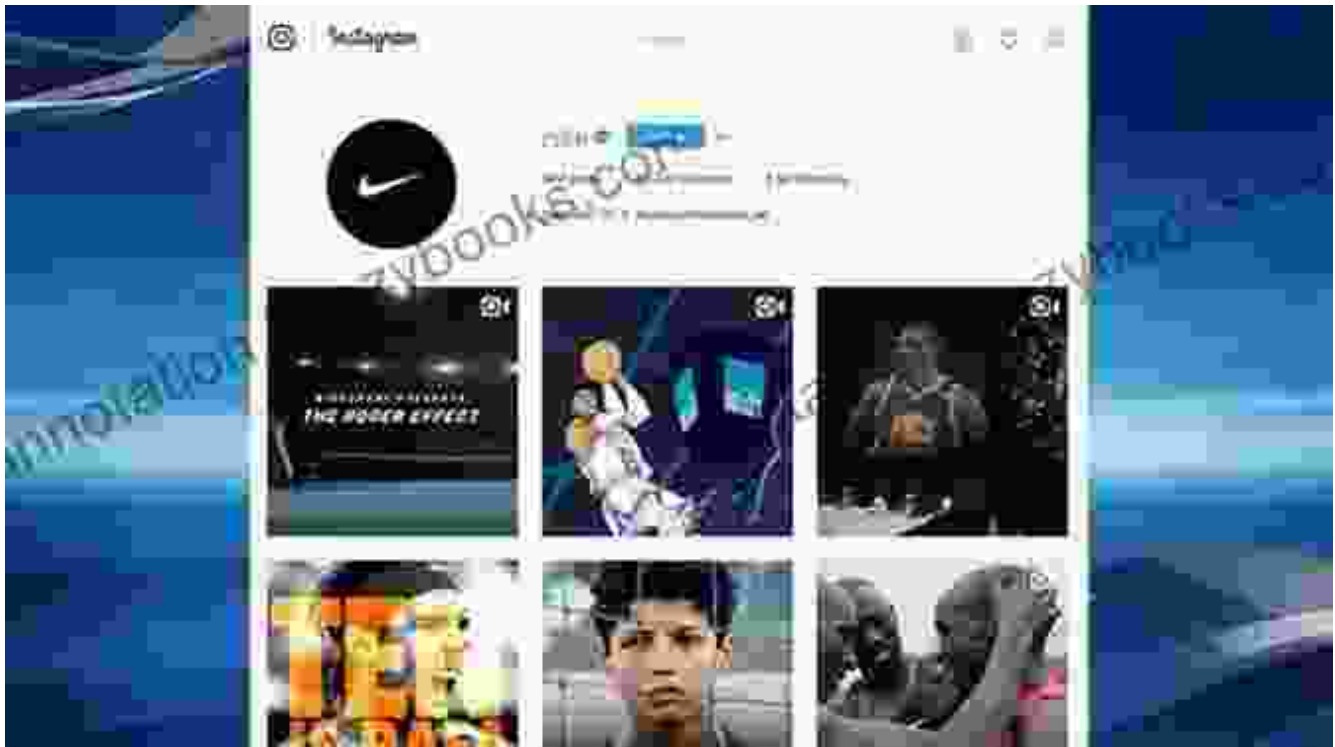
- **Define your goals:** Identify specific objectives for your live streams, whether it's generating leads, promoting products, or building brand awareness.
- **Know your audience:** Understand their interests, preferred topics, and viewing habits. Tailor your content accordingly.
- **Plan your content:** Create a content calendar and plan engaging topics that align with your goals and audience interests.
- **Promote your streams:** Announce upcoming streams on social media, send emails to your subscriber list, and use paid advertising to reach a wider audience.

## Case Studies of Periscope Success

Numerous businesses have achieved remarkable results using Periscope. Here are a few inspiring examples:

### Nike

Nike leverages Periscope to stream live events, product launches, and behind-the-scenes content. This has helped them build a loyal following and foster a sense of community among fitness enthusiasts.



## GoPro

GoPro uses Periscope to showcase user-generated content, highlighting the incredible experiences captured with their cameras. This has generated tons of excitement and buzz around the GoPro brand.



## Tips for Effective Live Streaming

To captivate your audience and achieve your desired outcomes, consider these essential tips:

- **Be prepared:** Have a clear outline or script for your stream. Practice beforehand to ensure a smooth delivery.
- **Engage with your audience:** Respond to comments, ask questions, and encourage participation. This creates a sense of community and keeps viewers engaged.
- **Use visuals and demos:** Showcasing products, sharing presentations, or giving live demos can make your streams more dynamic and engaging.
- **Promote interaction:** Use Q&A sessions, polls, and giveaways to encourage viewer participation and gather feedback.

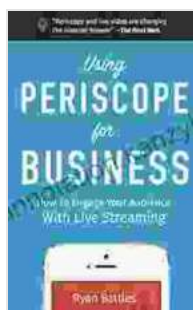
- **Repurpose your content:** Share highlights from your live streams on other platforms, such as YouTube, Facebook, and Instagram.

Periscope for Business offers a powerful platform to connect with your audience, drive engagement, and achieve tangible business results. By embracing the strategies and tips outlined in this guide, you can unlock the potential of live streaming and grow your business to new heights.

Remember, the key to success with Periscope lies in authenticity, consistency, and a commitment to creating valuable content that resonates with your viewers. As you experiment with live streaming, track your results, gather feedback, and continuously refine your approach, you'll discover the true power of Periscope for your business.

## Start Using Periscope for Your Business

Don't miss out on the incredible opportunities that Periscope offers for businesses. Create your account today and embark on a journey of growth and engagement.



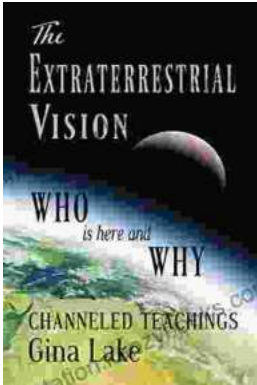
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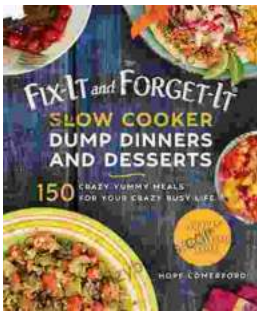
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