Phase 1: PRE-EVENT
Boost Discovery and drive awareness
Goal: Ensure users know when and why to tune in

Boost Discovery

- Create the livestream URL
  Click here for guidance
- Customize YouTube channel banner with creatives highlighting important livestream information, such as date and time
- Connect social media channels to YouTube channel to build YouTube audience and create a network

Drive Tune-In

- Create announcement or teaser video
- Set the livestream video as a trailer video in YouTube channel homepage
- Encourage partner to promote the event

Media Support: Tease

- Run teasers message via YouTube Bumpers or TrueView
- **Tips:** Add call to actions: “Remind me,” “Add to my calendar,” “Register your email”
- **Example:** BMW Indonesia The Gran 6 Turismo Launch (Click image on right)
- Use Google Search to promote and capture interest in the days leading up to the event
Phase 2: DURING EVENT
Amplify reach and encourage engagement
Goal: Maximise reach and hype during launching day

**YouTube automatically highlights live events to aid with discoverability**

- Use a countdown timer screen to ensure that early bird audience/viewers stay tuned into their screens
- Maintain a bright enough studio lighting to highlight products as the hero of the show, ensuring product exposure
- Encourage participation and user interaction by inviting the audience to ask questions through Live chat, running polls through YouTube Cards, and having branded watermarks within the video to invite users to subscribe

**Media Support: Amplify Reach**

Amplify reach by showing the livestream in the YouTube Masthead

- Ensure maximum online reach and hype by bundling livestream Masthead with Google Blast
- Extend more reach and traffic to your live streaming with Google Display Ads and Programmatic Solution by placing your live streaming promotion at top publishers sites
Phase 3: POST EVENT

Sustain future brand engagement

Goal: Continue the conversation with the audience

Upload livestream video onto YouTube channel to enable people to rewatch or watch at a later time

Tips
Uploading of livestream video should be done at the latest within 1 hour after streaming has ended

Create a YouTube channel playlist with shorter clip highlights from the event

Tips
Closely monitor and engage with conversations that have emerged at the comments section

For more guidance, check out our YouTube Digital Events Solution Playbook here

Media Support: Sustain

Identify the most popular clip highlights and promote via TrueView to audience of the brand

Example 1
The First-Ever BMW X2 Official Indonesia Launch Event Highlights (Click image below)

Example 2
Samsung Indonesia: The Launch of Galaxy Note10 | 10+ (Click image below)

Capture engaged audiences on remarketing lists to use for future brand engagements

Sustain awareness and consideration using auction products such as TrueView Discovery, TrueView in Stream, and Google Display Ads