



YouTube Livestream

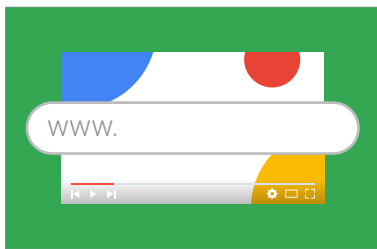
Guidebook



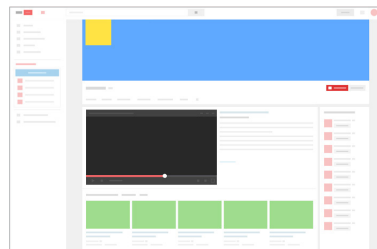
Boost Discovery and drive awareness

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

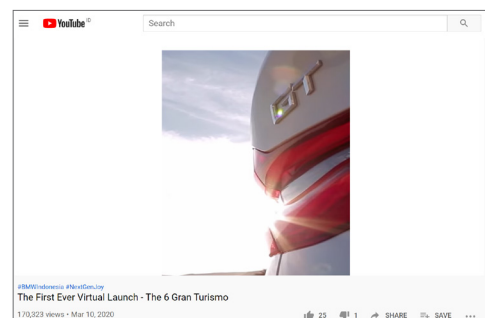
Media Support: Tease



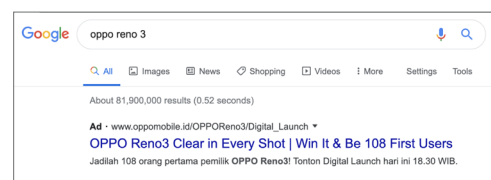
Run teasers message via YouTube Bumpers or TrueView

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.



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



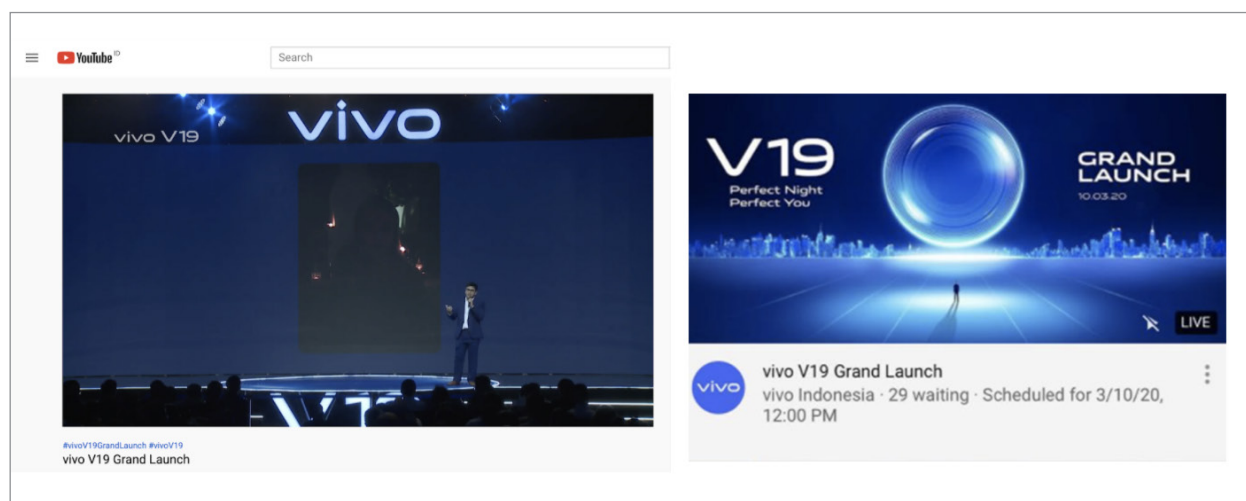
Maintain a bright enough studio lighting to highlight products as the hero of the show, ensuring product exposure



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

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

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2020

