

How to Use Live Video on Twitter to Capture Leads

Live video as a marketing tool online is not going away anytime soon. Live streaming apps like Facebook Live Video and Periscope have proven increasingly popular. Short, engaging videos that happen in real time appeal to the microwave mentality of 21st-century web surfers who want their content "right now."

Live video works in a way that recorded video doesn't, because people love live experiences. Attending a concert of your favorite musical group live is always preferable to watching a recording of that concert. Watching a video of past events and celebrations where you had enjoyable moments with family and friends pales in comparison to when you were actually there, making those moments happen.

This is how live video appeals and engages in a way that other content simply can't.

Twitter understands this. They teamed up with Periscope in the past, an application specifically made to allow you to stream live video. Now Twitter has introduced their own in-app live video streaming platform powered by Periscope, but you don't have to download or work in the Periscope app.

Going live is easy. Just log into your Twitter account, compose a tweet, and then tap the "Live" video icon. This sends you to a screen where you can frame your shot, and when you are ready to go, simply press "Go Live" to start broadcasting.

During your broadcast viewers can comment, send you hearts to show that they love what you are doing, and you can interact with them by tapping on their comments to respond. You can block accounts and see

viewers' profiles, and when you are ready to end your live video session, simply swipe or scroll down your screen and tap "End Video."

This adds a whole new aspect to lead generation on Twitter. As mentioned earlier, people like to be a part of something that is happening right now. Using the Twitter live video streaming feature to ask questions, give away freebies or announce an upcoming release with a today-only discount are just a few ways you can use this popular form of media to grow your email list and your prospect pool.

Since Twitter users don't have to leave the social network to interact with your live video presentation, they feel comfortable and safe. This means they are more likely to follow your call to action, whatever it may be.