

## **VIDEO MARKETING: Live Streaming or Pre-Recorded Video?**

Live streaming and pre-recorded videos are two popular options for video marketing and distribution. But how can you decide which one is best for your goals, audience, and resources? Below, you'll learn about the pros and cons of each format, the key factors to consider, and some tips to optimize your video quality and engagement.

### **Live streaming**

Live streaming is the process of broadcasting video content in real time over the internet, which can be a great way to connect with your audience, show your authenticity, and create a sense of urgency. The benefits of live streaming include boosting your reach and visibility, increasing engagement and interaction, and generating excitement and anticipation. However, it requires a reliable internet connection, a good camera and microphone, and a suitable platform to stream from. Additionally, it demands more preparation and planning, as well as exposes you to more risks and challenges. You need to have a clear purpose, structure, and script for your live stream; promote it in advance; schedule it at a convenient time for your audience; and be prepared to deal with any mistakes or negative feedback on the spot.

### **Pre-recorded videos**

Pre-recorded videos are the antithesis of live streaming, as they are recorded, edited, and uploaded prior to being watched by your audience. They can be a great way to show off your knowledge, creativity, and professionalism. Some of the advantages of pre-recorded videos are that they give you more control and flexibility over your video content, allowing you to choose the best location, lighting, and sound for your recording. You can also edit, cut, or add effects to your video before publishing it. Additionally, pre-recorded videos enable you to produce higher quality and consistency by avoiding technical glitches or errors that might happen during a live stream. Furthermore, you can optimize your video for SEO and conversion by adding keywords, captions, thumbnails, tags, and calls to action to it. However, pre-recorded videos also have some limitations such as being more time-consuming and costly to produce due to needing equipment and software for recording and editing. Additionally, they can be less engaging and interactive since you lose the opportunity to communicate with your audience in real time. Finally, they can be less effective and relevant as you might miss out on the latest trends or events that may interest your audience.

### **Factors to consider**

Choosing between live streaming and pre-recorded videos is a decision that depends on your goals, audience, and resources. Consider your purpose – what is the main objective of your video? Who are you targeting with your video? What are the available resources that you have to create and distribute your video? What are their preferences, needs, and expectations? How do they consume video content? When and where do they watch it? How much time, money, and skills do you have? How much equipment, software, and bandwidth do you have? Depending on these factors, you can select the format that best suits your message and tone, matches their behavior and interests, or fits within your budget and capabilities.

**Tips to optimize**

No matter if you opt for live streaming or pre-recorded videos, you should ensure your video quality and engagement are up to par. Before going live or recording, test your equipment and connection to make sure your camera, microphone, and internet are functioning properly and that you have enough battery and storage space. Additionally, pick a platform and channel that is ideal for your video based on your goals and audience; for instance, YouTube, Facebook, Instagram, or TikTok. Furthermore, promote your video before and after publishing it via social media, email, or other channels. Finally, engage with your audience during and after the video by encouraging comments, questions, and feedback from viewers as well as thanking them for their support.