

# Live stream to both your digital signage in-store and your website

 By [Gordon Barker](#)

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During the 18 years of doing online business I realised that video can become life changing to companies and brands in 2016. We all know how powerful TV advertising is. And we all know how expensive it is.



Image via Pxabay

## How retailers are using video to improve the shopping experience

Stream to both your digital signage in-store at the same time as on your website! This video is about how web video streaming can reduce your marketing costs whilst increasing sales company and brand awareness. Retailers and discounters struggle to find the next big thing on the web. The excitement today is web video whether streaming live or pre-recorded, and the impact it can have to drive traffic into your store is incredible.

Imagine you are having a store wide sale, ask yourself what new stunning way can I use to promote this? If you do it using live web streaming you bring a sense of urgency to your store. People can phone you right off your web page to order items they see and like. Put more power into your sales using our retail digital marketing video experience.

### Yes, you say, but who is going to watch my live stream?

- \*YouTube had reached an active user base of 7,2-million South Africans (\*source Worldwideworx.com ).
- \*South Africa recorded the second highest 42% year-on-year increase in the viewing of video on smartphones. (\*source Media Source South Africa)

This is a virgin market waiting to view live store sales. Market your company in 2016 by expanding the size of your audience with live and recorded video.

## Firstly you will want to know the secret to attracting viewers to your video

You must have an invitation list to members of your newsletter, a customer list or Facebook and Twitter fans. You can announce the up and coming event some time before it actually takes place. Build-up excitement before the event goes live

prior to the day. Live streaming promotions are suitable for banks, fashion retailers, supermarkets, clothing stores, hotels, and sports outlets.

## **How video streaming reduces your retail marketing costs**

Design store for sales - A full day shooting a live stream from your store only costs you very little per day. The larger the size of your list of potential customers you have the less it costs per viewer. Also run your live stream show in-store using monitors placed at strategic locations in your windows and immediately outside to attract attention. Branches around the country thousands of kilometers away can also connect to the stream.

Think of it as your own TV station with live mobile advertising you can also use large scale digital screens. If you are a single store owner or with branches all over the country this direct method of promotion due to its immediacy powerful full sound and motion novelty value will ensure you get feet in the door and of every branch in the country at the same time!

Don't be content with what you have done before, imagine what could be!

For more information, [you can view my video here](#).

## **ABOUT GORDON BARKER**

Gordon's passion and driving force is in Internet technology, building brands and bringing new ideas to the web and has recently launched a live web streaming service.  
[www.epnetstreaming.com](http://www.epnetstreaming.com)

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