Your Guide to Using Periscope to Grow and Connect with Your Audience

Your Guide to Using Periscope to Grow and Connect with Your Audience

This E-Book Is Presented To You By - FRED67.com

(Please pay us a Visit :-)

And recommend others do the same maybe?

(If you are using Adobe Reader be Sure To Open The Menu To Your Left)

(*My apologies to those of you reading this book in the UK – A few American/English spellings* – OOPS!)

LEGAL NOTICE:

The Publisher has strived to be as accurate and complete as possible in the creation of this report, not withstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the world & the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgement about their individual circumstances and to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in the legal, business, accounting, and finance fields.

Copyright © F.P Publishing(UK) 2015

You are encouraged to print this book for easy reading.

Please Pass This Book Along To Your Family, Friends & Associates.

Index

Do you “Scope?” 5
What is Periscope? 5
Creating and Managing your Account 6
To sign up with Twitter: 6
To sign up with your phone number: 7
Your user-name 7
Changing Your Periscope Information 7
Editing your profile photo 7
Editing your profile 8
Switch between multiple Twitter accounts 8
Navigating Periscope Tabs 9
What is a broadcast? 10
Saving Videos for later 10
Getting Likes and Comments 11
Find and follow people on Periscope 12
Tips for growing an audience 12
Ways to use live streaming video for business 13
Use Periscope to Grow your List 14
OK - That's it Folks 16

Do you “Scope?”

If you are online much these days, you may have been asked this question. And if you’re like many, you had no idea what they were talking about. Scoping is a relatively new thing and allows you to grow and connect with your audience.

What is Periscope?

Periscope is a live streaming app developed by Twitter in 2015. Its platform allows you to share your life in real time no matter where you are and to anyone who stumbles on your broadcast who wants to watch. It is easy to use and completely free. You simply download the app from either iTunes App store or the Google Play store, signup and sign in.

From the viewer’s perspective, the app notifies you when one of your followers or someone you choose to follow is broadcasting live. You simply tune in and watch. During the live stream, you can “like” a video. Periscope also lets you comment on videos and leave feedback, making them an interactive experience.

The great thing about Periscope is its simplicity of use. As the one doing the recording, you simply turn the camera on when you want to broadcast, and then turn it off when you’re done. It’s that easy. All you need to get started is your smartphone and the Periscope live streaming app. Just press record and you’re live.

Once you’re finished with the broadcast you can choose to save the video to your phone and upload it later to our website or social media account or leave it on Periscope for 24 hours in case your viewers missed the live version. Leaving it Periscope allows time for your viewers to leave feedback.

The Periscope app makes live broadcasting and video recording easy for almost everyone. It saves you time and hassle of traditional video recording. You don’t have to be tied down to your computer or your video equipment to record. You can spontaneously send a scope from the beach or share a breaking news story.

Periscope is a great tool for business owners. It’s a great way to build a sense of intimacy and personal relationships between your viewers and your brand. You can use Periscope to get personal by delivering big announcements, behind the scenes action and letting your customers in on what is coming up in your business.

Periscope is making video more interactive a mobile than ever before. Only your imagination will limit how you use it. Just remember to abide by Periscopes terms and conditions.

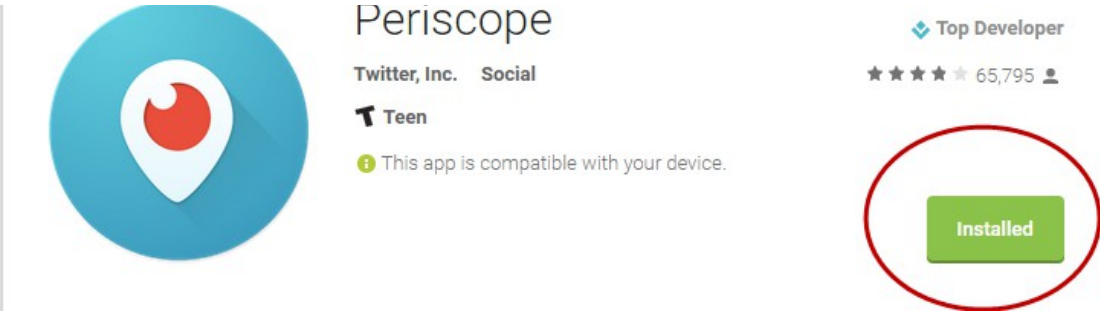
Now that you know Periscope is and what it does, it’s time to explore how to get started.

Creating and Managing your Account

Before you can begin using this exciting new tool in your business, you need to set up an account and understand how to manage it.

Creating a Periscope account is easy:

Download the Periscope app from the iTunes App store or the Google App Store



There are two ways to create an account on Periscope: Through your Twitter account or Via a Phone number.

To sign up with Twitter:

1. Begin by signing in using your Twitter credentials. For those who have multiple Twitter accounts on your device, you will need to choose which one you want to sign up with.

   Your Twitter profile picture and bio will transfer over to your Periscope account. The app then builds a list of suggested followers based on who you already follow on Twitter. Periscope does not automatically import your Twitter followers to your Periscope account.

2. Enter your name and then choose a Periscope username. It can be different from your current Twitter name or you can use the same on if it's available.

3. Click Create Account.

   Once your bio information transfers you can edit it in your profile.

To sign up with your phone number:

1. Make sure you're using Periscope on the phone you want to sign up with.
2. At the login screen, tap Sign Up with Phone Number.
3. Enter your info and tap Send Confirmation Code.
4. You'll receive an SMS with your confirmation code. Put that into the prompt. If you have problems, tap Resend Confirmation Code.
5. You'll be taken back to the login screen. Wait for a few seconds and then you'll be redirected to create your profile! Remember, your username needs to be 2 or more characters.
6. When you logout of or quit Periscope, tap "Log In with Phone Number" and you'll be prompted to enter your phone number and send a confirmation code again. You won't need to sign up again. This is a different way to log into Periscope.

Your user-name

When you sign up, you get a list of user-names based on your Twitter handle. You can choose one of these or create a different one. Your user-name needs to be at least two characters. If the user-name icon turns red when you create it, that user-name is unavailable.

Your user-name will be visible to other users when you chat on broadcasts, so choose wisely & if possible, related it to your business brand.

You can edit your display name but not your user-name.

You can create a second Periscope account with a different Twitter handle. Simply log out of your existing account and then create another Periscope account with a different Twitter account.

Changing Your Periscope Information

Editing your profile photo

There are a couple of ways to change your photo. You can update your Periscope profile photo by either updating your Twitter profile or in the Periscope app itself.

1. Updating your Twitter photo. Change you photo on Twitter. Log out of your Periscope account and then log back in. This updates your Periscope account.

2. Update the photo in Periscope. Go to your profile page and tap 'edit' or the 'edit icon' on the top right. This takes you to the profile edit screen where can update your photo by picking one from your camera roll/gallery or taking one with your camera.

Important! Once you do this, you won't be able update your profile photo through Twitter anymore. You will also have to update it through your Periscope profile.

Editing your profile

To edit your Periscope bio in iOS and Android, click the Profile icon in the top right corner on the People Tab. Tap the edit icon on the top right.

Switch between multiple Twitter accounts

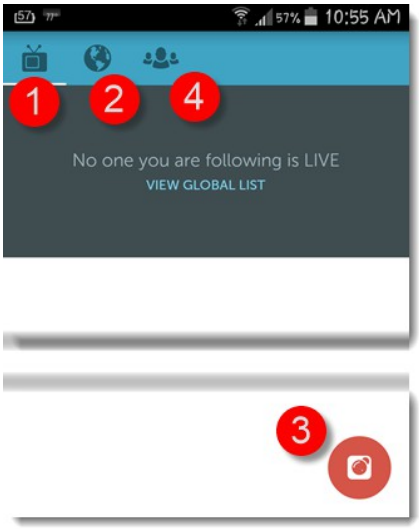
You need to sign up for multiple Periscope accounts if you have multiple Twitter accounts. In iOS and Android, you can switch between Twitter accounts by logging out and back in and choosing which account you want to use.

If you don't see the account you want to sign in with, you might not be logged into your Twitter account through the Twitter app or your Twitter settings. You would need to update your Twitter account on your device if this is the case.

That’s the basics for setting up your Periscope account. It’s an easy process that takes just a few minutes if you already have a Twitter account.

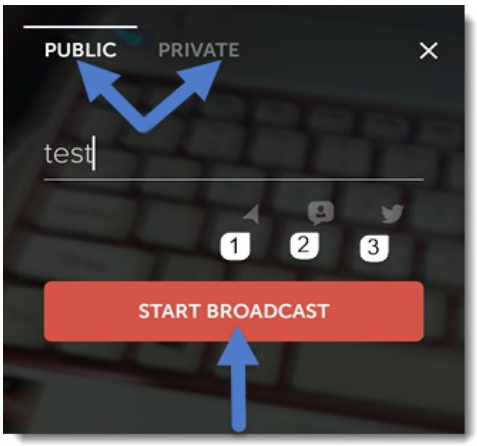
Navigating Periscope Tabs

Tabs are how you navigate through Periscope. There are four primary tabs in the app. Let's look at these.

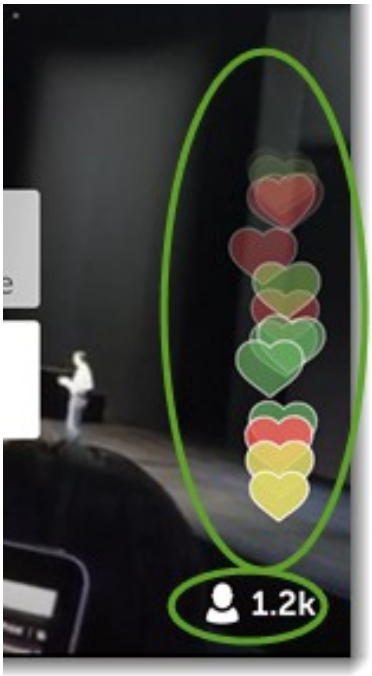


1. The first tab displays two lists:
    - A list of the people you're following on Periscope who are "live". To join live broadcast, just touch the listing.
    - A list of broadcasts you've attended within the past 24 hours. To replay a broadcast, touch the one you want to see.

2. The second tab has two views. One shows a global list of live public broadcasts you can join. The other shows a global map of live public broadcasts you can join.
3. The third tab is where you broadcast. This is the red button at the bottom right on an Android or the camera icon in iOS app.



4. The fourth tab is the place to find people to follow. The number of followers that is displayed refers to how many Periscope followers a person has. This is where you can access your profile and other settings as well.



The tabs are how you navigate through the main screens on Periscope. It's where you watch and produce broadcasts.

What is a broadcast?

A Periscope broadcast is a live video stream. It directly engages and interacts with viewers through the use of chats and hearts. Broadcasts can be public and available in the global feed of everyone. This is the default setting.

Periscope broadcasts can be private as well. This means you need to select each individual viewer.

To do a broadcast, open your Periscope app and tap the broadcast tab in iOS and then the Camera icon at the bottom center or in Android tap the Camera icon at the bottom right.

Put in the title that describes what you are going to broadcast.

Choose your options via the three icons above the "Start Broadcast" button.

- Manage your location settings
- Make the broadcast private
- Limit your chat and/or Tweet live stream

Tap 'Start Broadcast.'

To end a broadcast, swipe the screen down and tap 'Stop Broadcast'.

Saving Videos for later

You can save a copy of your broadcast to your phone to have it forever. To save a copy, click the link at the bottom of the ended broadcast that says "Save to my camera roll".

Important! Be careful when you do this. If you click in the wrong place you can accidentally stop the upload of your live broadcast to Periscope for replay to the public for 24 hours.

Creating a broadcast is simple and quick. You don't need any fancy video equipment. Just tap a few buttons on your Periscope app and you're live.

Getting Likes and Comments

Like all of social media, the more likes and comments you get, the more followers you will have.

On Periscope the way to show someone you like their broadcasts is with hearts.

Hearts are only available in public broadcasts and replays. Hearts given in private broadcasts and replays will not be counted towards your overall heart count.

You can comment during a live broadcast as well. Everyone can read these comments.

There are some things you can do to improve your “like” count.

- Label your broadcasts. People want to know what they’ll be watching before they click. Briefly describe your broadcast with something appealing. Use emotions in the title. Keep the title short but compelling.
- Make your broadcasts interesting and relevant to your brand and your audience. Throw out the script and relax. It’s okay to make a few mistakes but try to avoid fillers like “um” and “ah”. Do a trial run without actually broadcasting to get comfortable.
- Be relevant. Don’t try to attract dog lovers if you are talking about being a cat lover. Add anecdotes or interview someone with a lively personality. Be friendly and open.
- Interact with the viewers when they comment. Take the time to try to comment back or say “hi” and thank people for liking you. Don’t beg for hearts, though.
- Let people know you’ll be broadcasting by sending a Tweet when the broadcast begins. Post an announcement on Facebook and other social media platforms.
- Follow and interact with other users and their broadcasts. The more you interact, the more followers you have. Interact with Periscope users in your niche. Be sure to comment on their posts and follow them.

Keeping your broadcasts relevant and fun is a great way to improve your likes and comments while getting more followers.

Find and follow people on Periscope

To build your following and learn from others you need to follow other people. To find people to follow, simply tap the People Tab to find a list of suggested users to follow.

You can also search for specific people by:

- Tapping the People Tab and then tapping the magnifying glass icon on the top left.
- Entering their name in the search bar. Once you find the one you want, tap the "+" icon.

To unfollow, go to that user's profile and tap "unfollow" or uncheck them from your follower list.

The more followers you have, the more popular your Periscope broadcasts can be.

Tips for growing an audience

Periscope is a great tool to grow your following, build your list and create a community. You can use a variety of ways to gain followers. Here are some tips to get you started.

- Do a Q&A Scope on a niche topic. Use your knowledge and expertise to create a scope where you can share tips and hints. Use a #hashtag that attracts those who are interested in the topic.
- Encourage people to give you Hearts and Share your scope to their tribe. Sharing allows their followers to view your scope for 24 hours. Offer a free gift for the person that gives you the most hearts.
- Collaborate with other Periscopers. This is a powerful and effective way to grow your following. Give before you ask for help. Find someone you'd love to collaborate with and give them something of value, such as a free product or a promise to promote their product.
- Turn on the Twitter sign when posting a Scope. Follow your Scopes on Twitter to attract a wider audience.
- Encourage people to connect during your Scope. Ask them where they are from and what they are scoping about. Encourage those on your broadcast to follow others whose topics interest them.
- Do a "Behind the Scenes" Scope. This brings the human factor into your business. Showing how you do things behind the scenes lets you be more personal. For example share how you plan your day if you are a health professional or how you set up a photo shoot if you're a photographer.

"This method lets the people viewing your Periscope broadcast feel like they are the insider," James Blews, an online marketing and SEO consultant (jamesblews.com), said. "They get to see a walk-through of how your product is made, in real-time. Not only does this show the quality, but it can also give them a more trusting feeling of the behind-the-scenes that most business just do not."

- Build a community and encourage them to join you on regular Scopes. Give regular scopes every week at a regular time so followers can plan on sharing the time with you.
- Most importantly, share valuable content that your followers can use and need. Make sure it's something that solves their problems.

Periscope can be a great business / customer building tool. Providing value and being human are the first steps in building your followers.

Ways to use live streaming video for business

Whether you're a seasoned business professional or a small business owner, you can add to your credibility and brand using live video as a storytelling tool. Periscope is an exciting new tool designed to help you do just that.

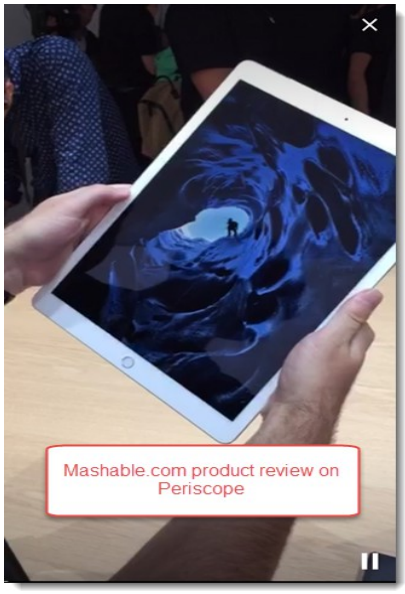
Both business owners and career professionals can utilize Periscope in a variety of ways.

- **Show Insider Videos**. Use Periscope to display your knowledge by demonstrating how a product is made, walking your followers through the non-secure areas of your work or sharing how a product is works.

  "Sometimes a still photo and some website copy just can't fully explain how the product works and only video will do," Rob Watson, a digital marketing consultant at Click to Sale, recently explained. "By demonstrating your product on a Periscope broadcast, viewers can see exactly how it works. What's more, the slightly rough- and-ready feel of Periscope makes product demonstrations feel more real and unrehearsed, giving the impression that your product really is that easy to use."

- **Live Q&A Sessions**. Invite your followers to submit questions during your live broadcast. This is a great way to show your knowledge and ability to communicate with peers and clients.
- **Hold Focus Groups.** Periscope lets you take advantage of its live feedback so you can save time and money if you are developing a new product or service. Ask your followers to vote on its development such as color choices or give feedback on the prototype.
- **Professional How Tos and Tutorials**. Offer in the moment how-to broadcasts, showcasing you doing something. Or teach your followers how-to do something free.
- **Showcase your digital or service offerings**. Periscope allows you the chance to show off what your company has to offer. For example real estate professionals can use Periscope to broadcast open houses and reach more potential buyers.
- **Live events**. If your company is hosting a live event, use Periscope to bring in audiences from all over the world.

One company doing just that is StartupPop.com, a company that holds monthly startup events that allow 10 companies to pitch in front of a panel of investors. "On June 15 we ran an event in Boca Raton (Florida) where Periscope followers could watch our event live," Dan Gudema, founder of StartupPop.com, said. "We had over 100 viewers and people who could not make it could watch. Since then I have pretty much been on Periscope about 60 minutes day."



- **Announcements.** Unveiling a new product on Periscope lets followers get an inside scoop on things. For instance Mashable.com did a Periscope checking out the new iPad Pro tablet.
- **Give Exclusive offers.** People love discounts and giveaways. Make your customers feel special by giving them Periscope-only offers. You can track what is and isn't working.

The uses for Periscope in your business are only limited by your imagination. The live streaming broadcast helps you connect with your potential audience in ways you've never been able to before.

Use Periscope to Grow your List

Periscope's live streaming app is a powerful tool to help you grow your list and create great videos. Take advantage of this fun tool to build your list.

1. Add a link to your signup form in your profile. People make the mistake of ignoring their Periscope profile. After the initial pull from Twitter is used to create your profile, you should update it. Your Periscope profile should give a good picture of what your followers can expect from your videos. Be sure to link back to your website or signup form for your email address for future updates. This gives you free organic traffic and grows your list at the same time.
2. Avoid the hard sell. It's fine to tell people to check out your link in your profile to sign up for your list. This should be a habit you do for every broadcast. Once you've mentioned it, though, move on to providing useful and engaging content.
3. Encourage viewers to interact on Periscope. Encourage them to ask questions during the broadcast. Then do your best to answer them as helpfully as you can. You want to build trust and authority using the Periscope platform.
4. Share your videos on your website and social media. Periscope lets you save your video to your phone once it's recorded. Even though they leave it on the app for 24 hours you can put it on a page on your website devoted to your best videos. This builds authority and encourages people to visit your site and join your mailing list.

Now that you've seen how easy it is to use Periscope simply by downloading the app and hitting record, it's time to put it to use.

Think about the app as another marketing tool in your arsenal. For example if you're an author, you can use Periscope as a form of crowd-sourcing. Give people what they want by asking them, bouncing ideas off of your Periscope viewers. Or use Periscope as a way to get suggestions for writing prompts.

If you're a tangible product creator, use Periscope to announce new releases or pre-orders for upcoming products.

Affiliate marketers can use the `Scope to present reviews of products you're an affiliate for. Show demonstrations of a tangible product or interview the creator of a digital product. Direct viewers to a blog post to learn more about the product. Then put links to the product sales page in your tweets.

Periscope may be the new kid on the block, but it's fast becoming one of the most popular ways to engage your audience and build relationships with those you want to continue to do business with. It's a great way to build business collaborations and partnerships. As long as you are providing relevant and engaging content to your followers, you will continue to build your tribe.

So go ahead and download the app and start `Scoping.

This E-Book Is Presented To You By - FRED67.com

(Please pay us a Visit :-)

And recommend others do the same maybe?

(If you are using Adobe Reader be Sure To Open The Menu To Your Left)

(*My apologies to those of you reading this book in the UK – A few American/English spellings* – OOPS!)

V
V
V
V

OK - That's it Folks.

But for a whole lot More! ....

Check out the FREE! Click'n'Read – E-Library Here!

If You're Juices Are Now Flowing

And 'Networking Marketing' Could Suit You!

Check Out '**The Quiet Revolution**' – Here!

This Book Is Presented To You By The Fred67.community

@ FRED67.com

Please pay us a Visit

(And recommend others do the same maybe? :-)