

Bootcamp #2 →

Live Shopping strategies: How to boost sales & supercharge engagement

Here's a quick recap of key insights into the topics covered during the live event plus a link to that part of the webinar - too easy!

Common goals for live shopping

- ◆ Conversions
- + Brand awareness
- * Community building
- ◆ Foster understanding



The importance of goals: Don't wing it! Before you hit "go live," define your success.

Watch the clip

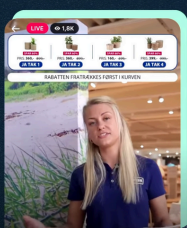


Using co-hosts: Your host is your connection to viewers, so it's important to pick the right one.

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Customer example JYSK →

- 1,700 live viewers
- Deals - up to 60% off
- Garden furniture - large items
- Free shipping offered at certain price point



Include limited-time offers: Learn how to craft limited time offers that viewers can't resist.

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Use gamification: Turn viewers into active participants by infusing your Live Shopping with gamification elements.

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