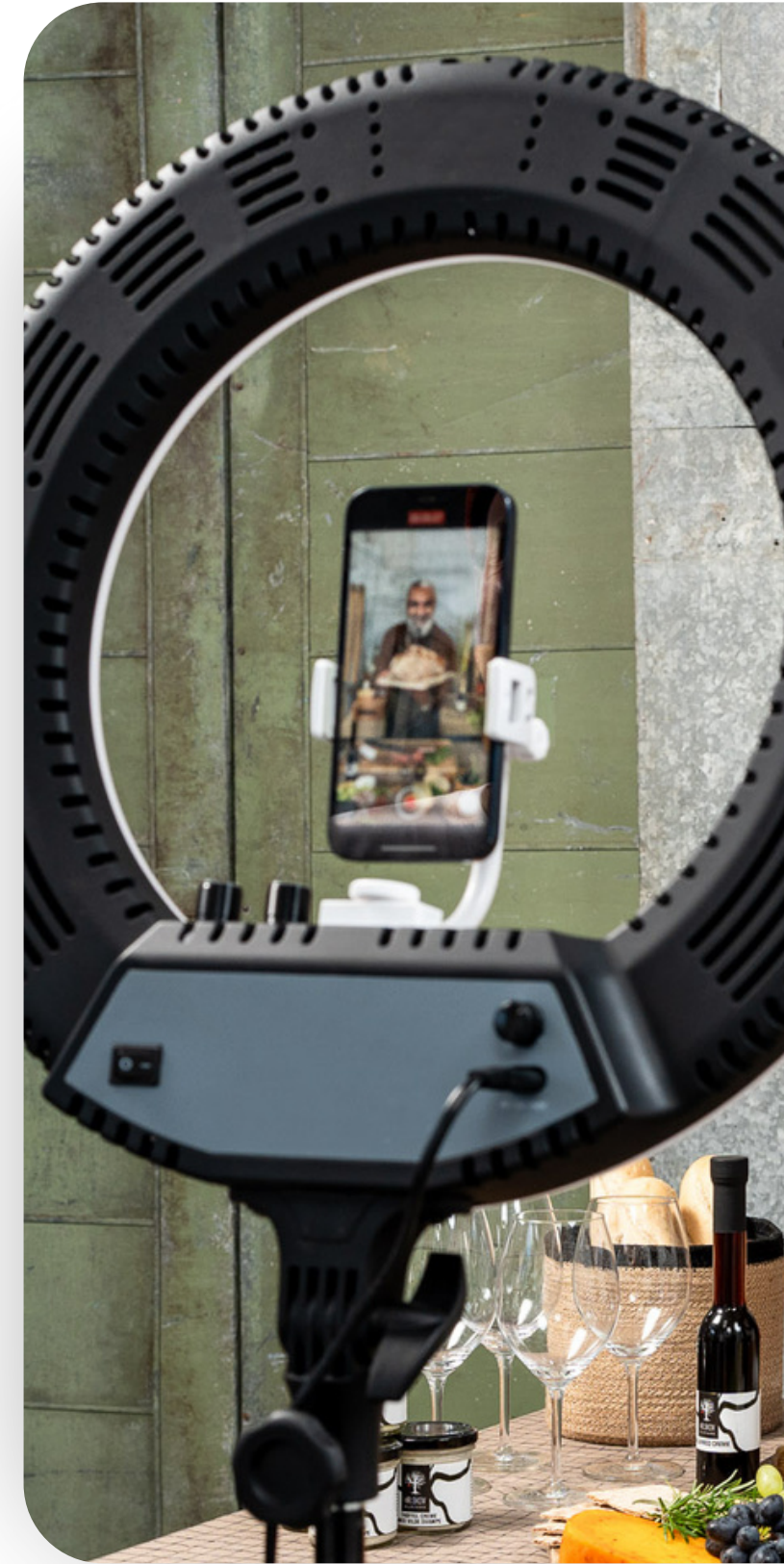




# Your 10-day live shopping promotion → playbook



Sell smarter  
Connect deeper

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# Plan for success

**Planning is bringing the future into the present so that you can do something about it now.**

Planning for a live shopping event is the backbone of its success. Without meticulous preparation, even the most promising event can falter. It's not just about the day-of activities; it's about the buzz you generate beforehand.

Marketing and promotion aren't mere afterthoughts; they're the drumbeats that gather the crowd. Fail to strategize, and you risk speaking to an empty room. Prepare diligently, and watch as anticipation transforms into engagement and sales.

In this playbook, we'll give you the tools and insights you'll need to promote your event and drive tons of attention.













**Marc Callesen**  
Success Sensei

*Marc Callesen*

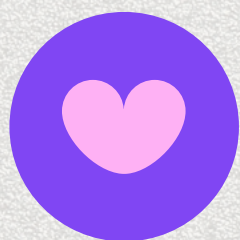
# 10-day → countdown

We recommend initiating your promotion efforts **10 days before the live event**. The primary step, as is customary, is to establish a Facebook event.

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10
f	Create a FB event		Boost the FB event		Create a FB post		Create live reminder campaign 		Create a FB video	Create a FB post & send live reminder
📷	Post an IG story			Post an IG story			Post an IG story		Post an IG video	Post an IG story

# 5 things you need to know

Master the art of social media by blending **eye-catching visuals** with snappy, irresistible writing that'll hook your followers and get your message across in a flash!



## The hero

Your cover image should be authentic, informative, and easy to understand.



## People first

Always include a photo of the host or hosts in your promotional material.



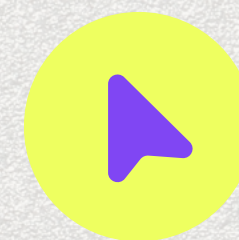
## Copywriting

Make your headlines catchy and explain the theme as well as what to expect.



## Splashes

Add 2-3 “splashes” with relevant USPs, unique offers, giveaways etc.

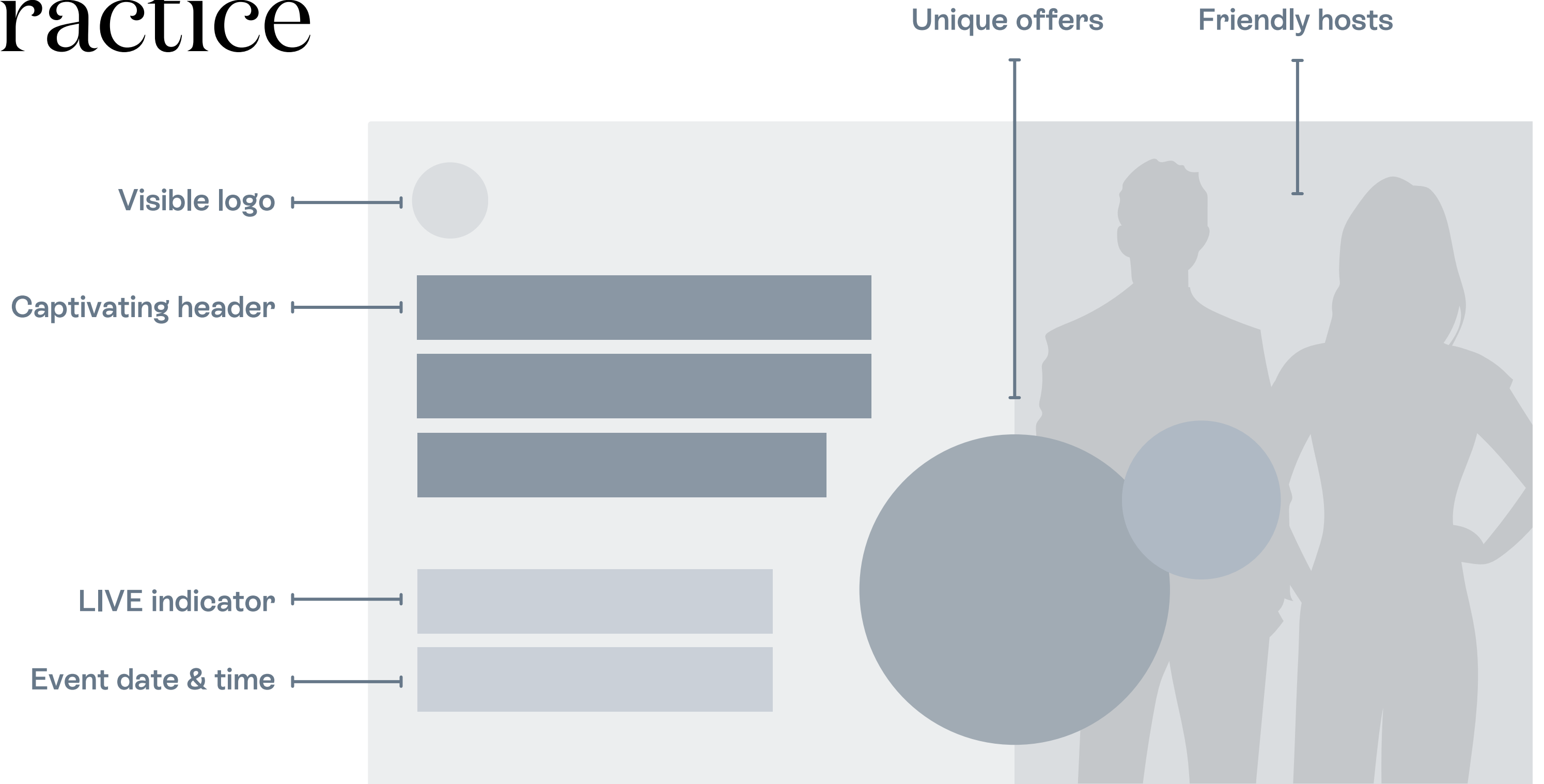


## The date

Make sure to include the date and time so people know when the show starts.

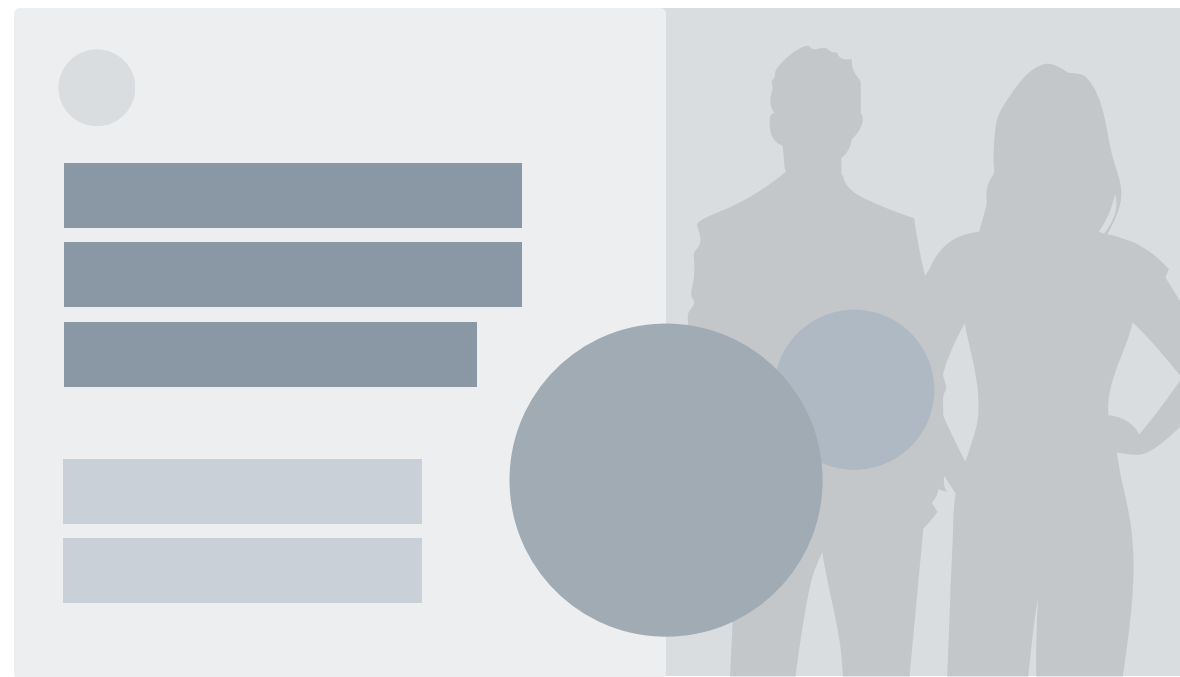
# SoMe post

## best practice

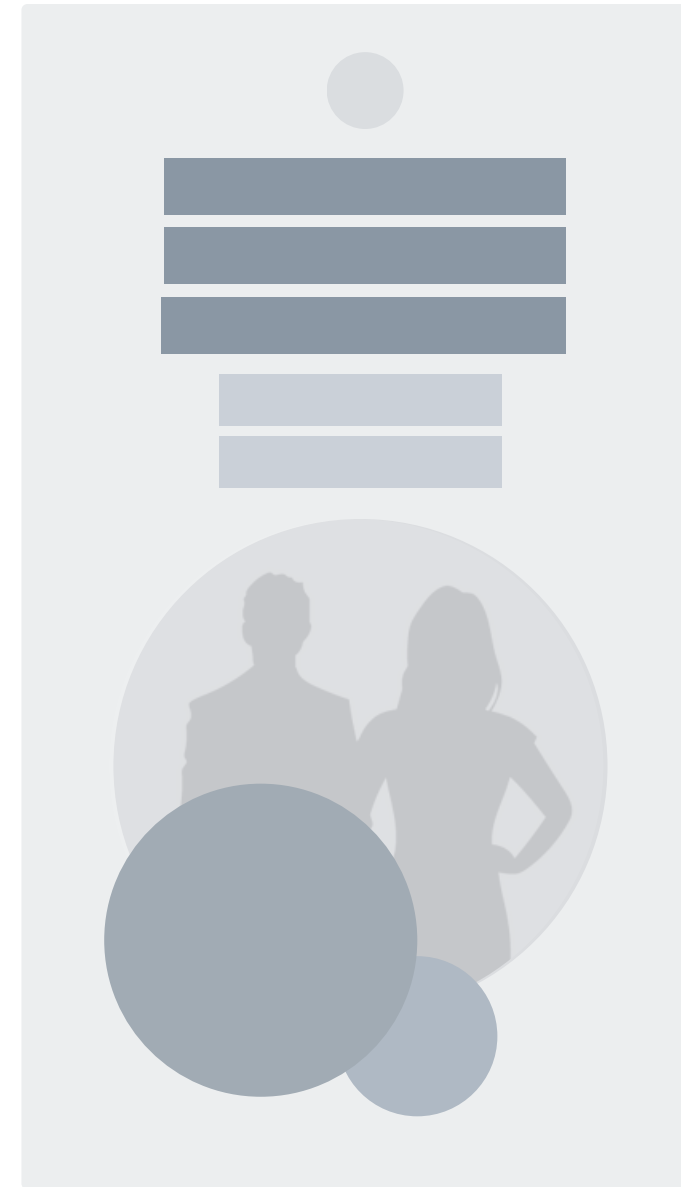


# SoMe post blueprints

Explore different formats and styles on social media to keep your audience engaged.



**Cover image**  
1920x1080 px



**Static stories**  
1080x1920 px



**Static post**  
1080x1080 px



# A powerful example

## The ideal combination

The way you arrange your content on social media matters. Composition can make or break your post's impact. It's the visual harmony that draws eyes, tells stories, and leaves a lasting impression. A well-composed post is a powerful post.



Logo

## Elevate your home with chic decor

**JOIN US LIVE**  
TUESDAY OCT 17TH AT 19:00

save up to  
**75%**  
on selected products

Win exciting prizes

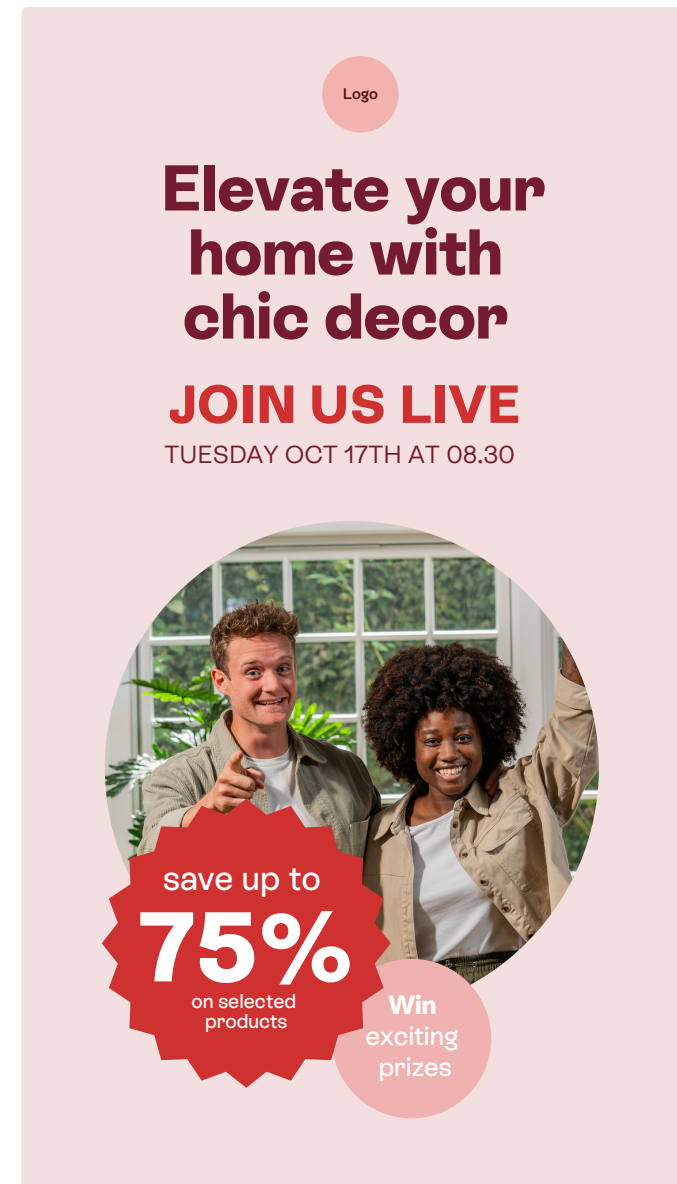


# Same idea new formats

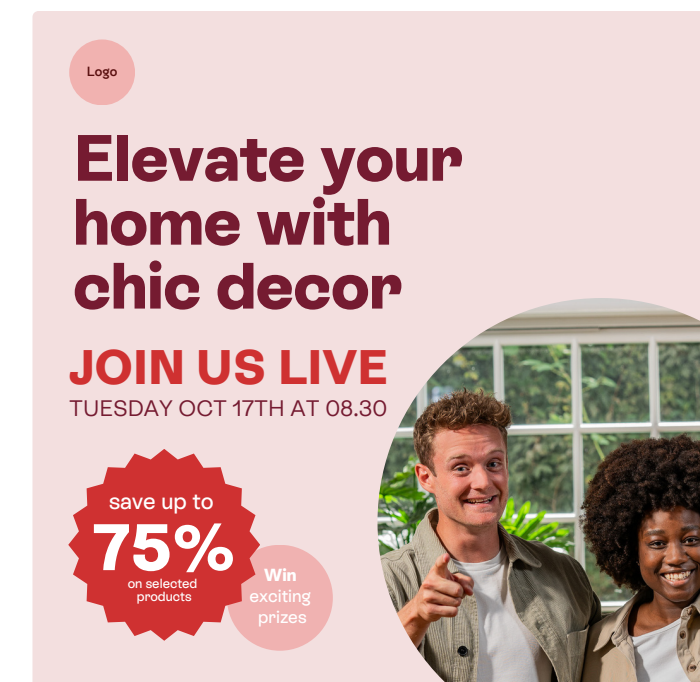
Explore different formats and styles on social media to keep your audience engaged.



Cover image  
1920x1080 px



Static Stories  
1080x1920 px



Static post  
1080x1080 px



# Promote with video

Social media video stories are your event's secret weapon. They offer a dynamic, immersive way to captivate your audience, build anticipation, and provide real-time updates.

With the power of visuals and a personal touch, stories can turn your event into a must-attend experience that leaves a lasting impression on your audience.

Create a handful of **20-second videos** where you briefly highlight all USPs for the live event and encourage viewers to take action by clicking '**going**' in the Facebook event.



**Video Stories**

1080x1920 px



**Video Stories**

1080x1920 px



# Activate live reminders

With Sprii, you can send “live reminders” directly to customers via Facebook Messenger. This is just like sending an SMS reminder on social media and a direct channel to build both buzz and awareness of upcoming events.

## Pro tips

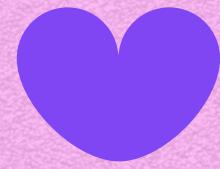
- Send live reminders just before you go live.
- Be prepared to welcome before sending.
- Mix up your messages to keep things fresh.



**Messenger**

Live reminder





Don't forget to keep those posts coming! In this tiny window, the more, the merrier!

# Enjoy your live show

Contact us

[sprii.io](https://sprii.io)

## Follow this plan for live shopping success.

Following this 10-day social media promotion plan is essential. It builds anticipation, communicates details, and creates excitement, leading to higher attendance and greater event success! We wish you the best of luck on your live shopping journey.



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Social media



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today



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