



# The perfect **Live Shopping** recipe

A step-by-step guide  
to creating successful  
Live Shopping events



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# Are you craving fresh and exciting shopping experiences for your customers?

Do you feel like your retail practices are stuck in the “appetizer” stage when what you really want is to serve a complete three-course affair?

If so, you’re in the right place. With this recipe, we’ll help you embark on a culinary adventure that will tantalize your customer’s taste buds with the magic of Live Shopping!

Live Shopping is an exploding retail movement that empowers you to create unique shopping experiences that make customers convert and come back for more.

The recipe we’re about to share is your trusty guide to assembling the perfect ingredients for a Michelin-worthy Live Shopping show. From inception to execution, we’ll walk

you through the steps to ensure your company achieves success with Live Shopping.

For the best results, think about how you can integrate Live Shopping into your overall marketing and sales strategy and make this recipe a staple in your kitchen's toolkit for driving revenue for your company or brand.

Bon Appetit!



**Corey Morris**  
CMO at Sprii

*Corey Morris*

# Starter

Setting yourself up for  
success **before** you go live







# Let's get started!

So, you're ready to start your Live Shopping show. Let's bring the kitchen tools and ingredients to the cutting board and zero in on the first important step: a plan!

Here are some of the key tools for planning your live show:



A Facebook event



Engaging promotional content



Preshow education



Sprii campaign



Taste test



# Why is a plan necessary?

Just like preparing a holiday meal, thoughtful planning is the key to achieving the best possible result! Start by determining the overall theme of your show - whether it's a Halloween special with costumes, a product launch, or an event featuring an influencer.

Ensure a well-balanced selection of new and popular products to captivate viewers. This mix not only hooks the audience with known, sellable items but also provides an opportunity to showcase new products and spark excitement among your customers.

In your plan, outline the specific time for going live, the duration of your show, and any games or competitions you intend to incorporate. This comprehensive approach ensures a seamless and engaging Live Shopping experience.

See our Live Shopping calendar for more ideas!



Download



## A Facebook event

Consider your Facebook event as the essential pot or pan for cooking up the perfect dish. It serves as the focal point for your Live Shopping event, where everything converges.

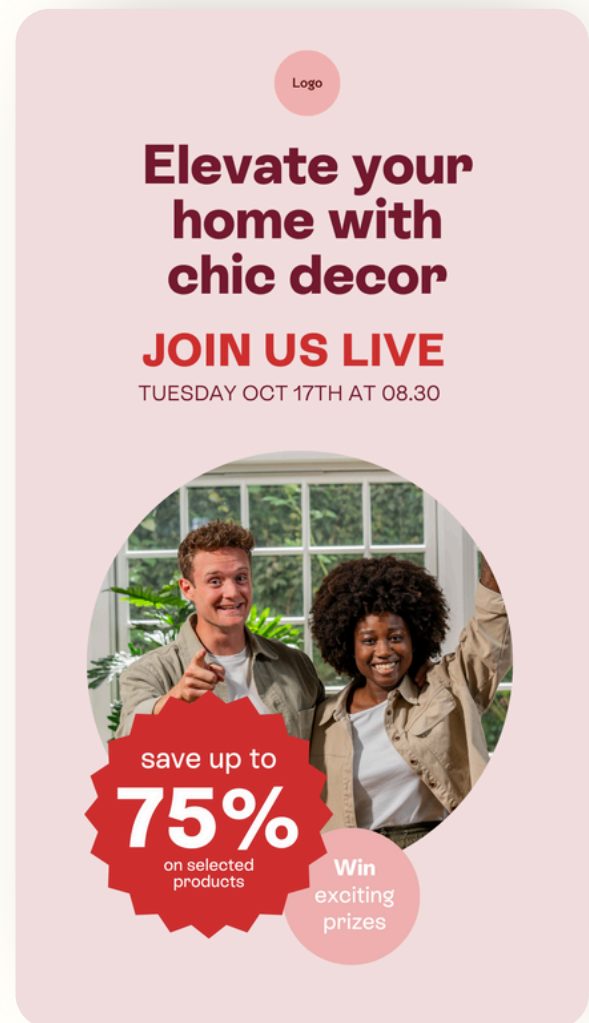
This is the hub where customers sign up for the event, set live reminders, and access all the crucial information for your Live Shopping event. It's the central space where anticipation builds and engagement flourishes.



# Engaging promotional content

It may seem obvious, but potential customers can only tune in to your show if they're aware of it! So, once your Facebook event is set up, it's time to dive into creating compelling promotional content. All of your promotional material should feature a 'call to action' button guiding customers back to your Facebook event.

A crucial element of this promotion is the event hero image and description. The image should include essential details such as a logo, a captivating headline, the event's date and time, and photos of your hosts. Next, make sure to incorporate all necessary information in your event's description and maintain consistency between your images and the overall event concept.



For a comprehensive guide on crafting promotional content, refer to our '10-day Promotional Playbook'.

Download

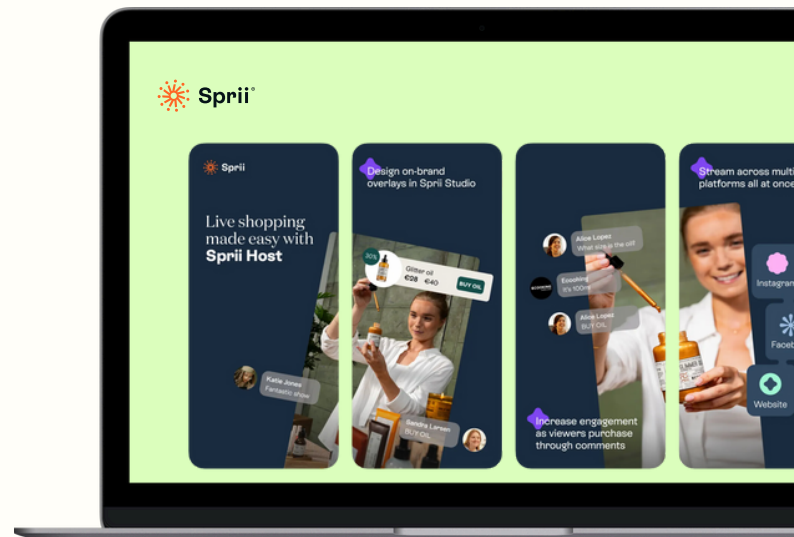




# Sprii campaign

The Sprii app serves as the hub for creating and managing your event campaign. Here, you can seamlessly add all the products you want to showcase during your live event.

Additionally, Sprii allows you to create branded overlays featuring prices, discounts, and the crucial "buy code" viewers should comment to purchase your products. You can elevate audience engagement by using gamification features - all conveniently managed in one place.



## CHEF'S RECOMMENDATION

For a complete overview of how to create a Sprii campaign, click on the play button!





# Pre-show education

In addition to making people aware of your show for attendance, it's equally important to show them how Live Shopping works to make it easier to buy products. Start off by creating educational content, such as short videos and sharing it with your audience. Educating viewers during the live show is also effective.

Hosting Live Shopping events with Sprii offers the flexibility to include a pre-show screen featuring a timer, showing when your event is

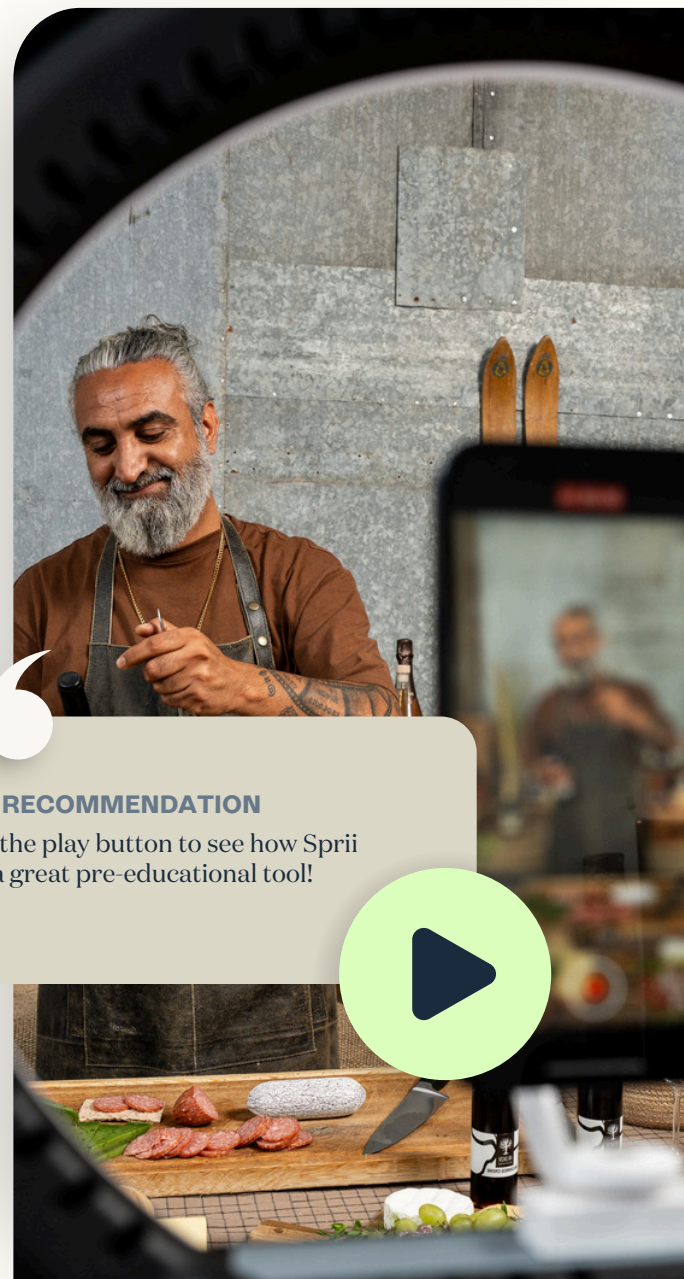
about to start. Customize this screen to align with your brand identity, your show's theme, and leverage it as a valuable opportunity to educate viewers on the purchasing process.

Alternatively, consider hosting a live show before your event to provide potential customers with insights into the mechanics of Live Shopping. This proactive approach ensures that your audience is well-informed and comfortable with the buying process.

## Taste test

With all the above ingredients in place, it's time for a taste test! Prior to your live event, it's crucial to ensure a seamless operation - from overlays and gamification features, to buy codes and the comment section. Take everything for a test drive to guarantee that you're well-prepared for the real thing.

This practice round ensures a smooth and flawless Live Shopping experience for your audience. But don't get too wrapped up in the testing phase. The most valuable lessons come from hosting Live Shopping events rather than overcomplicating the testing process.



### CHEF'S RECOMMENDATION

Click on the play button to see how Sprii works - a great pre-educational tool!

# Main course

How to thrive **during**  
your live show





# Let's get cooking!

Now that you've completed the starter, you're ready to move on to the next course and actually go live!

But before you press that 'Go Live' button, having the key ingredients for the main course is just as important as it was for the starter.



Here's a quick list of the key ingredients you'll need for the main course:



Your best hosts



Smartphone or camera



A well-lit setting



Your products



The meal plan

# Your best hosts

For your Live Shopping events, appoint an enthusiastic host - either yourself or a colleague from your company. We recommend utilizing an in-house personality over hiring an external presenter for an authentic touch; after all, someone from your team possesses in-depth knowledge

of your brands and products. Selecting an energetic and personable host is a key advantage. Live Shopping thrives on creating unique experiences, and your audience craves a presenter who exudes passion for your brand while adeptly conveying its allure.



Ensure your chosen host is great at engaging with viewers during the Live Shopping event. Actively participate in the comment section to draw viewers into the show, transforming them from mere spectators into active participants. This is what elevates your experience from the rest of the field.



## CHEF'S RECOMMENDATION

When possible, use two or more hosts instead of one - this creates a much more dynamic live event!







## Smartphone or camera

It's essential to provide your customers with an experience that mirrors, if not surpasses, what they would encounter in a traditional brick-and-mortar store.

Therefore, a good quality smartphone or camera is a must when hosting Live Shopping events. Don't forget a good microphone so your viewers can hear your every insight!

## A well-lit setting

Just like in a fine dining restaurant, lighting plays a pivotal role in shaping the overall experience of your visit. The same holds true for a Live Shopping event. A crystal clear view of you and your products is paramount for success.

You don't need an expensive lighting setup; simply go live in a well-lit room or invest in a ring light for your smartphone. Make sure that there is some room above the head of the host in the video feed so they don't get covered by your branded overlays!



# Your products

If the primary aim of your live show is product sales (as is often the case), having your products within arm's reach is crucial, particularly when you're the solo host of the show. The key is to minimize any moments

where the camera is left unattended. If you've got multiple hosts, you might not face this challenge, but for those who aim to spotlight their products, keeping them in close proximity is a savvy move.



## The meal plan

(the one you made in the beginning)

Keeping your initial plan handy during the Live Shopping event can be incredibly helpful. This ensures that you remember to explain "buy codes" and guide your viewers on purchasing through the comment section. It also aids in recalling essential information to mention during the show, such as limited stock, the time frame for offers, and delivery details.

Above all, keep it simple. Just as many great dishes are uncomplicated in their creation, the same principle applies to Live Shopping events. Going live with a smartphone and a few products is perfectly fine. The key lies in consistency and learning from each event, propelling your Live Shopping events to the next level.



### CHEF'S RECOMMENDATION

While you're live, try on or use the products, instead of just showing them on camera. Let the product sell itself!



# Dessert

Savoring your success  
**after** you go live





# Let's keep it going!

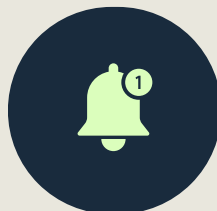
Now, let's complete the culinary journey with a delightful dessert. This is the finishing touch that prompts people to order that extra drink and share your amazing creation with friends and family - exactly what we're aiming for.

The beauty of the dessert lies in its simplicity, requiring only a few key ingredients for guaranteed success.

## Your dessert ingredient list:



Social media content



Live reminders



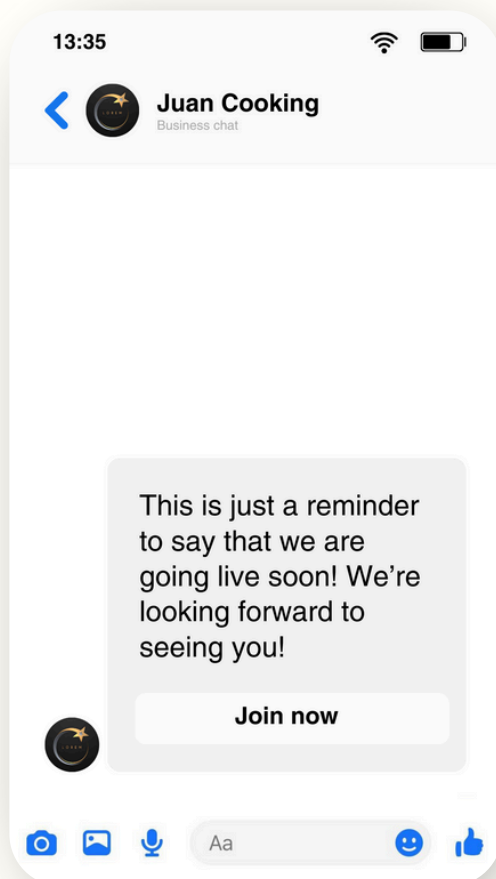
Abandoned cart messages



# Social media content

To maximize the impact of your creations, crafting content for social media and emails is essential. This strategy not only entices customers to return for your three-course meal but also piques the interest of people who haven't participated yet.

Ensure your content communicates that you recently hosted a Live Shopping event, expressing gratitude for everyone who joined and participated and tease the date and time for your next event.



## Live reminders

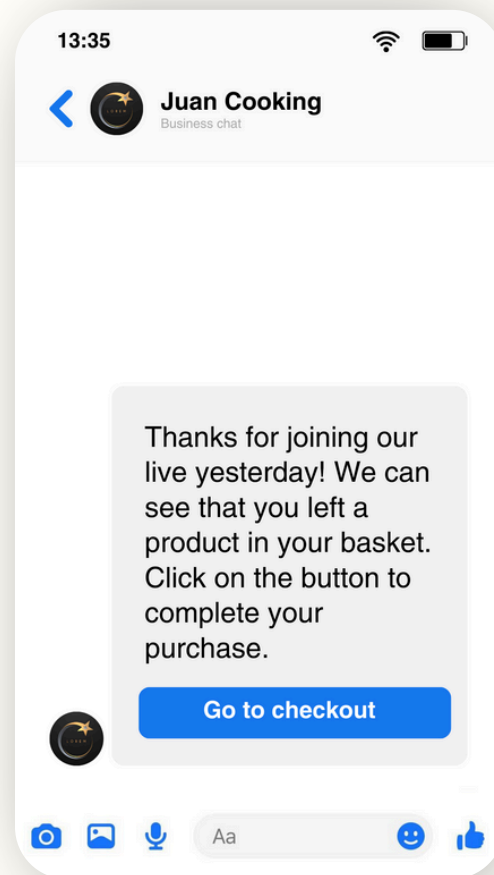
Live reminders serve as the bread and butter to enhance the attendance of your Live Shopping events. They not only send personalized Facebook messages to remind people of your upcoming event but also enable you to promptly invite viewers to your next Live Shopping experience.

With Sprii, setting up live reminders is very easy, making it even more convenient for you to host successful Live Shopping events.

# Abandoned cart messages

It can be incredibly frustrating when potential customers express interest in your experience but don't quite complete the journey, and we certainly want to avoid that. To ensure that interested viewers finalize their purchasing process, set up abandoned cart messages using Sprii. This not only helps mitigate the frustration but also provides that final boost in revenue following your Live Shopping events.

The cherry on top? Preparation, consistency, and repetition. Live Shopping isn't complex, and the more prepared you are for your events, the better the outcomes. By maintaining consistency in your approach, potential customers will take notice and participate more frequently, paving the way for even greater success in your Live Shopping journey.





# Grocery list

## A checklist of the essentials

Ever started cooking without being fully prepared? Never really works, does it? To craft a successful Live Shopping event, you need a comprehensive grocery list with all the essential tools and ingredients for success, and instead of burdening yourself with the task, we've taken care of it by providing a complete list with everything you need!







## Starter →

Get your tools

- ☐ A live show plan
- ☐ A Facebook event
- ☐ Sprii campaign
- ☐ Engaging promotional content
- ☐ Pre-show education
- ☐ Taste test

## Main course →

Mix your ingredients into a Live Shopping show

- ☐ Grab your best hosts
- ☐ Set up your camera in a well-lit room
- ☐ Have your products ready to showcase
- ☐ Keep your 'Starter' plan at hand

## Dessert →

Savor your success

- ☐ Post social media content and nurture customers
- ☐ Send out live reminders
- ☐ Send out abandoned cart messages





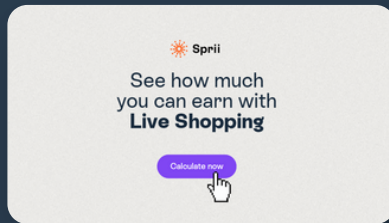


# Craving more insights?

Check out our resources  
on the next page →



## More resources



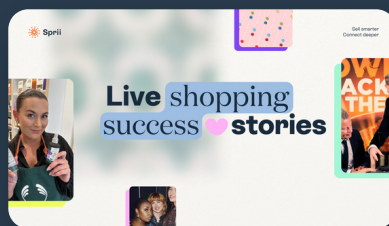
Calculate your Live Shopping revenue

Calculate now



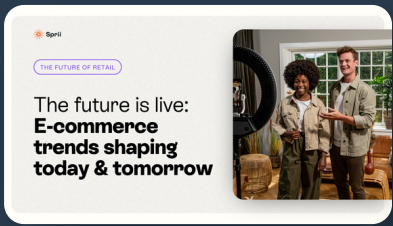
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5 essential Live Shopping stories

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Creating a successful Sprii campaign

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How to use Sprii to go live on social media

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[Talk to a pro](#)[Try now](#)

# Get started today

## Are you ready to join the Live Shopping movement?

Begin your journey with the award-winning Sprii platform by trying now or reaching out to our team of Live Shopping experts today. This is your chance to witness firsthand how Sprii can elevate your retail success to new heights!



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