

## AMAZON LIVE CREATOR:

# Best Practices

Amazon Live Creator is a unique and fun way to engage with shoppers on Amazon.com on desktop or through the mobile app. Before you get started, we recommend the following steps to ensure your livestreams are successful:



Follow the Amazon Live Creator [Community Policy](#)



Confirm your internet connectivity is sufficient to support the stream. We recommend upload speeds of 5 mbps. [Check your connection](#)



Plan ahead to ensure you've practiced your livestream content using Practice mode in the Amazon Live Creator app. Make sure you have reviewed and adhere to the community/content guidelines, and have the right equipment to ensure sound and video quality.

In addition to these three key steps, we have put together a list of best practices for creating successful livestreams on Amazon.

### **01** *Livestream for at least 30 minutes at a time*

In order for Amazon shoppers to discover your livestream while you are live, make sure to livestream for at least 30 minutes at a time. Talk about multiple products, engage with shoppers in chat, and restate key messages to increase the length of your livestream. For livestreaming, the longer the better.

### **02** *Encourage your audience to interact and follow your channel*

Ask shoppers to send in a question, or ask them to click on the 'Reactions' button. Ask shoppers to follow your brand if they liked your stream to receive notifications about future livestreams and other updates.

### **03** *Use calls to action, remember to sell, and restate key messages*

Make sure to refer to the carousel, (e.g. "Check out all our products") while you are live and highlight key features and selling points about your products. Because shoppers can come in and out of your stream at different times, don't be afraid to come back to points that you've made already. We recommend referencing that new shoppers may have joined you by saying something like, "For those who've just joined, etc..."

### **04** *Engage with your shoppers live*

As shoppers interact with your live video by sending Reactions, or leaving a chat message, mention them live on camera and say hi! Livestreaming is different from other video because it is interactive and engaging, make sure to engage your audience as they watch. Remember that your video content should be primarily live vs. pre-recorded content.

### **05** *Show your products in action and, don't just tell about them*

Some of the best-performing livestreams to date have had striking visual elements or unexpected settings. For example, a brand streaming about their Bluetooth speakers conducted the stream from a pool area, where they could demonstrate that the speakers were waterproof. Show your products in action, don't just tell about them.

### **06** *Share your livestream with your audience off Amazon.*

We highly recommend using the provided link in the Amazon Live Creator app to promote your Amazon livestream to your mailing lists and/or social media audiences. We have seen strong performance when brands actively promote their streams. You can access this link while setting-up your livestream, after it's set-up but before you are live, and after you are live by clicking the 'Share' icon in the Amazon Live Creator app.

### **07** *Consider streaming with an encoder*

We highly recommend downloading and using livestream encoder software (such as OBS) when livestreaming on Amazon. Using an encoder will allow you greater control over your stream audio and video quality. Additionally, an encoder lets you use multiple cameras, insert motion graphics and leverage video overlays. [Learn more.](#)

### **08** *Livestream when your items have special deals, and offer shoppers a promotion*

Livestreaming when your Amazon products are on promotion is a great tool to help drive sales. You can also set-up special promotion codes in Seller or Vendor Central and offer shoppers these special discounts during your livestream.