

AMAZON LIVE CREATOR: Best Practices

Amazon Live Creator is a unique and fun way to engage with customers 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 [app guidelines](#)



Confirm your internet connectivity is sufficient to support the stream



Plan ahead to ensure you've practiced your livestream content, 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 Encoder software

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 and pre-recorded video, as well as insert motion graphics.

02 When should you livestream (days and times)

While traffic can vary widely based on a number of factors, we have seen slightly stronger traffic on these days/times:

1. Later in the day and into the evening.
2. Mondays, Fridays, and Saturdays

The above guidelines are based on past performance and we cannot make any guarantees as to volume of traffic at any time. Reach out to the Amazon Live Creator team for further direction on recommended days/times to stream: amazon-live-support@amazon.com.

03 Call to action during livestream

Make sure to refer to the carousel and/or any messaging you have displayed, either via encoder features or by using Custom Promotions during the stream (e.g. "Check out all our products" or "Don't forget about our promo code available TODAY only.")

04 Complex products, higher average selling price

Amazon Live is an effective tool for demonstrating products that require explanation, have a degree of complexity or which customers may want to see in action before committing to buying. Additionally, products with higher list prices (compared to other products in the same category) have seen success with livestreaming.

05 Show, don't tell

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. This stream had high levels of engagement and was one of the more successful livestreams to date. Before you get started, think about your product and the story you want to tell about it. How can you make that story more interesting, engaging, and useful to your audience?

06 Promote to fans on social media

We highly recommend using the in-app link (channel page URL) to promote your livestreams on Amazon to your mailing lists and/or social media audiences. We have seen very strong performance when brands actively promote their streams.

07 Restate key messages and themes

Because customers 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 viewers may have joined you by saying something like, "For those who've just joined, etc..."

For questions or feedback, please reach out to amazon-live-support@amazon.com.