How to Live Stream Successfully: A Preparation Checklist for Marketers

Live streaming is a way to broadcast your events to an online audience. It's a digital alternative to something like selling tickets to an in-person event, and allows you to reach people near and far with live video.



- [ ] 1) Plan your live stream like you would any other event.
- [ ] 2) Choose your platform.
- [ ] 3) Choose your equipment.
- [ ] 4) Promote your live stream.
- [ ] 5) Do a dry run.
- [ ] 6) Prep any guest speakers.
- [ ] 7) Test your audio and internet connection.
- [ ] 8) Set up social media monitoring.

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