LIGHTS, CAMERA, STREAMING:

Hands-on-guide to streaming video for your elective surgery practice

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FAST TRACK MARKETING

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Share Of Live Video Streaming Traffic By Volume

BI INTELLIGENCE

[Image of pie chart showing distribution of streaming traffic by source]
It has been inspiring to see all the ways that people have used Live to connect with their friends and family. Today, we’re excited to expand the ability to share live video to everyone in the U.S. via iPhone, and we plan to roll this out to the rest of the world over the coming weeks.

“When you’re finished changing, you’re finished”
OPEN THE DOOR

- Fear is still an objection
- Distrust in Advertising
- Lay your cards on the table

STREAMING: TWO OPTIONS

- Live Surgery Streaming
- Post Op Reactions

LIVE SURGERY STREAMING

- Waiver Protocol
- Operating Room/Area Requirements
- Staff Requirements
- Procedure Considerations
POST OP REACTIONS

• Waiver Protocol
• Easier Option
• Staff Requirements
• Procedure Considerations

MARKETING YOUR STREAMING

• Website Placement
• Social Media Placement
• Conversion Tool
• Patient Sharing

MARKETING YOUR STREAMING

LASM Video Library
The History of LASM with Dr. Lipstick
Home Page Announcement
Interior Page Layout
Call to Actions
MARKETING YOUR STREAMING

- Facebook/Instagram/Twitter/LinkedIn
  - Paid Advertisements
  - Facebook Re-Targeting
  - Low Risk Action

MARKETING YOUR STREAMING

- Conversion Tool
  - Two reasons a patient doesn’t book
    - Price
    - Safety/Outcome
  - Streaming Offers a Conversion Tool for the Latter
    - Patient Mind Set – Post Operatively

MARKETING YOUR STREAMING

- Patient Sharing
  - Let your patients be your voice!
REFERRING PROVIDER EDUCATION

• A great use for streaming is helping your referring providers learn about new techniques and treatments.

• Increases Reach and Credibility

• Provides Educational Video for Further Use

REFERRING PROVIDER CROSSOVER

• Establish Yourself in the Streaming Space

• Easy transition to having referring providers promote your live streaming events to your patients
LIGHTS, CAMERA, STREAM!

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