

Live Selling The Future of Retail

2022 YOLOLIV WHITE PAPER

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What exactly is LIVE SELLING?

Live selling is one of the hottest trends to emerge from a pandemic-scarred 2022, as retailers and brands embrace this virtual approach to engaging consumers.

Live selling (also known as live eCommerce) is used by brands to promote and sell products through live streams on digital platforms, often in collaboration with influencers. The aim is to provide consumers with an immersive and interactive experience, allowing them to ask questions and buy products during the Livestream. It started in Asia in 2017 and then expanded to the rest of the world over the following years.

How It Differs From TV Shopping?

- Livestream ecommerce is more interactive than TV shopping.
- Livestream sessions present a wider variety of products and services.
- Livestream sessions are less polished than TV shopping channels and feel more authentic.
- Livestream sessions feel intimate and personal.

TV Shopping VS Live Shopping

- Predominately Call-in based
- Leverages paid cable TV subscriptions for user-base
- Apps and online experience available but no live component

- App/ Online Based
- Leverages social media platforms for user-base
- Interaction and real-time feed back through comments
- Accessable from Anywhere

Source: MG empower report

What We Can Learn From China

With items selling out in a matter of seconds, live shopping can be a lucrative venture for those involved. For this reason, many brands are looking to livestream shopping as an opportunity to strengthen their eCommerce offering. However, at the moment, livestream shopping is still in its infancy in the Americas and Europe. This has left brands from these regions looking towards the eCommerce giant that is China to inform their forays into livestream shopping.

China is the main investor in the market and shoppers are forecasted to spend more than 300 billion this year on products featured in live streaming videos. And while sales only hit 1 billion in the US market in 2019, they are expected to hit over 11 billion by the end of 2021.

Live commerce in China

In 2020, the largest Chinese online marketplace Taobao announced a 400-billion-yuan revenue from its live-streaming commerce business. While most of the western internet users still associated live streaming with gaming and entertainment, it had become a vastly used shopping channel among Chinese online shoppers. The number of live streaming watchers in China hit 616 million in 2020, and shopping-related content listed as the most popular type among live streaming watchers.

Live streaming commerce was not only a rivalry between online retail giants. The short-video sharing unicorns, Douyin (known as Tik Tok globally) and Kuaishou, were also popular in the market. Bridging entertainment and online shopping, live streaming has the huge potential to change the status quo and become the new norm for e-commerce in China.

Livestream Shopping Growth (China)

\$66B

2019

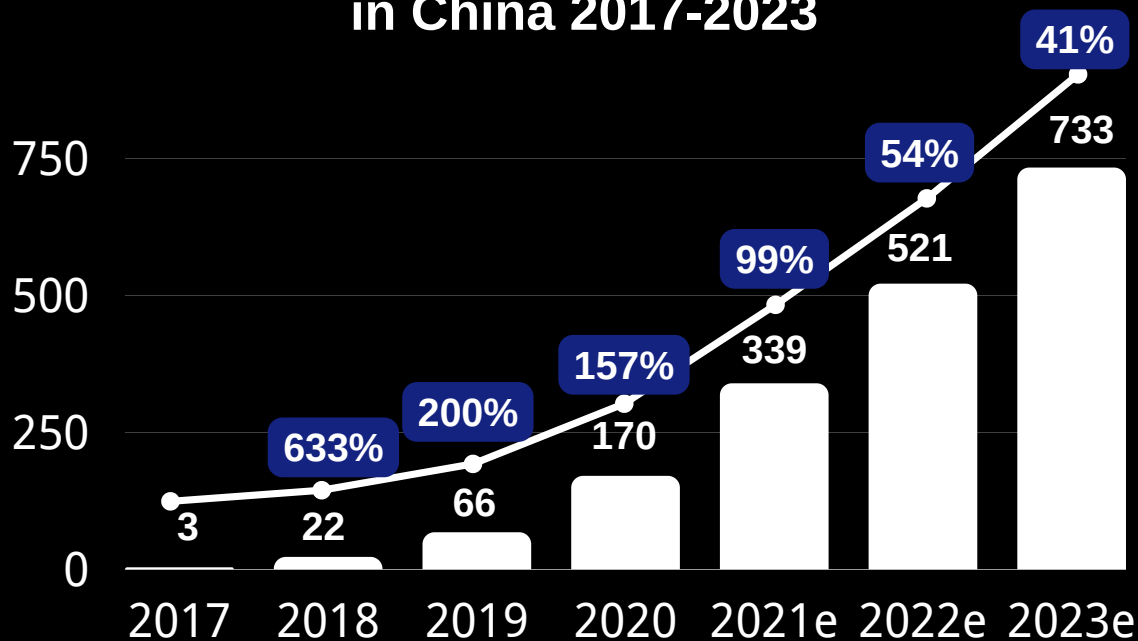


\$170B

2020

Live Selling in China

Live selling Market Size (GMV, \$ billion)
in China 2017-2023

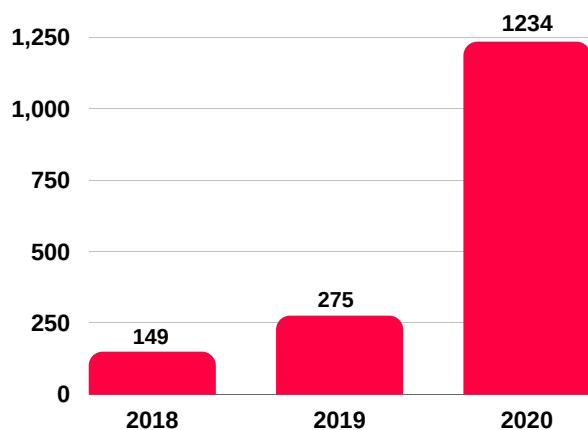


Source: i Research Inc, McKinsey Digital

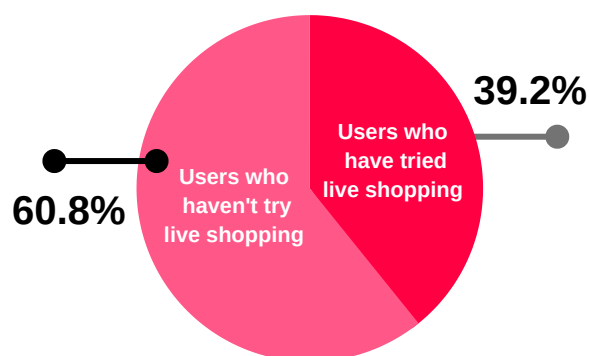
■ Gross Merchandise Value (GMV) \$ Billion

● Increase Rate

Live selling host's number (Thousand)
in China 2018-2020

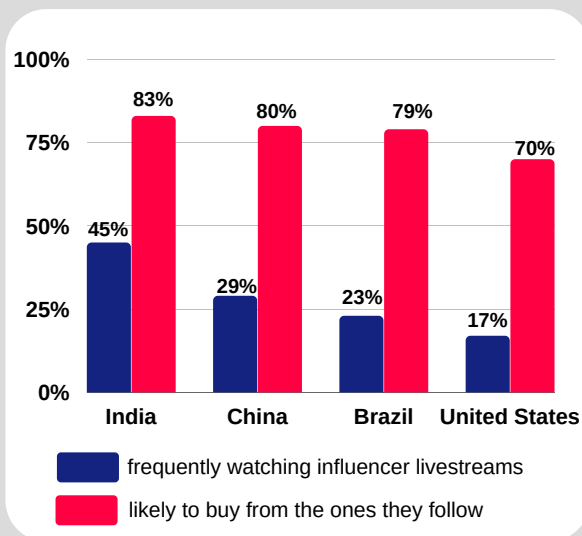


Live shopping user scale
in China 2020

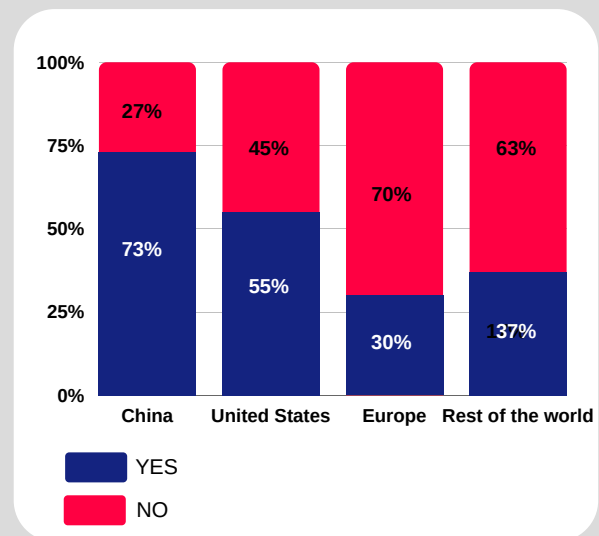


Live Selling in The World

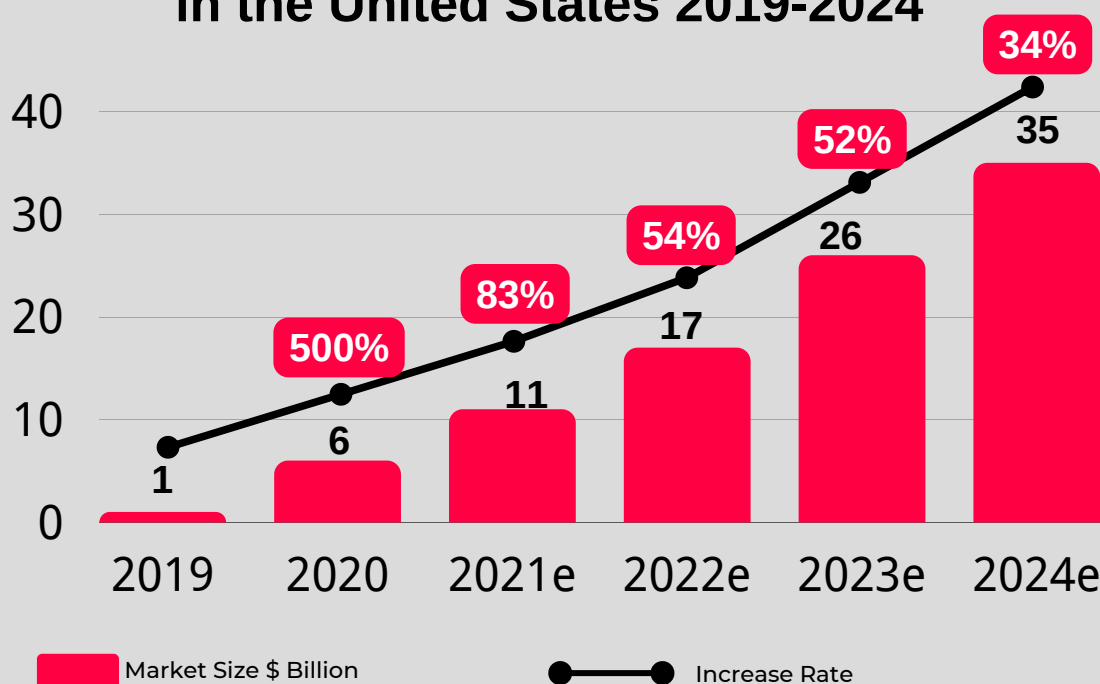
Share of **internet users** in selected countries frequently watching influencer livestreams and likely to buy from the ones they follow 2020



Awareness of **online shopping platforms** or physical stores that offer livestream e-commerce sessions worldwide in 2021, by country or region



Live selling Market Size (\$ billion) in the United States 2019-2024



Source: Coresight Research

Why Sell Live?

What happens in live shopping is, you have an influencer or a store associate on one end of the video and potential customers on the other end.

The influencer or the shop associate invites people to a live presentation of the products they are selling. The influencers then generate buzz about a product and create consumer trust through interactive and engaging personality-driven broadcasts.

Viewers also get a chance to ask questions and give reactions. As a result, viewers are converted into potential buyers. Live selling as a marketing method has proven to have a 45% increase in sales opportunities compared to the traditional marketing methods.

Other benefits of Livestream shopping include:

- ***Increases purchase with product storytelling.***

It enhances buyer experience and sales conversion rate

YoloLiv Feature:

YoloLiv supports storytelling by making it easy to add product photos, behind-the-scenes videos, or customer testimonials to the screen during the live selling stream.

- ***Engage with customers by the valuable content and available answers to questions asked.***

Increases time spent by the customers on your social pages. Streaming can last for hours

YoloLiv Feature:

Use YoloLiv Product to promote audience engagement. Pin comments to the screen during your broadcast, countdown overlays, and more.

- ***Enhances your company's click ratio with recorded content.***

This is the number of times potential buyers click on your products for purchase. Your content is more likely to be shared more

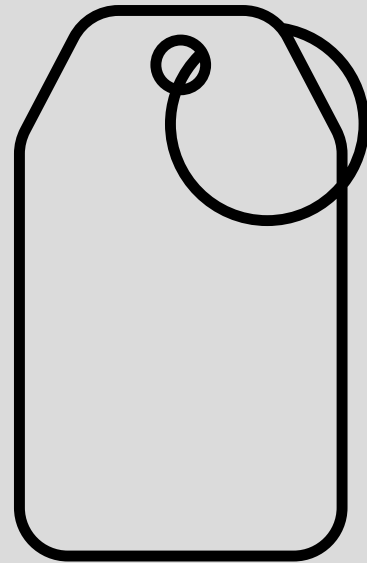
YoloLiv Feature:

Record clips from past livestreams with your SD card! Take your Facebook Live and make Shorts, Reels, to share on other social platforms like YouTube, TikTok, and Instagram.

Which product and audience?

Product

In fashion, beauty, and luxury goods, for instance, millennials are the top-spending cohort, with 31 percent of the US market, according to McKinsey analysis. Boomers come in second, with 25 percent, followed by Gen X at 24 percent and Gen Z at 20 percent. But category by category, the picture becomes more complex: Generation Z spends more on luxury apparel and accessories than millennials do, for instance (averaging \$926 and \$789, respectively).



" Apparel and fashion is by far the leading category in livestream events "

% of livestreamers



35.6
Apparel and
fashion



7.6
Beauty



7.4
Fresh food



4.6
Consumer
electronics



3.6
Furnishing
and home decor

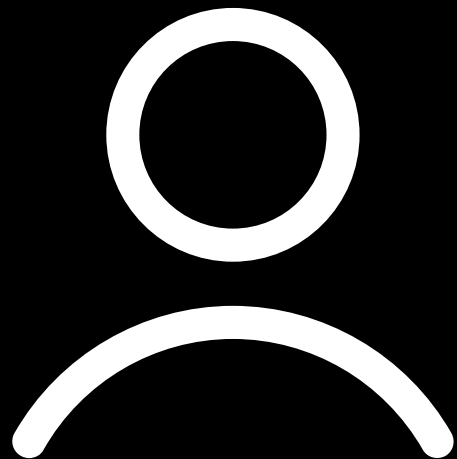


0.2
Automobile and local
online-to-offline sales
(eg, tickets, experiences)

Which product and audience?

Audience

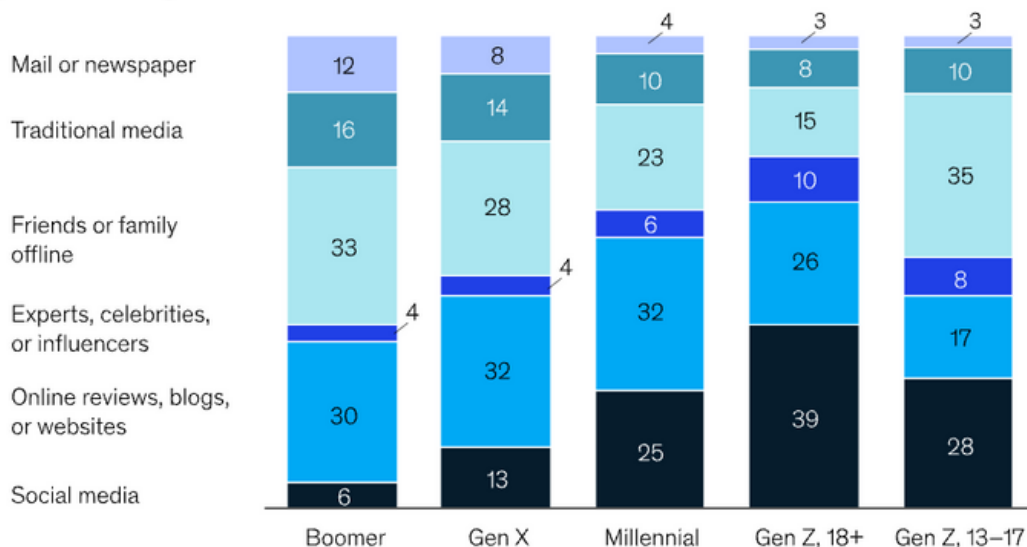
Knowing your audience also means knowing who and what most influence them. Adults in Gen Z derive 75 percent of their influences from social media, online content, and celebrities; millennials are a bit behind, at 63 percent, followed by Gen Z under-18s at 53 percent and Gen X at 49 percent (Exhibit 3). As these younger cohorts age, their spending power will grow, as will their presence. Millennials, for instance, are projected to account for half of the population globally by 2030.



" Social media is the single biggest influence on Gen Z customers "

In general, who or what influences you most when recommending a product or brand?

% of respondents ranking source 1st

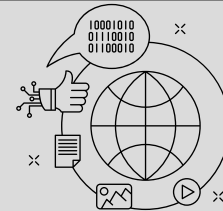


Source: McKinsey Gen Z Survey, 2019

Live Selling Platforms

Live selling is available on platforms like:

- Social media platforms like Facebook & Tiktok
- eCommerce platforms like Amazon
- Video hosting platforms like YouTube



Facebook Live

Selling your products using facebook live is effective. Compared to promoting products using images on your posts, facebook prioritizes showing live stream broadcasts to more people on the platform.

Tiktok Live

The first live shopping stream on TikTok took place in December 2020 thanks to Walmart. Live shopping officially launched for brands on TikTok alongside a host of other shopping tools back in September

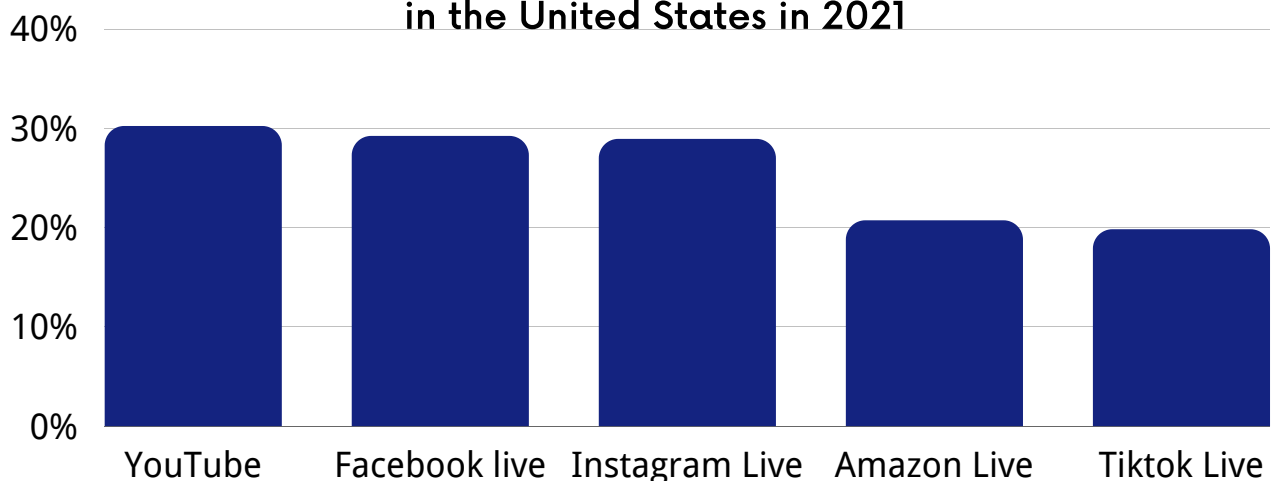
Amazon Live

People use Amazon to buy product, this incentive is very important which makes amazon live very different from facebook live selling. Although Amazon live starts relatively later than Facebook, it still has the advantage in terms of user awareness & incentives.

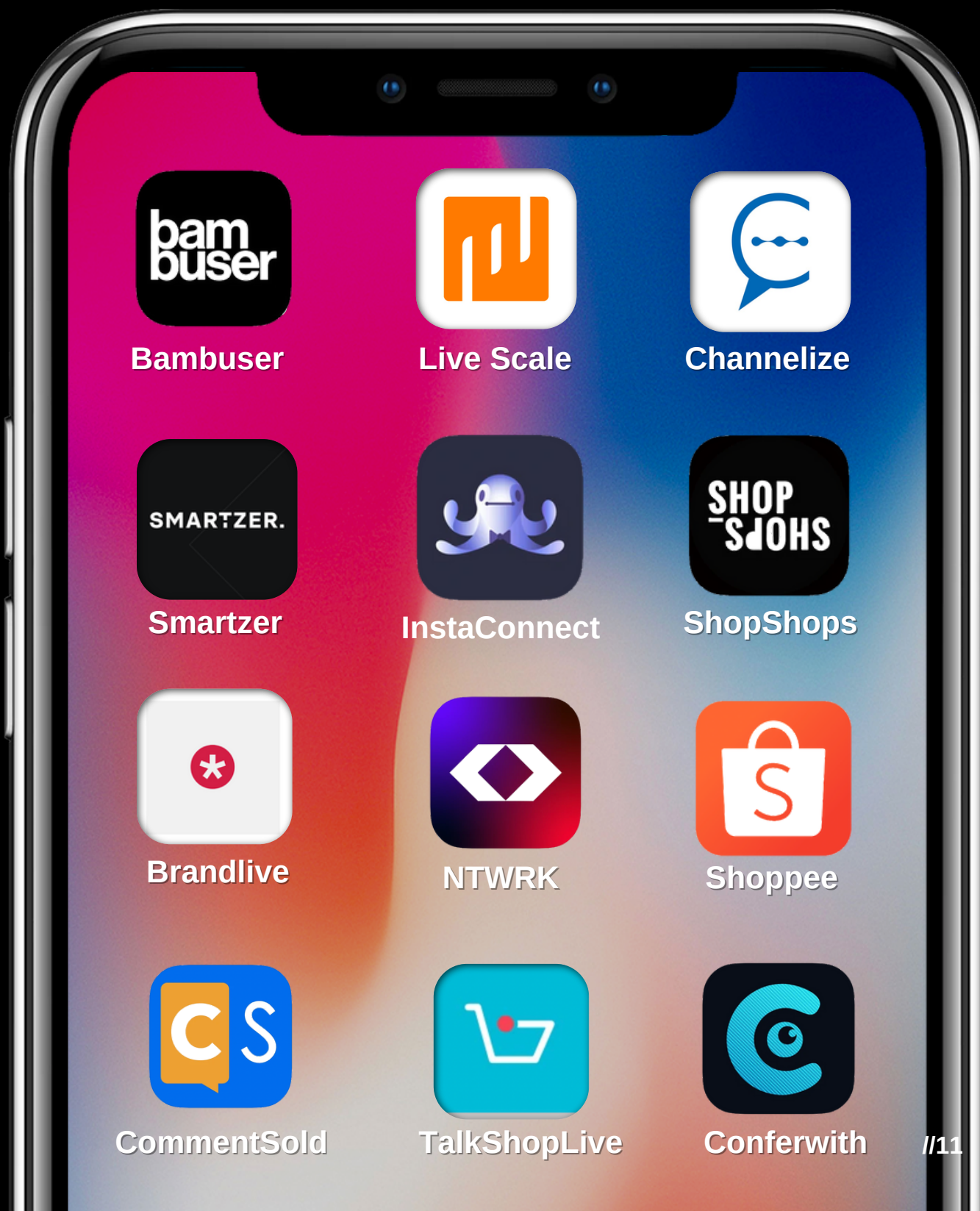
YouTube Live

YouTube gives access to more than 2 billion users. On the one hand, you have to be prepared to face a rough competition, including gamers, retailers, artists, and other content creators. But on the other hand, it means greater chance to be seen.

Most popular platforms for livestream e-commerce
in the United States in 2021



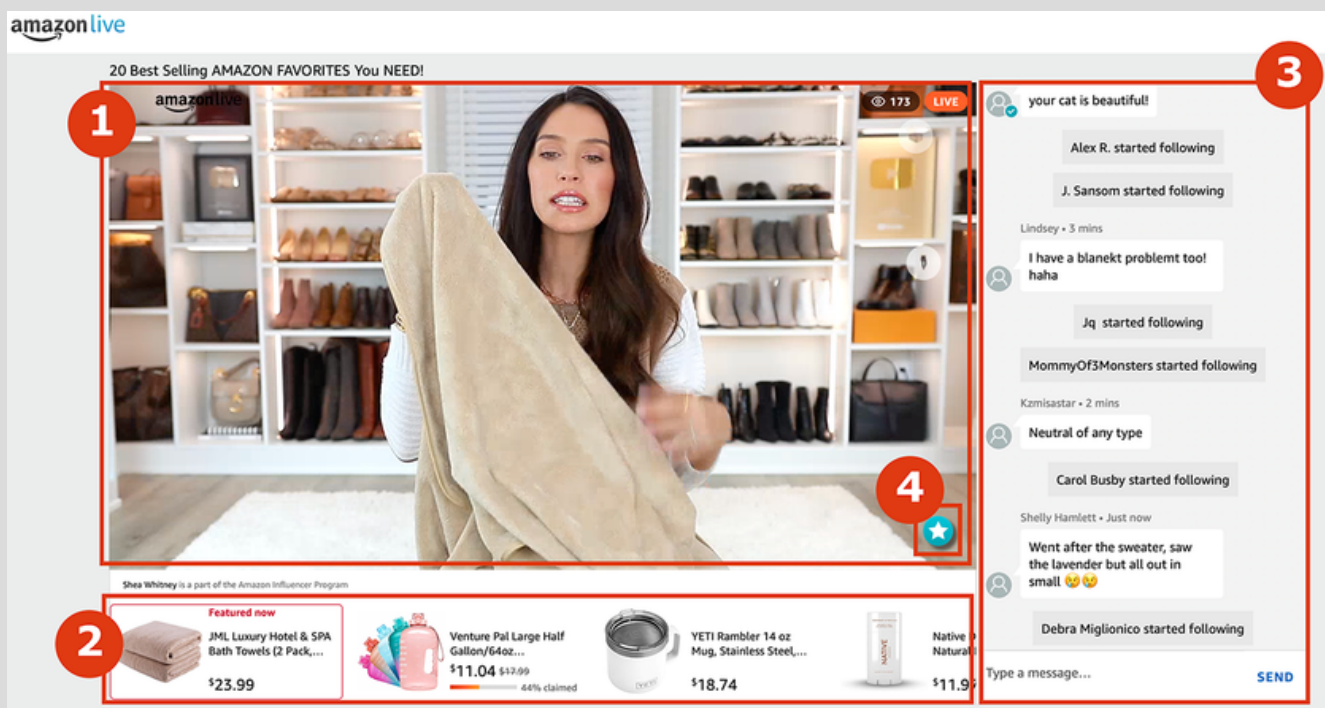
Best Live Shopping Apps Our Ultimate Round-Up



Basic Live Selling Interface Components

To better understand what a livestream-e-commerce session involves, let's look at its components first, using an example from Amazon Live.

A typical livestream session has the following basic components:



01 | The video stream

Where the host shows the products, talks about them, and answers questions from the audience.

02 | The list of products

With the product currently being shown & highlighted

03 | A chat area

Where viewers can type questions and comments to interact with the host and other viewers

04 | A reaction button

That users can use to send reactions, displayed as animated emojis

Getting Started

If you are an entrepreneur and you haven't done a live selling on Facebook, Amazon, or Tiktok yet, I'm sure it will happen to you at some point in the future inevitably. You will have a client or coworker says to you that they want to sell products online because everyone else is doing it, From Walmart's partnerships with platforms like Twitter and TikTok to new influencer-led channels at Saks and Nordstrom, 2021 was a year of experimentation when it came to creating new spaces for influencers to peddle products over real-time video. And Livestream Shopping is going to grow even more in 2022.

Entry / Intermediate / Professional Level Live selling Gear

01 | Entry Level Streaming Equipment: Wi-Fi Camera Setup

- Smartphone, tablet, or webcam with PC
- Tripod (optional)
- WIFI or another Internet choice



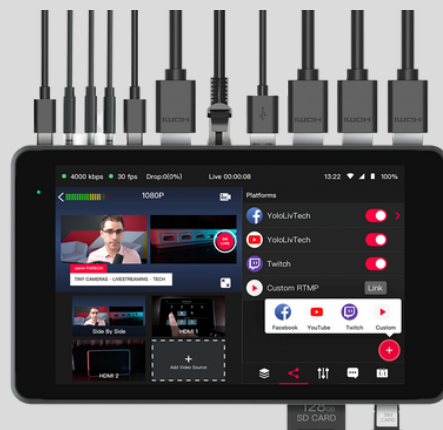
02 | Intermediate Level Streaming Equipment: Wi-Fi Camera Setup

- HD Video Camera or Camcorder
- Tripod
- Microphone
- Video Encoder
- WIFI or another Internet choice



03 | Professional Level Streaming Equipment: Multi-Camera Setup

- Multiple HD Video Cameras or Camcorders
- Tripods
- Video Encoder
- Video Switcher
- Microphone
- Audio Mixer
- Computer Graphics Software
- Several SD cards (depending on the devices)
- Green Screen (for a backup change)
- Lighting+Softbox



Setup Your Live selling Studio

01 | Your Studio

In order to put all your equipment & light, you will need a place to start building it into a studio. The room doesn't have to be too big, it can be in your garage, or any corner in your own house. Now, you gonna need a desk and a chair to start with. If you want, you can add a bookshelf or any kind of room decoration, or just put a green screen for the background.



02 | Green Screen

If you want to sell online, but you don't want to waste your time on building different backgrounds, green screen or blue screen can be your best choice. With YoloBox Pro and a green screen, you can remove your background color and replace it with a video or image background.

03 | Audio

Adding any mic, the Deity or Rode, to your camera is going to level up your mic a ton. If you got multiple inputs, you can use an audio mixer, to escalate your audio quality.



04 | Lighting

Lighting is essential for your live streaming quality. Usually, any device that can emit light can become a tool for lighting, such as sunlight, light from a display screen, etc. If your studio can take advantage of these free lights, this will of course be an effective way to cut costs.

But obviously, this light is uncontrollable. Therefore, you need lighting equipment. We will find that the softbox can provide some lighting for the environment while illuminating the main characters, so it is very suitable for a live selling room with a budget.



05 | Cameras

For camera selection, I recommend choosing according to your budget.

But for live stream, you still need your camera to meet certain performance conditions:

1. 1080P resolution (at a minimum)
2. Clean HDMI out
3. Compatible connection ports
4. Continuous power option
5. Continuous autofocus
(with face recognition will be best)



06 | YoloBox Pro

So you got your camera, you got your audio, you need a switcher and encoder to consolidate all the audio and video signals. This is what YoloBox Pro can do. It's a monitor, recorder, switcher, and encoder, all in one YoloBox Pro.

It has 3 HDMI input for your video, 1 line in and 1 mic in for the audio, and can multi-stream to 3 channels (Facebook live, amazon live, youtube live), and maximize your audience reach by live streaming to all of them at the same time.



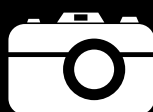
Team & Host

Just like with your gear, there's no reason to be overwhelmed by the idea of needing a production crew for your livestream. Here are a few roles to consider, but even a team of one can put on a great live selling stream.

HOST



CAMERA CREW



HELPER



What Makes a Live Shopping Host Better than the Rest?



Austin Li is the live shopping host. If there were an Oscar equivalent for live shopping hosts, Li would win. Simply put, he's a powerhouse who knows how to entertain and create a following. In 2018, he broke a Guinness Book of World Records by applying 4 different lipsticks in 30 seconds. He later went on to apply 138 different lipsticks in a 30-minute livestream and rightfully earned the nickname Lipstick King. But Austin Li's power isn't that he can accurately apply lipstick at a superhuman speed.

Engaging

Authentic

Expert

Energizing

Content Tips

In case you have just begun selling clothes on Facebook or anywhere else, don't worry if things do not go your way. We've gathered some of the most effective practices for you to become a god of live sales! Here's how you can greatly improve your views and sales:

01 USE CLICKABLE LINKS

A huge drawback for buyers is a tough purchase process. Make sure you provide your potential buyers with clickable links. Put yourself in their shoes — you wouldn't want to waste hours trying to find the way to buy something.

02 USE STORYTELLING

Viewers like to establish personal connections with live streamers. Use this to your advantage! Tell them your story and show your uniqueness. It is important that your viewers attach to your brand via emotions. And live streaming is the best tool to do that.

03 FOCUS ON YOUR PRODUCTS

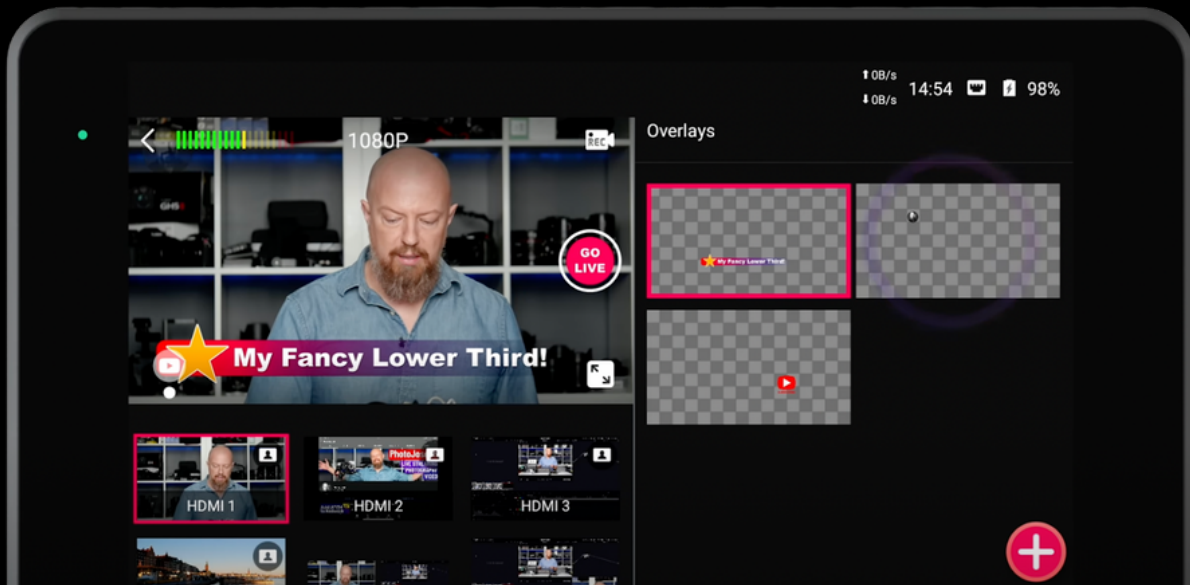
One frequent mistake sellers make is that they focus way too much on the brand and do not show how actually good or useful their products are. Make sure to have samples to be able to show your viewers how to use your products. If you are selling clothes, show your audience how to wear them. If you are selling cosmetics, show different makeup styles on air!

04 COMMUNICATE WITH YOUR AUDIENCE

Don't forget that real-time communication is the very first reason live streaming has become so popular! Try to engage your viewers, answer their questions, and make them feel as if you are there exclusively for them. Invite other guests to your stream and host useful and entertaining discussions with your audience. You can easily do it in Restream Studio!

Overlays & Graphics

If you want to do a live selling, you definitely want to add logos or watermarks on the screen, to promote your brand. And YoloBox Pro allows you to do that.



01 | PNG Logo/ Watermarks

- Overlaying your logo on your stream is step one for “tapping” into the brand-building capabilities of live selling. With YoloBox Pro, adding a logo is a cinch.



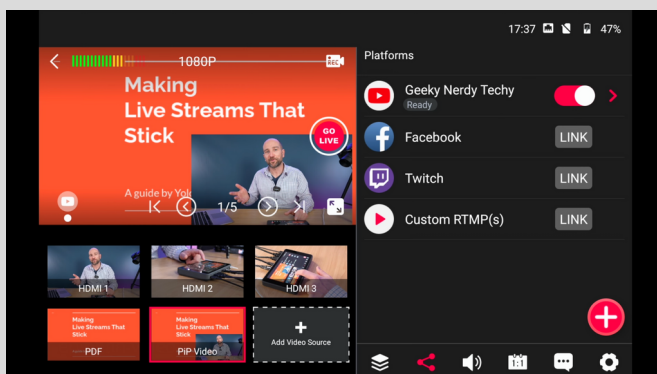
02 | Built-in Lower Thirds

- YoloBox makes live selling easy with build-in Lower thirds. You can customize its' color, size, font, speed of the rolling captions, and more.
- These lower thirds let you showcase what you're selling in one professional, attention-grabbing visual!

Overlays & Graphics

03 | Count Down Timer

- You have the ability to create a customised countdown timer for any duration that you want directly in the device.
- Tap on the countdown timer, we have a couple themes to choose from. You can change whatever the show start text, the font, the colour, and tap on done. Now I have that countdown timer.



04 | PDF& Video From SD card

- Tap on add video source, you can now add additional inputs to this. You can load up to two videos off of SD cards.
- You can add another PDF source, and use a picture in picture feature to create a view of both the presenter & presentation appear on the screen. It's kind of a neat feature you can actually load a pdf onto your sd card, and then play that from the yolo box.

05 | Comment Overlay

- If you want to show the comment up on the screen, tap on the little bookmark icon there and it loads it up on the screen it's actually generating a graphic in real time and loading that to the screen.
- You can change the font, transparency, positioning, scale, etc. A lot of control over where those comments will go.



Chroma Key

One of the very useful functions for Livestream shopping is the chroma key, which means if you have green screen background, you can replace it with a picture or a video.

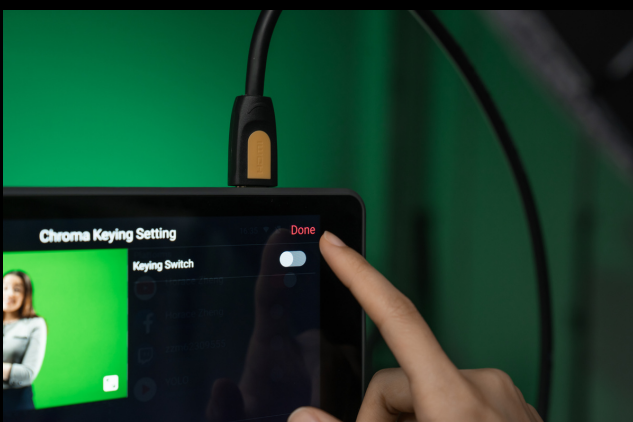
It's very easy to use on YoloBox Pro: tap on the icon, turn on the chroma key, and your green background is now transparent. You can adjust it a little bit, to make sure it is the best keying result. If you need a background, you can simply add a background image. You can also add a video source as your background, using this chroma key function and picture in the picture.



1. Set a Green Screen



3. Choose the background



2. Type on the Key Switch



4. You are all set!

Stream With YoloBox/Pro

GROW YOUR BUSINESS WITH LIVE SELLING.

- Create shoppable live streams with YoloLiv that help you sell more products, engage with your viewers in real-time, and expand your customer base.

Instantly Live Stream to

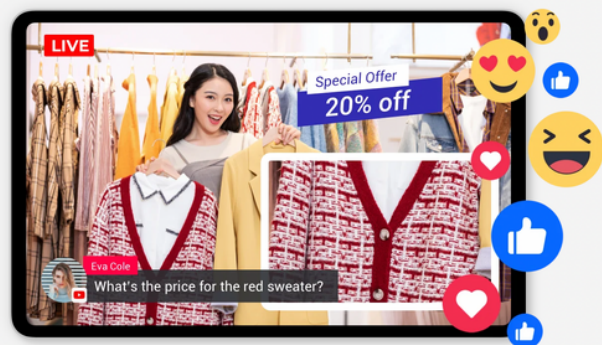


More direct integration to come.

- Give your viewers a beautifully branded shopping experience that makes your livestreams stand out from the competition.



Live selling
without
YoloBox



Live selling
with
YoloBox

BRAND Your Live Selling Streams & Online Sales. YoloLiv helps you create a flawless live shopping experience.

”

Stream With YoloBox/Pro

POWERFUL LIVE SELLING TOOLS, SIMPLE SOLUTION



Captivate your audience with engaging video, and do it with the all-in-one live selling solution, YoloBox/Pro.



ELEVATE YOUR LIVE SELLING

Brand your streams with customizable logos, watermarks, built-in lower thirds, Side-By-Side and Split-View, PiP, and add countdown timers.



RECORD VIDEO CLIPS

Record former livestream clips to SD card to use as product teasers and promos for social media Stories, Shorts, and Reels.



MULTI STREAMING BUILT-IN

Stream to Facebook, YouTube, and any other RTMP(S) websites at the same time to get more views.



SD CARD SOURCES

Enhance the storytelling by one extra source. Add video sources or load PDF from the local SD card.



ENGAGE WITH CUSTOMERS

Feature Comment Overlays to the Stream. Engage with your audience in real time.



CHROMA KEY

Perfect & Simple background replacement solution, add a picture or video backgrounds for your live selling.

Get Viewers

How to promote your live selling event ?

- **Schedule streams during peak viewing time**

Hand regularly goes Live on Amazon to alert followers to deals on affordable fashion, homewear, and athleisure. She's found that 10am, 2pm, evenings, and weekends are the best times for her to go live if she wants to reach the largest audience.

- **Share your streams on social media**

Do you have an Instagram account? Then why haven't you shared your live streams there yet? The thing is, you simply cannot make it through an incredibly tough competition without some social media marketing. Share your live streams on Facebook, YouTube, Twitter, Instagram... In other words, your goal is to make sure your content is exposed as much as possible!

- **Boost your event or create an ad**

If you've created a Facebook event, you can boost it to reach people who don't already follow you. You may get even more page followers or regular customers just from boosting your one-time live selling event!



Get Viewers

How to sell more products?



- **Sell items you actually have used and can honestly talk about**

Hand's social media presence consists almost entirely of her wearing and modelling the clothes she makes available for shoppers to purchase through her Amazon storefront. A follower browsing Hand's Instagram page can shop any of her looks through the link in her Linktree profile, which means when Hand goes on to recommend a piece of clothing in her Amazon Lives, viewers can know it's been tried and tested.

- **Be consistent**

Your audience needs to see you all the time, or they're going to forget about you. If you're not posting like they're not about to come looking for you. They're just going to see another influencer pop up doing what you're doing, and maybe doing it better.

- **Offer exclusive promotions for your live stream**

Hand's Linktree also points users to a number of discount codes they can use on products so they know that shopping through her gets them the best deals. This helps differentiate her from other livestreamers, and incentivizes viewers to tune into her work because they know she has the best deals.

Stream Globally

If you sell products online in 2020, you know that brick-and-mortar closures during the pandemic caused the eCommerce market boom, and rapidly:

More than 2 billion people bought something online in 2020. Global ecommerce sales increased 12.5% between 2018 and 2019. And between 2019 and 2020, that increase more than doubled. The global ecommerce market is nearing \$5 trillion in 2021, and the concentration of that market is moving from the West to the East.

YoloLiv: Solution for Your Global Expansion



- **Livestream from China to the world**

Yololiv uses the global CDN acceleration service, which allows you to stream from China to other countries. Meet your cross-border markets with YoloBox/Pro.

- **Stream directly to major eCommerce platforms**

YoloBox/Pro enables you to multi Stream to Facebook Live, Youtube Live, Amazon Live, and any other destinations with an RTMP link without a stutter.

THE Future

Livestream shopping is the next big thing in retail

The Evolving Retail Industry

Shopping has traditionally been a sensory experience. Sight, touch, sound, smell, and taste all prove useful when evaluating an item for purchase. That's why Costco doles out free samples, and car lots allow buyers to test-drive prospective vehicles.

Now that online has become the predominant place for consumers to research goods and services, retailers are struggling to replicate these material aspects of shopping. It's no secret that buying online yields convenience. But what about engagement? Will a visit to Amazon.com ever be as fun as a trip to Rodeo Drive?

Cue in live commerce. By fusing online retail with live streaming, today's companies are attempting to bring consumers one step closer to the in-person experience.

Types of Live Commerce



Online Marketplaces



Influencer Streaming



Live Auctions

Live Commerce in the USA

Western entrepreneurs have lagged behind when it comes to the fusion of tech and retail that we now call live commerce. But American consumers weren't embracing live commerce with the same level of enthusiasm that's been observed in the APAC region.

And Then, COVID-19 Hit

Live stream shopping is now booming in the U.S. as more people eschew physical stores. Online has become one of the only places for retailers to connect with customers. And even as lockdowns ease, the physical mall will continue to crumble. Soon though, even micro-sellers will leverage in-app purchase capabilities to get in on the action.

THE Future

What's Next for Live Selling

"COVID or no COVID, brick-and-mortar retail was clinging to an outdated model. But this doesn't mean that retailers should abandon every aspect of the in-person experience. "



Virtual Reality in Live Commerce

When live commerce is done correctly, gamification and real-time interactivity help drive consumer interest. Immersive 3D experiences using virtual reality (VR) can also help engage remote users — allowing buyers to study the clothing from every angle and experience the excitement of being in the crowd of a runway show.



Augmented Reality in Live Commerce

Augmented reality (AR) also promises to push live commerce forward. Picture this: After purchasing a new home, you enlist the expert help of an interior designer working at your favorite home furniture store. Within an app, you're able to show the designer the space you're working with. Then, using augmented reality, you can try the representative's suggested furniture on for size. Simply point your camera at the empty space, and let the app overlay an image of the couch, table, or rug you selected.

BEFORE YOU GO LIVE

Check List

☐

1. Decide what platform to stream on

☐

2. Plan properly to prevent poor performance

☐

3. Target your usual demographic

☐

4. Strengthen your eCommerce website

☐

5. Market the live event before it starts

☐

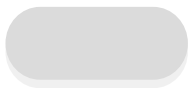
6. Practice at least once before the event start

☐

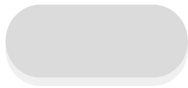
7. Fully charge your devices

WHEN YOU GO LIVE

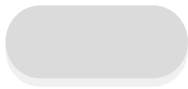
Check List



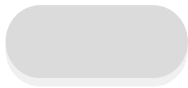
1. Welcome live viewers by name



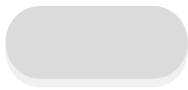
2. Address the replay views



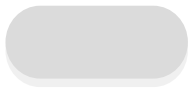
3. Ask for shares and explain how to share



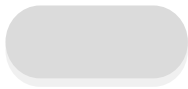
4. Pin a comment



5. Show and describe each pieces



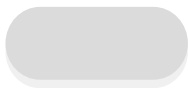
6. BE EXCITED



7. Check your inventory

AFTER YOU GO LIVE

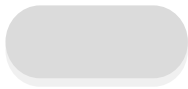
Check List



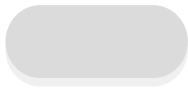
1. Pull and Sort the product



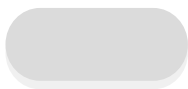
2. Record the orders& Arrange the Shipment



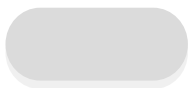
3. Prepare invoices



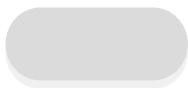
4. Follow-up to unanswered questions



5. Encourage customers to join your VIP group



6. Analyze your data



7. Edit & share event highlights on social media