

JOI A. STOKES

MONETIZE YOUR #LIVESTREAM



An e-guide with tips and pointers
on creating income 'going live' using
a

*Joistik*TM

"Stick to what you do best and
let the Joistik do the rest!"

www.joistik.com

Monetize your #Livestream

Inventor of JoiStik LLC and Owner of
Joi Pearson Photography

JOI A. STOKES

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TO MY HEAVENLY FATHER, I AM WHO I AM
BECAUSE OF YOU AND ALL THE GLORY GOES
TO YOU!

TO MY FATHER AND MY MOTHER, THANK YOU
FOR ALLOWING ME TO WALK INTO MY
TALENTS AND NEVER ONE DIMINSIHING ANY
OF MY DREAMS.

TO MY SON, BRENTON, EVERYDAY YOU MAKE
ME WANT TO BE THE BEST PERSON THAT I
CAN BE!



Photographer, Joi A. Stokes was born and raised in Hampton, Virginia. She developed an interest in taking pictures at a young age from her father, Edward Pearson, who was well known in their hometown for always having a camera in his hand. Upon graduating from Hampton University with a business degree in Marketing, Joi moved to Atlanta, GA where she modeled and worked as a market manager for a promotions company.

In 2007, Stokes discovered her ability and passion to capture memorable events and document peoples personal experiences. She quickly built up a long list of clientele as an event and studio photographer.

She added radio personality to her list of titles with "Michael and Joi in the Morning". Her media experience inspired her to create the JoiStik™, an invention, that allows digital content creators the ability to stream live or record on multiple devices on various social media platforms.

Joi's mission with Photography, JoiStik™, Ken's Joi the Newlywed Podcast, and her other ventures is to open a school within the next 2-5 years, The Pearson Academy that teaches creatives like herself to grow their talent and skills into profitable and enriching businesses.

Follow me @ubringmejoi on IG | Photo by Diversity Stock Images

LIVE-STREAM (VERB)

**LIVE STREAMING (PRESENT
PARTICIPLE)
TRANSMIT OR RECEIVE LIVE VIDEO
AND AUDIO COVERAGE OF (AN
EVENT) OVER THE INTERNET.
(POWERED BY OXFORD
DICTIONARIES)**

So now that we know that, why should we do it?

- 1 IT IS VERY EASY TO DO**
- 2 INCREASE BRAND
AWARENESS AND HAS THE
WIDEST REACH**
- 3 ENGAGE WITH YOUR
FOLLOWING**
- 4 ALLOWS OTHERS TO BE
WHERE YOU ARE AT THE
PRESENT MOMENT**
- 5 TO BUILD TRUST WITH YOUR
AUDIENCE**
- 6 AN IMMEDIATE WAY TO
DELIVER HIGH QUALITY
CONTENT, SHAREABLE**
- 7 MONETIZATION**

Facts on Why You Should Live Stream?

- THE VIDEO STREAMING MARKET IS ESTIMATED TO GROW FROM USD \$30.29 BILLION IN 2016 TO USD \$70.05 BILLION BY 2021.
- 81% OF INTERNET AUDIENCES VIEWED MORE LIVE CONTENT IN 2016 THAN THEY DID IN 2015
- FACEBOOK LIVE VIDEOS ARE WATCHED 3X LONGER THAN REGULAR VIDEOS
- BY 2016 VIDEO AD SPENDING WILL REACH \$5.4 BILLION ACCORDING TO BREAK MEDIA

Facts on Why You Should Live Stream?

- YOUTUBE LIVE WAS THE LARGEST STREAMING PLATFORM IN EARLY 2016, BUT CEDED SOME GROUND TO FACEBOOK AT THE END OF THE YEAR
- 51% OF USERS ON SMARTPHONES STREAMED USER-CREATED SHORT CLIPS 2015, MAKING IT THE TOP TYPE OF STREAMED VIDEO CONTENT
- COMPELLING CONTENT IS THE PRIMARY MOTIVATOR FOR LIVE ONLINE VIEWING
- MILLENNIALS ARE MORE LIKELY TO CONSUME LIVE CONTENT ON A SMARTPHONE (56%) OR TABLET (44%)

Facts on Why You Should Live Stream?

- UP TO 30% OF VIEWERS WHO HAVE WATCHED A LIVE STREAMED EVENT WENT TO THE EVENT THE FOLLOWING YEAR
- LIVE STREAMING PROVIDES A INEXPENSIVE WAY TO SHARE VALUABLE INFORMATION
- ALLOWS PEOPLE AT A DISTANCE THE ABILITY TO STAY WHERE THEY ARE SAVING THE COMPANY AND INDIVIDUALS MONEY AND TIME
- IT WILL CREATE A 'VIRTUAL COMMUNITY' OF LOYAL WATCHERS AND LONG TERM BUSINESS RELATIONSHIPS

WHAT SOCIAL MEDIA PLATFORMS GO LIVE?

- USTREAM - PAID SERVICE
- LIVESTREAM - PAID SERVICE
- FACEBOOK
- PERSICOPE
- YOUTUBE
- INSTAGRAM
- LIVE.ME
- LIVE.LY
- JWPLAYER.COM - PAID SERVICE

LIVE.LY

LIVE.LY



TOP INFLUENCERS & PUBLISHERS



Paul
Zimmer



Mike
Singer



Mackenzie
Ziegler

ABOUT:

live.ly is musical.ly's live streaming platform that enables users to broadcast live and allows users to interact with each other in real-time.

HOW TO ACCESS:

Dedicated live.ly app

HOW TO FIND LIVE VIDEOS:

1. Friends' live videos are shown first
2. Most popular live videos are found after Friends section
3. Videos can be tagged & found under predetermined tags

HOW TO FIND FRIENDS?

In-app user search & links to musical.ly

WHAT HAPPENS AFTER THE LIVE STREAM?

Video disappears permanently from app.

LIVE.ME

LIVE.ME



TOP INFLUENCERS & PUBLISHERS



Roman
Atwood



JSuStudios



Markiplier

ABOUT:

Live.me is a social platform for broadcasting & watching live streaming videos. Users are able to share live video, meet new people online, give & receive gifts, & claim money rewards.

HOW TO ACCESS:

Dedicated Live.me app

HOW TO FIND LIVE VIDEOS:

1. 4 main discovery sections: Follow, Featured, New, & Nearby
2. In-app search via Countries & Regions, Categories (music, dance, sports, gaming, etc.)
3. "Recommended for you" (within in-app search)

HOW TO FIND FRIENDS?

In-app user search

WHAT HAPPENS AFTER THE LIVE STREAM?

Users can enable video replays.
Otherwise, the video disappears.

FACEBOOK LIVE

FACEBOOK LIVE



TOP INFLUENCERS & PUBLISHERS



Logan
Paul



Eh Bee
Family



Lance
Stewart

BuzzFeed, The New York
Times, CNN, Mashable, The
Huffington Post

ABOUT:

Facebook Live enables anyone to live stream "with the camera in [his or her] pocket." Facebook Live features real-time interaction, streaming notifications, and creative tools.

HOW TO ACCESS:

Within Facebook's mobile app or on desktop

HOW TO FIND LIVE VIDEOS:

1. On mobile, go to the video section (icon)
Live streams may or may not surface
2. In Facebook's search bar, type "live" and navigate to "Videos"
3. On desktop, find live videos via Facebook's Live Map (most watched live streams in real-time)

HOW TO FIND FRIENDS?

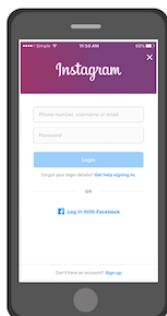
Facebook search

WHAT HAPPENS AFTER THE LIVE STREAM?

Live streams are converted to and searched as regular videos (tagged "was live").

INSTAGRAM LIVE

INSTAGRAM LIVE



TOP INFLUENCERS & PUBLISHERS



King
Bach



Amanda
Cerny



DeStorm
Power

National Geographic,
Vogue, Dior, NFL

ABOUT:

Live video on Instagram Stories allows users to connect with friends and followers in the moment. Live stories are disappearing so users can be comfortable sharing anything at any time.

HOW TO ACCESS:

Within Instagram's app

HOW TO FIND LIVE VIDEOS:

1. "Top Live" videos feed on app's Search page
2. Push notifications when followed account goes live (if enabled in phone settings)
3. In-app notifications when followed account is live (dropdown banner and/or pulsing "Live" Stories label)

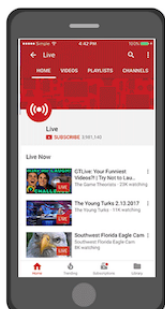
HOW TO FIND FRIENDS?

Instagram friends and/or app's public search

WHAT HAPPENS AFTER THE LIVE STREAM?

Video disappears permanently from app.

YOUTUBE LIVE



TOP INFLUENCERS & PUBLISHERS



ABOUT:

YouTube Live gives users access to live streams, including live gaming, live music, live events, live sports, live news, and Google Hangouts.

HOW TO ACCESS:

Within YouTube app or desktop

HOW TO FIND LIVE VIDEOS:

1. Subscribe to a content creator's site & set notifications for live broadcasts
2. Live videos displayed in "Recommended For You" home page
3. Live videos are searchable on the YouTube Live channel

HOW TO FIND FRIENDS?

Searchable with username

WHAT HAPPENS AFTER THE LIVE STREAM?

Live videos are converted to & searched as regular videos (tagged "streamed X days/months ago").

SOURCES

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STRATEGIES TO MONETIZE

- ACTIVELY INTERACT WITH YOUR VIEWERS SO THEY STICK AROUND LONGER
- SYNDICATING THE LIVE STREAM THAT YOU CREATE TO OTHER BROADCASTERS
- SELLING THE COMPLETED BROADCASTS TO OTHER PUBLISHERS
- WHEN YOU ADD MORE VALUE TO THE EXPERIENCE, YOU CAN CHARGE MORE FOR IT
- LIVE VIEWING IS FREE BUT THE REPLAY WILL COST YOU

STRATEGIES TO MONETIZE

- SPONSORSHIPS FROM OTHER
BUSINESSES
- CHARGING VIEWERS FOR ACCESS TO
LIVE WEBINARS, EVENTS OR PANELS
- ADVERTISING THROUGHOUT THE
STREAM
- DRIVING TRAFFIC TO YOUR EXISTING
WEBSITE AND/OR AFFILIATE OFFER
- PROMOTING YOUR OWN PRODUCTS
- PAID PRODUCT REVIEWS
- PRODUCT PLACEMENT

ACCORDING TO DIGITELL, 30% OF PEOPLE WHO WATCH A LIVE STREAM OF AN EVENT WILL ATTEND THAT SAME EVENT THE FOLLOWING YEAR.

82% of people would rather watch a live stream from a brand they follow than read a social media post.

ON SOCIAL MEDIA, VIDEO RECEIVES 1,200% MORE SHARES THAN BOTH TEXT AND PHOTO POSTS COMBINED.

*78% of Facebook users are
already watching live streaming
on the platform.*

**80% OF PEOPLE WOULD
RATHER WATCH A LIVE STREAM
FROM A BRAND THEY FOLLOW
THAN READ THEIR BLOG.**

*After viewing a live stream done
at an event or concert, as much as
67% of viewers would then
purchase a ticket for a similar
event.*

VIEWERS SPEND WAY MORE TIME WATCHING LIVE STREAMING VERSUS STANDARD VIDEO CONTENT, WITH THE LENGTH OF TIME VARYING BY DEVICE. ON MOBILE DEVICES, PEOPLE SPEND AN AVERAGE OF 2.8 MINUTES WATCHING STANDARD VIDEOS, YET THEY SPEND 5 MINUTES ON LIVE STREAMS. ON TABLETS, STANDARD VIDEOS GET ABOUT 4 MINUTES OF VIEWING TIME, WHILE LIVE STREAMS EARN MORE THAN 7 MINUTES. TOP VIEWERSHIP GOES TO DESKTOP USERS, WITH LIVE STREAMS EARNING AN IMPRESSIVE 34.5 MINUTES OF VIEWING TIME, WITH STANDARD VIDEOS ONLY GETTING 2.6 MINUTES.

82% of people would rather watch a live stream from a brand they follow than read a social media post.

More than half (52%) of digital marketing professionals report that video content offers the best ROI versus all other methods.

The #1 reason people watch live streams is because of the quality of the content, so don't live stream just to live stream—make sure you are still providing your viewers with value.

Congrats & Happy Streaming!

NOW IT'S TIME TO GET TO STREAMING!

WHETHER YOU STREAM SIMPLY FROM YOUR
PHONE, TABLET OR COMPUTER YOU NOW HAVE
THE OPPORTUNITY TO CREATE AN INCOME DOING
IT. DON'T OVERTHINK IT, JUST DO IT!

AND IF YOU ARE BRAVE ENOUGH TO STREAM
FROM MULTIPLE DEVICES, CHECK OUT

WWW.JOISTIK.COM

AN ESSENTIAL TOOL FOR EVERY TYPE OF DIGITAL
CONTENT CREATOR. IT HOLDS 2 OR MORE
MOBILE PHONES OR TABLETS – ALLOWING USERS
TO STREAM AND RECORD HANDS-FREE ON
MULTIPLE APPS SIMULTANEOUSLY. IT'S
LIGHTWEIGHT AND PORTABLE, SO YOUR JOISTIK
CAN GO ANYWHERE TO CAPTURE STABLE
PROFESSIONAL-LOOKING FOOTAGE FROM ALL
ANGLES.

