

4 Ways To LEVERAGE Facebook Live Videos

Compared to regular videos, Facebook Live Videos are **watched 3 times longer** & are commented on **10 times more**.



1. Reveal an insider strategy

Brand yourself using topics like **motivation**, what drives you to succeed and **tips** on how you plan a successful business day.



3. Provide a sneak peek

Highlight a new home for sale by posting a walk-through of the house **before** it hits the market. Feature community "hot spots" to offer a clearer picture of what a neighborhood is really like.



2. Announce a contest winner

Give your audience the opportunity to learn, in real-time, straight from you, who the big winner is.

Pro Tip: Leveraging pre- and post-event marketing via other media channels will help you gain the most significant results.

4. Host live chat sessions

Host **live chat** sessions or monthly **Q&As** with your audience to create a bond that strengthens your business relationships.



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