Text

Description automatically generated

Contents

[Introduction 3](#_Toc75780790)

[Why Bother Creating Live Demos? 4](#_Toc75780791)

[Which Products and Services Work Best for Live Demos? 6](#_Toc75780792)

[Which Software and Platforms Should You Use? 8](#_Toc75780793)

[Broadcasting Software 10](#_Toc75780794)

[How to Plan Your Demos Successfully 11](#_Toc75780795)

[Steps to Making a Live Demo 14](#_Toc75780796)

[Common Live Demo Mistakes to Avoid 17](#_Toc75780797)

[Top Marketing Tips 19](#_Toc75780798)

[To Sum Up 21](#_Toc75780799)

# Introduction

Live demos or demonstration videos are as simple as they sound but can be complicated to master. They are live demonstrations of a product or service you or a company provides. It provides an opportunity to showcase exactly how a product or service works, or can solve a problem for someone else.

Live demos can easily be the reason why some companies are beyond successful and others are not. Remember, the primary purpose of hosting live product demonstrations is to close a sale and, in turn, generate more revenue for the company or you.

A live demo funnel can help to achieve more qualified sales and leads. This is because you are showing the potential customer more than just words. People love to see proof and feel more comfortable purchasing if they see it. Just like the common phrase goes, "seeing is believing," and live demos do just that.

# Why Bother Creating Live Demos?

Even if the product may seem straightforward to you, it is always a good idea to create live demos that properly showcase and demonstrate your product or service. A correctly done live demo is informative, educational, and also memorable. While live events may seem like a lot of work, these events provide loads of benefits.

These benefits include:

* **Increased Audience Relationships –** Live demos give you a chance to engage with your audience in a way that other content can't accomplish. It's your chance to demonstrate why your product is the best and can help solve a problem your audience may be having. You get to engage and educate your audience at the same time by answering any questions they may have and by showing them how to use the product correctly.
* **Increased Sales –** Successful live demos generate more sales. This is because live demos provide the opportunity to show possible customers exactly why they need your product. If you can successfully show people how your product solves their problem, you will generate more sales. You can't expect people to know your product can help without showing them first.
* **Increased Product Reliability, Proof, and Trust –** Live demos show your audience that your product works and performs the way you promised it would. Having someone else demonstrate the product goes even further to gain their trust. If anyone can use your product as you say they can, people will believe you. That's because any business can easily claim it is the best product or service, but real physical and tangible proof is what people need to make the sale.
* **Enhanced Marketing Material –** Visual content is what everybody craves these days, and recording your live product demos is yet another great way to share and market your products. They can be repurposed into YouTube videos or even Facebook Ads. They also provide an excellent resource for your sales team to share with potential customers over and over again without having to rely solely on verbal communication. Again, customers love seeing the proof and live demos is precisely how you achieve this.

As you can see, live demos generate benefits that can't be ignored or overlooked. The more you can engage, educate, and increase trust within your audience, the more successful you will be. With these benefits, any company that chooses not to do live demos must have even better reasons or are missing the mark.

# Which Products and Services Work Best for Live Demos?

Live demos can work for just about any product or service-based company. Even restaurants, consulting firms, brick-n-mortar stores, and more can benefit from adding live demonstration videos to their marketing plan.

This is because people love visual content and seeing products or services in action before they buy them. They want to see that what you are telling them is true. Even better, they want to see other people with the same problem use it and see how it benefits them. The only way live demonstrations wouldn't benefit your company is if your audience rarely uses the internet or technology.

Consulting firms can benefit by going live on a social media platform to explain how they solve typical customers' problems or how their customers are currently benefiting from their services.

However, if customers are typically older or dislike using technology, it is unlikely to benefit you. In other words, like everything you need to do, success with live events has more to do with your audience than your product or service itself.

While any company can benefit from live demos, the following types work best:

* **E-Commerce –** E-commerce businesses don't have the same "drive by traffic" opportunities that brick-n-mortar companies can rely on. E-commerce companies are parked on the internet and require a search engine and specific keywords to find their business or products. Live demos showcasing and educating people on their products is a great way to get their business known and shown worldwide.
* **Software –** Software companies cannot rely on or be successful without live demos these days. Most software companies also offer free trial offers so customers can get a hands-on approach. The majority of software applications are too tricky to explain and sample using words, and many would get bored or get confused before they finished reading it.
* **Professional Services –** Professional service providers includes speakers, consultants, and network and affiliate marketing services. While these companies don't have tangible or physical products to demonstrate, live demos can still be used. Live demos can showcase how their services help solve the potential customer’s problem or how they can sign up for their program. Live demos provide an opportunity to communicate and engage and show how well your company or organization can work with them.

Without live demos, these companies wouldn't reach their potential customers in the most effective way. This is why most e-commerce and software-based companies host live demos. They would never skip an opportunity to educate, engage, and influence their audience; their success depends on it.

# Which Software and Platforms Should You Use?

There is a variety of different software and platforms to choose from. The best one to use comes down to your current following, how your company’s niche or product functions, and the goals you want to achieve after the demo is over.

Social media platforms can reach more people but are not always the most effective at converting to live sales. The popular social media platforms many choose from include:

* YouTube Live
* Facebook Live
* Instagram Live
* Twitter Live

Each of these platforms is free to use and a great way to market, advertise, and engage with your customers. Keep in mind that specific platforms have different requirements to get started.

For example, YouTube requires you to have 1,000 subscribers to go live on mobile devices. This is why Facebook or Instagram is a better idea for beginners. There are hashtags and easier ways to advertise to grow your audience faster.

Another option is to use webinar software. Webinar software provides more functionally and is better suited for SaaS and other similar products and companies. Hosting live demos as a webinar is seen as more professional and converts to more live sales.

This is because it is a more intimate and personal environment. Those who attend the webinar likely signed up specifically to learn more about the product or company. They didn't scroll through a social media page and happen to see a company hosting a live demonstration of their product.

At the end of each webinar presentation, it is easier to ask questions or switch over to one-on-one meetings effortlessly. This alone will translate to more sales because the customer feels well taken care of. You also can't miss any of their questions with a live chat feed through social media platforms or Twitch.tv.

Popular Webinar Software includes:

* [**Zoom**](https://zoom.us/) **–** This is by far the number one webinar software at the moment. Zoom provides the ability to screen share, have virtual backgrounds, and record meetings. This means you only need one program to see who is talking, listening, and seeing the product being demonstrated simultaneously; it's all done in Zoom. Zoom offers free unlimited one-to-one meetings, and can host up to 100 participants with forty-minute presentation times.
* [**Livestorm**](https://livestorm.co/use-cases/product-demo-webinar-software/) **–** This software is specifically designed for companies that need webinar services to make live demonstrations. With Livestorm, you can host the same webinar at different times with one landing page, host instant meetings to potential clients, or schedule future meetings with a simple click. This software can be integrated with YouTube, Twitch, and other live streaming platforms. You can start for free with up to ten attendees.

# Broadcasting Software

Some platforms like YouTube and Twitch require broadcasting software. This is what allows you to stream your content live to viewers. [Streamlabs OBS](https://streamlabs.com/streamlabs-obs) is by far the most popular and useful broadcasting software to date. It can be used on Twitch, YouTube, and Facebook. Broadcasting software includes numerous different ways to showcase and make your presentation more attractive and compelling. These functions include screen sharing, controlled recording and playbacks, and fun visual overlays.

**Equipment You Cannot Do Without If You Want to Be Successful**

While you don't need all the fancy equipment and software required to make a big production movie, there are certain things you can't do without.

* **Camera or Webcam –** To have a successful presentation, you must have a camera or webcam to showcase your product and presenter. Make sure the quality is clear and shows your product accurately.
* **Proper Lighting –** Find natural or white lights and make sure there is plenty of it. Proper lighting looks professional and is crucial if you need to show off your products. Ring lights or softbox lighting kits are excellent choices for small room productions.
* **Professional Microphone –** Invest in a professional microphone so your audience can hear you. For example, [Blue Yeti](https://www.bluemic.com/en-us/products/yeti/) is the number one and most recommended professional microphone. The simple upgrading of your mic can improve the quality of your demonstration significantly.
* **Personal Computer or Laptop –** This is required to run your broadcasting software and go live. You don't need a fancy set-up, however; you can get away with just a cell phone.

These items are crucial for a successful presentation. Without proper lighting, audio, and visuals, people won't want to stay around. This is all it takes to look professional and have people take you more seriously. Many of these items can be purchased at affordable costs and still work great.

# How to Plan Your Demos Successfully

Even live productions need a plan of action. A plan ensures you get all the crucial details across to your audience effectively to achieve your goals.

The following important information details the things you need to keep in mind when planning your live demos:

**Determine Who**

Who are you giving this demonstration to? Make sure you understand them and their problems completely. This will help determine what key bits of information you want to share and showcase within your live demo.

**Determine Your Goals**

What is the goal of the live demo? Do you need more sales, or are you just trying to provide education for your audience? The best way to get this clear in your mind is to think of the next steps you want your audience to take. When the presentation is over, what do you hope the viewers will do? Write these down, so when you start creating your outline and script, you are sure your goals will be accomplished.

**Determine When**

Schedule or make a note of a time that best works for your audience. Since you know who they are, you should have a good idea of what the best time is to go live. For example, if your products help those who tend to be night owls, it is probably not a good idea to host early morning live demos. If you conduct live demos with a specific client, reach out to them and be sure the time works with their schedule.

**Determine Where**

What platform do you plan on using? Do you plan on live streaming on a social media platform or hosting a webinar? This, again, will be determined by the type of audience you will be talking to. If they are younger, it is likely better to engage with them on a popular social media platform like Instagram or Facebook.

It is also essential to determine where you will be demonstrating the product – at your house, a busy location, or office building, for example. Make sure it is set up and ideal for the situation and product demonstration.

Your location can negatively affect the way your product or service looks or works if it doesn't make sense. Ensure there is proper lighting, good internet connection, not loud or high traffic areas, and so forth. The goal is to make sure it is pleasing to watch, understandable, and enjoyable to your audience.

**Determine How and Develop an Outline**

How do you want to demonstrate the product? What key features and benefits do you want to highlight that solve your customers' problem? Do you want to tell a story or develop a beautiful cinematic to go along with your presentation? Do you want to include customer testimonials, live customer tryouts, and a Q&A session? Develop an outline that answers these questions and ensure your goals for the live demo are accomplished.

**Write a Script**

Just because it is live doesn't mean you can't plan what you want to say. A script is beneficial to ensure you provide the information your audience needs. It also helps set the tone and pace of the presentation.

Include a compelling introduction, state the problem your audience is having, and then explain the features and benefits your product or service has that solves this problem. Also include what you need to say during the live demo, how you plan to answer any possible questions, and the call to action.

**Purchase Equipment and Software**

Don't skimp on the right equipment and software needed for the job. As mentioned earlier, cameras, professional microphones, and good lighting are all essential equipment for a successful live demonstration.

**Develop a Marketing Plan**

How are you going to let your audience know about your live demo, and what do you plan on doing after it has been completed? Custom landing pages, email marketing, and social media posts to forewarn your audience are a few great ideas. Spend time working on your call to action so that it's developed, because this will ensure success.

**Practice and Test**

Before you go live, be sure to practice and test your script, equipment, software, and demo first. This way, you ensure that things go more smoothly when live. Don't expect to understand new software or platforms the day of. It can look unprofessional and make viewers leave if the first part of your demonstration is you struggling with the technology.

Before you go live, use this as a checklist to be sure you have everything you need to be successful. Never go live without knowing your stuff or planning beforehand. The goal of a successful live demo is to get people more familiar with your products. This means you need to have a presentation that keeps people around.

# Steps to Making a Live Demo

When you develop the steps you need to complete, be sure to match everything up to your type of business. Customize your steps to fit your business and your goals.

When you create your next live video, follow these six simple steps:

**Step 1: Create a Captivating Introduction**

Let your viewers know right up front who you are and what you plan on showing them or teaching them. Make it a quick introduction and let them know what your goals are and who you intend this product or service to be for.

Experts say the best way to captivate an audience is by telling them a story. Start by letting them know why you wanted to create this product or service in the first place by guiding them along with a story that begins with a problem and then ends with your product solving it. Then move into the live demonstration while again showcasing the problem you are solving and how.

**Step 2: Explain the Problem**

People buy products or services to solve a problem. Problems vary by person and can be as simple as providing entertainment to more important things like providing financial education services.

Be very specific. It's crucial to outline and example the problem you intend on fixing, which is usually why the product or service was created in the first place. Even more, you can show the consequences of what not solving the problem could lead to – yet again providing more motivation to continue watching and possibly purchase your product.

**Step 3: Show How Your Product or Service Solves the Problem**

Now it’s time to show your audience how your product or service can solve the problem by using the live demo. Only showcase the critical details that outline how the product solves their problem or provides value somehow.

No one wants to see the product being first set up if it's software, for example. They want to see how it helps them. Showcase the benefits during the live demo and how each benefit can solve the problem you outlined clearly in the beginning. Don't just showcase features or facts about the product that has nothing to do with the problem, or you will lose interest fast.

**Step 4: Include Customer Testimonials and Guest Interviews**

Add an exciting point of view to your presentation with guest interviews and customer testimonials. Customer testimonials build the audience’s trust. Your audience isn't going to just take your word for it. They want to see proof, and the best proof is through people who have already used and purchase the product. Find the best testimonials and include them at the end of your presentation to further influence your audience.

**Step 5: Ask and Answer Questions**

Take a moment to ask your audience if they have any questions. If possible, answer them by physically showing them. Don't move away from demonstrating the product. Q and A sessions can effectively build trust with your audience and help you gain credibility and authority.

Not only that, it's also a great way to know exactly what your audience wants or needs. You may think you did well when describing a particular feature, but a question can easily let you know where you need to improve. If you see a common question come up, then you know what content you may need to add or improve on later

.

**Step 6: End with a Call to Action**

It is crucial to leave your audience with a call to action. It is an essential marketing tool that encourages your viewers to take action. Design a call to action that will solve your objective for the live demo.

Want more sales? Provide a link and tell your viewers to purchase the product. Want them to sign up for your list? Tell them to sign up for your list, and why. Give them good reasons. Want to earn more followers on your social media page? Tell your viewers to follow the page, so they don't miss out.

Don't leave the audience without asking them to do something and make sure it is as simple as possible. Calls to action provide motivation and know-how for customers to continue.

Giveaways, discounts, free products, asking for questions or feedback, liking or subscribing, or telling them to click on a link to purchase your products or visit your website are all practical call-to-action ideas to implement.

When it comes to live events, you don't want to miss out on all the opportunities you can gain from your live presentation by just winging it. Plan what you want to say and follow these tips to ensure you achieve your goals. Live demonstrations are supposed to benefit the customer and you in some way – otherwise there is no point in doing them.

# Common Live Demo Mistakes to Avoid

All unsuccessful live demos have something in common. Thankfully, these commonalities can be avoided and be used to teach a valuable lesson on what makes a live demo successful.

Be sure to avoid these common mistakes the next to you go live:

**Not Being Prepared Enough**

Bad presentations often include presenters that don't even know the product or who they are talking to. Before you go live, always make sure you understand your product. If you don't, how can you expect others to purchase it and use it too? This can be avoided by developing and writing a script and making a detailed plan each and every time before you go live.

**Focusing on Features Instead of Solutions**

While the features of your product are important, this is not the main objective of live demos. The main objective of your product is the problem it solves or the value it provides your audience. Don't use your live demo as a sort of tutorial on how to use the product. Your audience will get bored and likely leave because they don't understand why you are showing them this in is the first place.

**Not Understanding Their Audience Well Enough**

Presenting a great product to the wrong audience is a waste of time and won't lead to the conversions you need to be successful. This is why understanding your target audience is key. Don't spend a lot of time presenting to an audience that won't benefit you somehow. If they're not your people, it won't work. Nor do you want to grow an audience only to find out you didn't clearly understand their problem. All great businesses start with their customers in mind first and develop products around them.

**Bad Lighting and/or Audio**

If your audience can't hear what you are saying or see your product clearly enough, they likely won't stay around for long. Bad lighting and set-up will lead to frustration and confusion, and will cause your audience to develop a poor impression of your company.

This is why proper audio, lighting, and camera equipment are essential and are items you can't do without. Be sure you have these bare minimum items before you get started and test the quality of each before you go live.

**Too Long and Tedious**

Long and over-the-top presentations don't perform well. Include visuals, interviews, and more, but make sure it is short and straightforward. Humans have short attention spans. The typical attention span is about twenty minutes long – if you're doing what you can to keep their interest. You can make a powerful presentation within that time.

Also, keep in mind how much work you expect the audience to do. While you want them to be engaged, don't make the work lengthy or complicated. They won't want to do it and you will only get ignored. Make it simple, straightforward, and as effortless as possible.

**No Call to Action or Follow-Up**

Easy but all too commonly overlooked tasks include call to actions and follow-up emails. These are simple tasks that must always be done and are proven to increase your chances of success. When you want website visitors, you need to ask your viewers to come to it and also provide them the link to do so. If you want them to purchase your product, you need to let them know and show them how to get it.

Make sure that whatever call to action you use is simple and easy to do. Then after the presentation is done, take the time to send a follow-up email. You will be surprised how effective and easy a simple email can be. Some customers just need a little reminder and push to get going.

Avoid these common mistakes to ensure you have a successful presentation. You can't expect results if you don't take the time to plan, understand your audience, or other necessary work to get there. Simply avoiding these mistakes will put you one step ahead of the competition.

# Top Marketing Tips

To fully benefit from live demos, you need to have viewers. As you are well aware, the point of live demos is to help your audience. You know your product solves their problem or provides value in some way, but you need to let them know. If you don't have an audience to do that, you won't be effective. You need to develop a separate marketing strategy to get the word out and promote your live demos effectively.

Here are a few marketing tips to get started:

**Pay for Advertising**

Use the revenue to announces that you are hosting a live demo of your product. Don't just advertise your products or business and expect people to come. You also need to advertise your presentation just like you would your other products. Utilized retargeted and pay-per-click advertising on social media platforms.

Design an ad that attracts people to sign up for reminders and information about when the event is starting. Be sure the ad lets the user know how to get reminders, what the presentation is about, how it benefits them, and what time it starts. Let them know it won't cost them anything, and that the live demonstration is there to prove it’s worth their time.

**Start a Facebook Event**

Create an event on Facebook, letting your followers know about the live demo. This is an excellent strategy because you can physically invite people yourself. They will see the notification and click on it if they are interested. This gives you a great and free way to advertise more directly to your audience.

**Create Freebies for Emails**

Designed a new, yet free product in exchange for their email address. This can be an eBook, a worksheet, or discounts and a free trial. Then you can use email marketing for advertising your live events. Be sure that your freebie attracts the right type of audience. You want it to solve a similar problem so that your live demonstration makes sense to them and leads to proper conversions.

**Collaborations and Influencers**

If you start from zero and don't have many followers on social media, then it is a good idea to find someone to collaborate with. Find someone in the industry that has an audience that could benefit from your products. Be interviewed on a podcast or guest write a blog post. You can also promote your demo through influencers. If they like your product, there is no reason why they couldn't let their followers know about your event either.

If you think about it, marketing your demonstrations is no different than marketing other products your services. The point is to let your viewers know the solution is there, and the best way to get the word out is by utilizing social media marketing, email marketing, and paid advertising.

# To Sum Up

Any business can utilize live demos to meet their goals. Live video is an excellent way to educate your audience while connecting with them at the same time. If you own software, a product, or a service-based company, you should be utilizing live demonstrations to reach your customers and increase your company's revenue and other goals.

Now that you know just how powerful live demos can be, use these tips and tricks to make sure you host a successful live demo. Remember, a successful presentation focuses on the audience's pain points and how the product can solve them. When you focus on your customers and what they need during your demos, you will be very successful with live demos.