

So You Want To Make a Webcast

You're good. In fact, you're so good at what you do that you're ready to share some of the secrets of your success with the rest of the world. One way to do that is through a webcast.

A webcast is simple in concept: it's a video that is streamed live online and also recorded for viewing later. It's like a live broadcast on TV, but distributed via the internet rather than the airwaves. It uses a video streaming platform, so your audience doesn't need any special technology to watch it – any modern web browser should work. Most live webcasts also include the option for viewers to interact with you during the webcast.

Before the camera rolls, there are a few things you should consider:

- **What is your goal?**

Take a moment to think about why you're doing this. Are you hoping for more social media exposure? A new way to get more traffic to your website? Or, do you just want people to watch it and learn from your wisdom? Whatever your reasoning is, set a measurable, achievable goal for yourself and check in periodically to see how you're doing.

- **Who is your audience?**

Decide early on who will be most likely to listen to and benefit from what you'll be sharing. Some options are people running businesses new to the promo apparel industry, industry veterans looking for a fresh approach or customers with questions about how their orders are fulfilled.

- **What are you going to talk about?**

This goes hand in hand with who you're talking to. Think about questions you get asked often or techniques you've had to describe on multiple occasions. If you have the means, [conduct a survey](#) to find out what people want to watch – the most popular responses can become your first few topics.



• Which platform should you use?

This is how your audience will be watching you – make sure you choose a platform that offers the compatibility, integration and interactivity features you need to reach your customers where they are. A few of the many options available are:

- [Brandlive](#) (This is what SanMar uses)
- [Facebook Live](#)
- [GlobalMeet](#)
- [GoToMeeting](#)
- [Onstream Media](#)

Pro Tip: When evaluating streaming platforms, focus on those supporting [HTML5 standards](#). Services that use Flash technology are slowly but surely becoming obsolete in modern web browsers.

• How will you promote it?

To get people to watch your webcast, you have to let them know about it first. You can promote it via your social media or through email campaigns. Let your customers know about it by including a printed piece with their shipments. Go to tradeshows and tell your peers what you're going to be talking about. However you choose to promote it, make sure you convey the excitement you have for your new endeavor in how you talk about it!

There's plenty more to think about – are you going to be on camera or do you need to hire talent? Will you get professional camera, lighting and audio equipment or simply use your phone? Who's going to be behind the camera, who can help you write a script...or do you even need a script?

(*Spoiler alert: You always need a script!*)

Answering the first few basic questions early will help you answer the more detailed ones as you get closer to making your vision into a reality. And when you do go live for the first time, keep one more thing in mind — you love what you do, and you're having a blast doing it.

Are there webcasts that have inspired you in your business, or even made you want to make one yourself? Share some of your favorites and keep the conversation going on Facebook, LinkedIn, Twitter and Instagram.