

MEERKAT VS. PERISCOPE



The Marketer's Guide to Live Video Streaming

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INTRODUCTION: WHAT IS LIVE VIDEO STREAMING, AND WHY DOES IT MATTER?



Streamed videos are pieces of content sent over the internet in a compressed form, which are then displayed by the viewer in real time. With live video streaming, a user does not have to wait in order for it to play, whether that's waiting to download the video file, or waiting for another user to upload the video file. Instead, the live streamed media is sent in a continuous wave of data, which is played as soon as it happens.

A note about live video streaming, from HubSpot's Social Media Manager:

“Whenever a new social media network pops up on the scene, there’s a bit of a feeding frenzy. But don’t be put off by the trendiness! Being an early adopter of a social network that catches on gives your brand a huge leg up later on, which is especially important considering how competitive the world of online content is becoming. Do yourself a favor and jump right in!

As for Periscope itself, we really think this is a medium that has staying power. It’s personal and human in a way that can’t quite be duplicated by other social media networks. There’s something really cool about feeling like you’re in someone else’s living room. The Periscope founders have called it ‘the closest thing to teleportation,’ and I just love that analogy. Live streaming video gives the user a chance to be somewhere, anywhere, and it gives brands a chance to be human and relatable.

We’re definitely still in the experimental stage of this with HubSpot. A few days after it hit the App Store, we had a big brainstorming session to think of all the ways we could use Periscope -- both things we’d seen, because we want to learn the norms, and things we hadn’t seen, because we want to be innovators. We especially think it’s a great opportunity to give a “behind the scenes” look at [our blog](#), [our podcast](#), and [our Inbound Certification](#). One of the best times of the year to work at HubSpot is during [INBOUND](#), our annual sales and marketing conference. We’re always completely blown away by the amazing customers and partners that we get to work with, so if we can recreate that experience and have more one-on-one interactions all year long, well, we’re all about that.”



Robyn Showers | [@robyn_says](#)
Social Media Manager, HubSpot

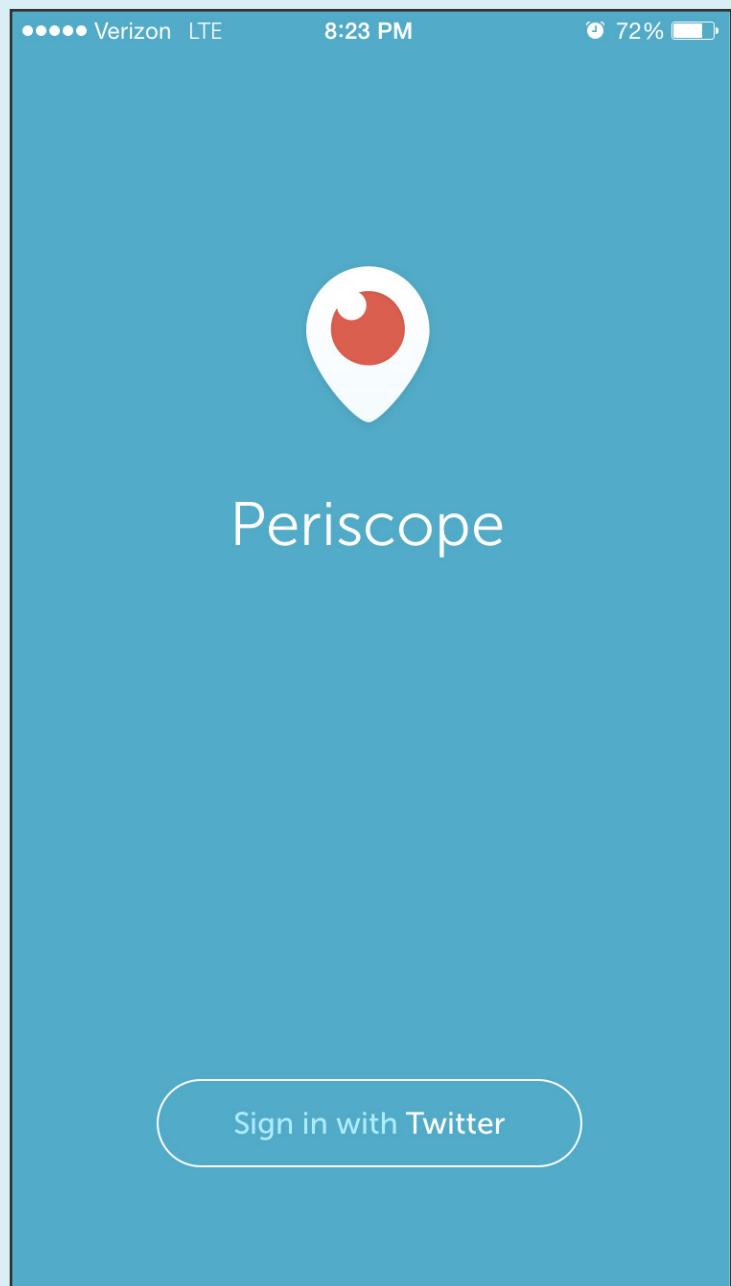
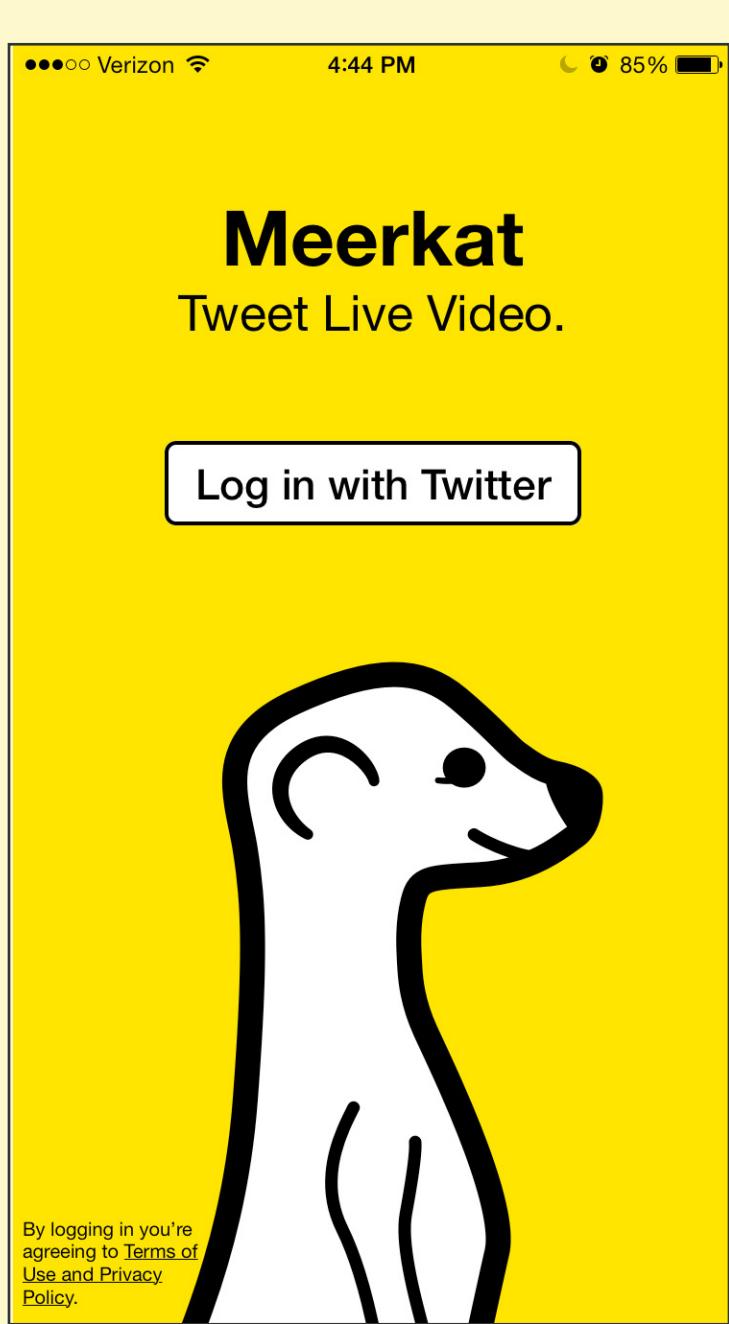
CHAPTER 1:

HOW TO SET UP AND USE YOUR MEERKAT & PERISCOPE ACCOUNTS



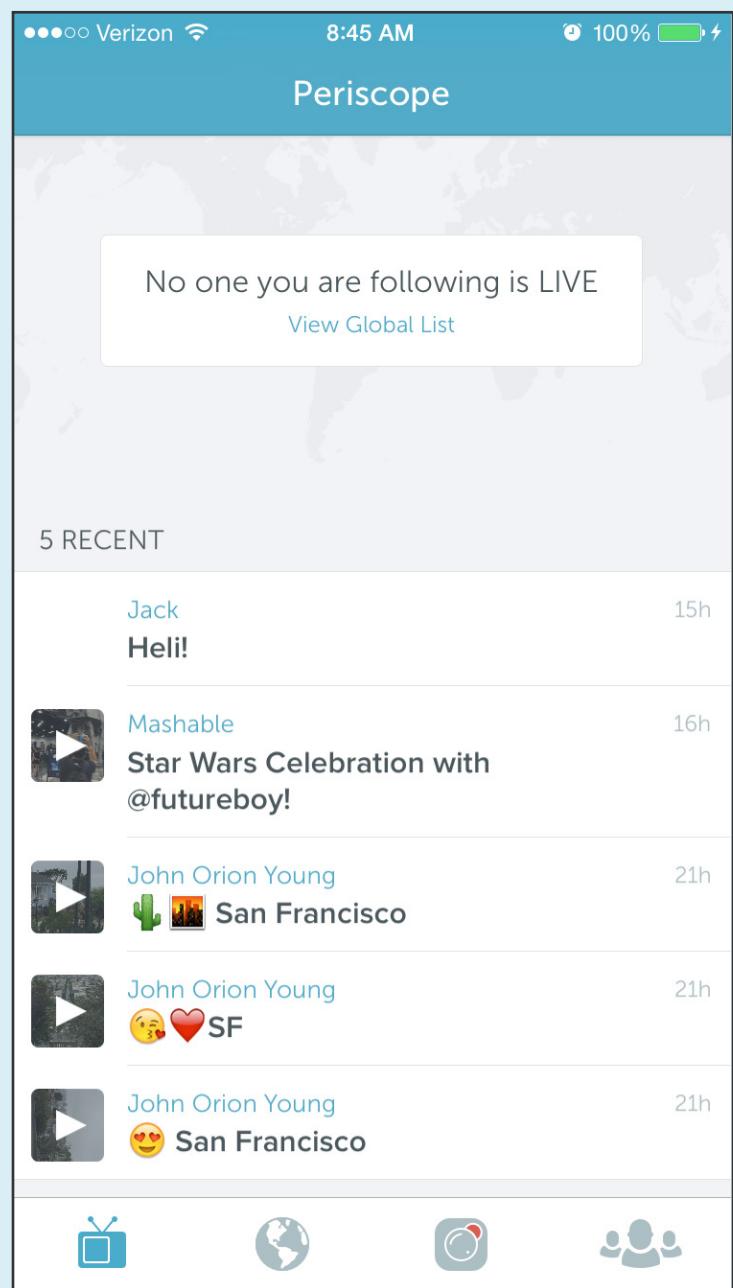
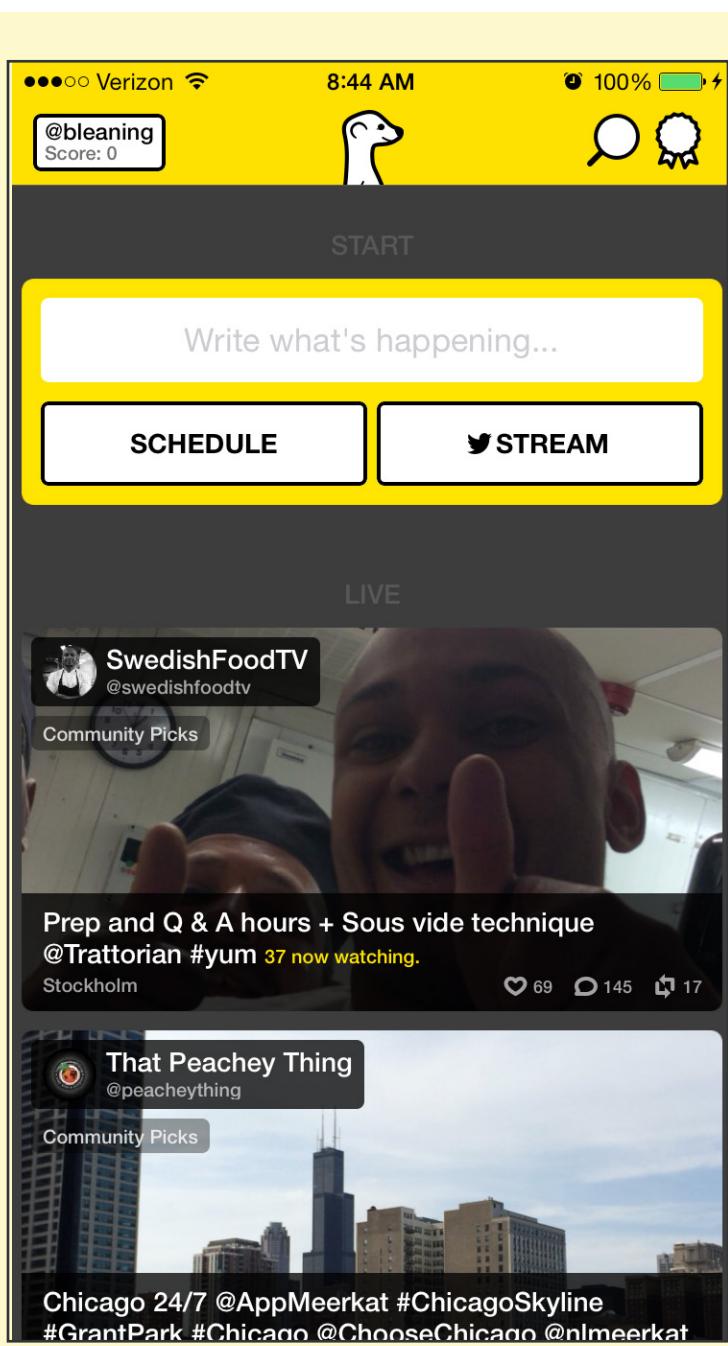
Let's go over some of the key areas for successfully setting up and using your Meerkat and Periscope accounts. For this section, we'll split the page in half so you can see side-by-side screenshots of how you'd set up Meerkat vs. Periscope. Ready to get started?

Here's what each app looks like when you open it:



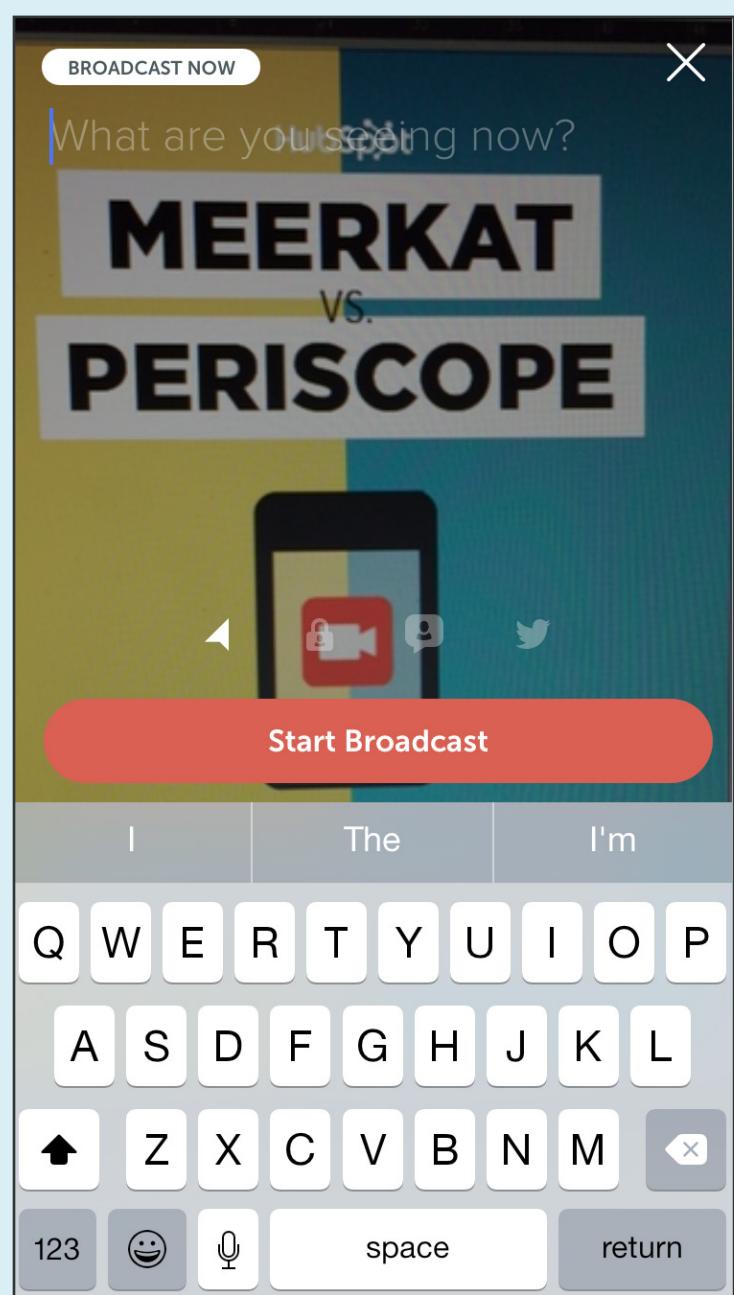
When you open each app, you'll be prompted to sign in with Twitter. This is a required step in Meerkat and Periscope's signup process, because this is how you find followers and share your broadcasts with the world. Both apps will walk you through the process step-by-step. You'll see prompts such as, "Enable microphone," or "Enable location services." You should accept all prompts to enable access to specific parts of your phone -- if you decline, your audience will miss important parts of your broadcast.

Here's what each app's home screen looks like:



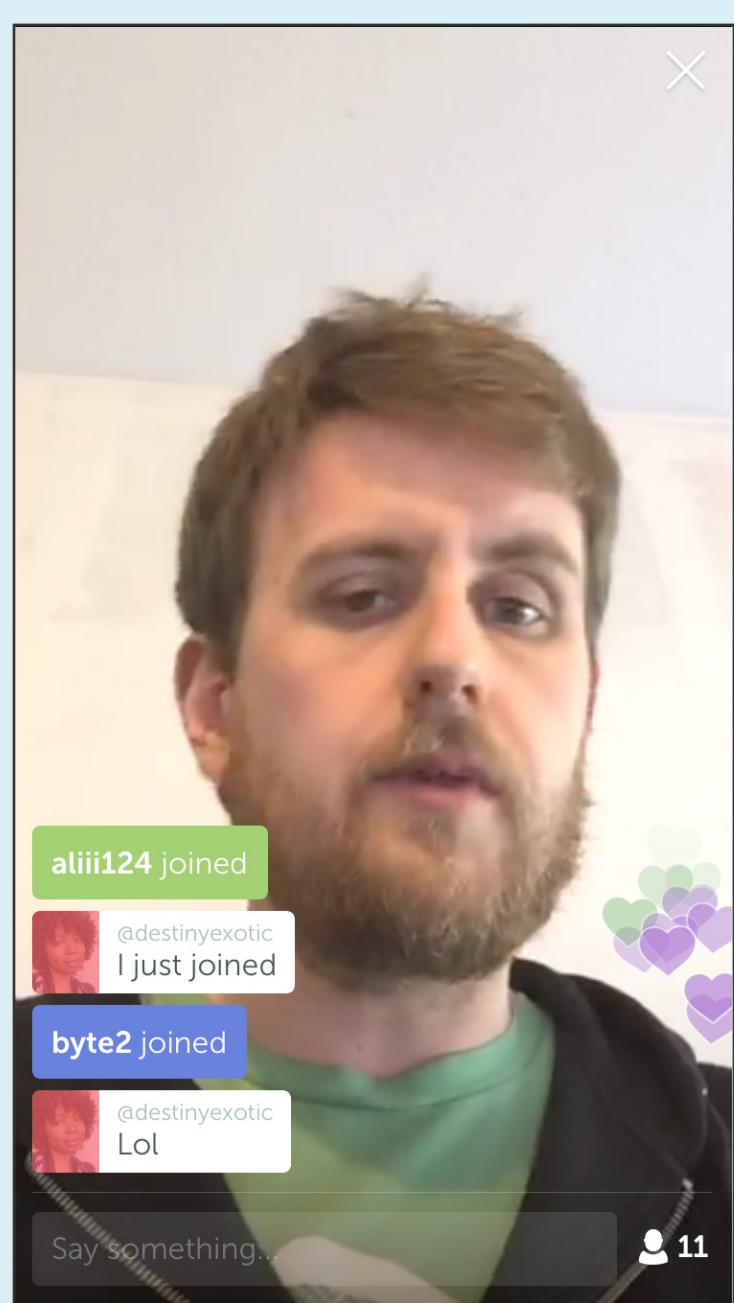
Ready to start live streaming? In Meerkat, you need to give your broadcast a title (in the white box) before you start streaming. You can then decide if you want to start your live stream immediately or if you'd prefer to schedule your stream for a later time. Scheduling your stream will simply send a push notification to your phone at a time that is more convenient for you. In Periscope, you only have the option to broadcast live. To start broadcasting, click the camera icon on the bottom of the app. Here, you'll be able to write in your title and customize your audience. The broadcast does not start until you click the red "Start Broadcast" button.

Here's what each app looks like when you start live streaming:



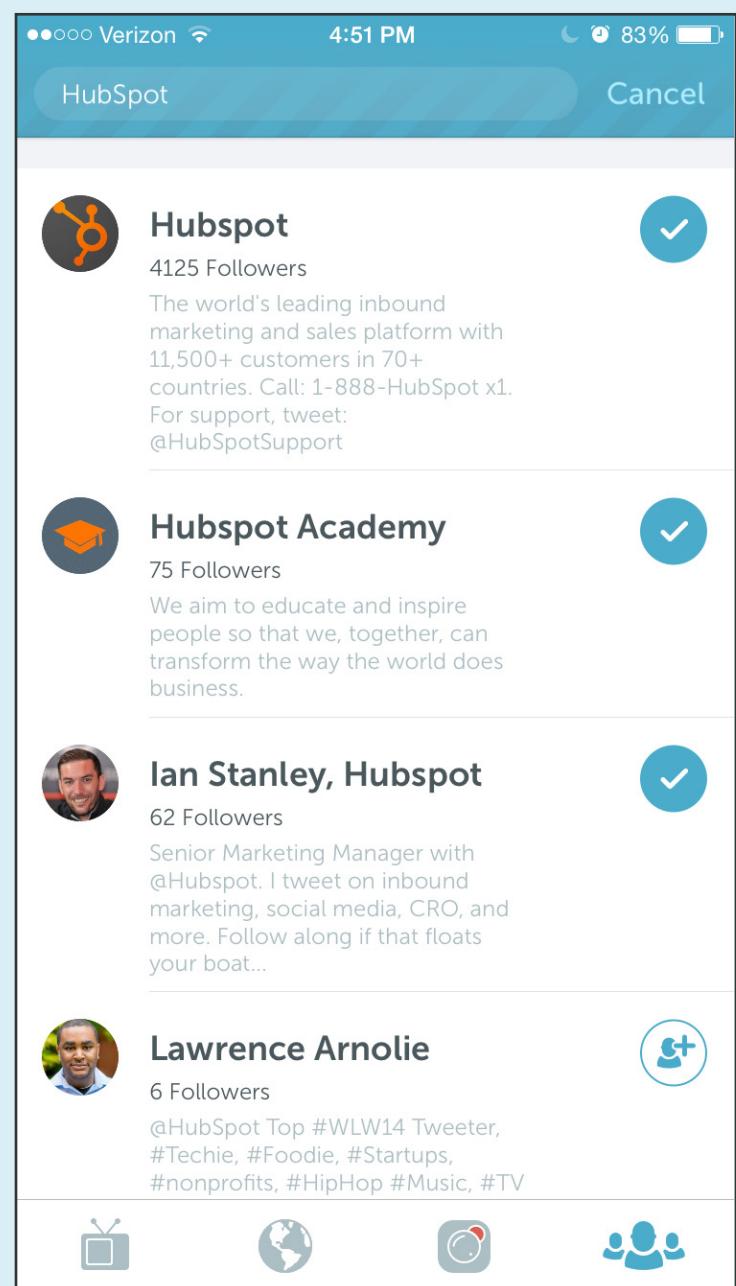
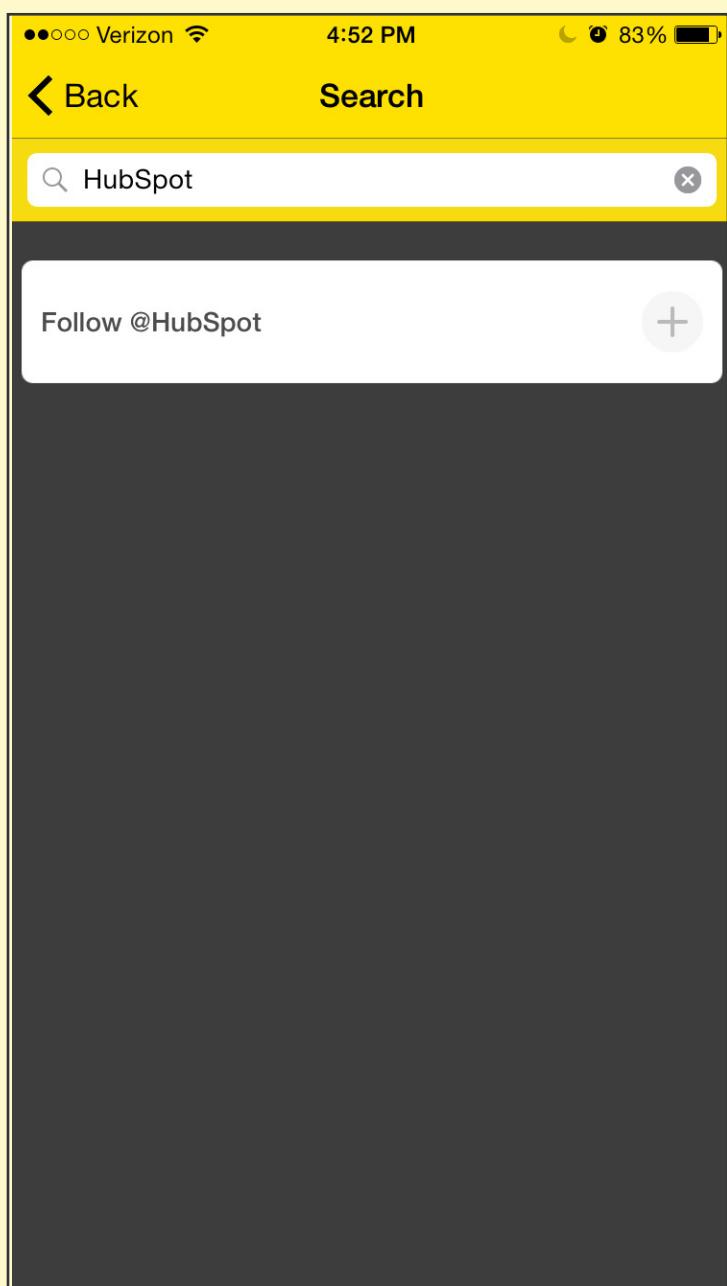
After you end your live broadcast, both apps allow you to save your video to your phone's camera roll. However, only Periscope allows you to view the videos online afterwards. Now, let's take a look at each app's interface when you decide to join a live video that someone else is sharing.

Here's what each app looks like when you are viewing a live video:



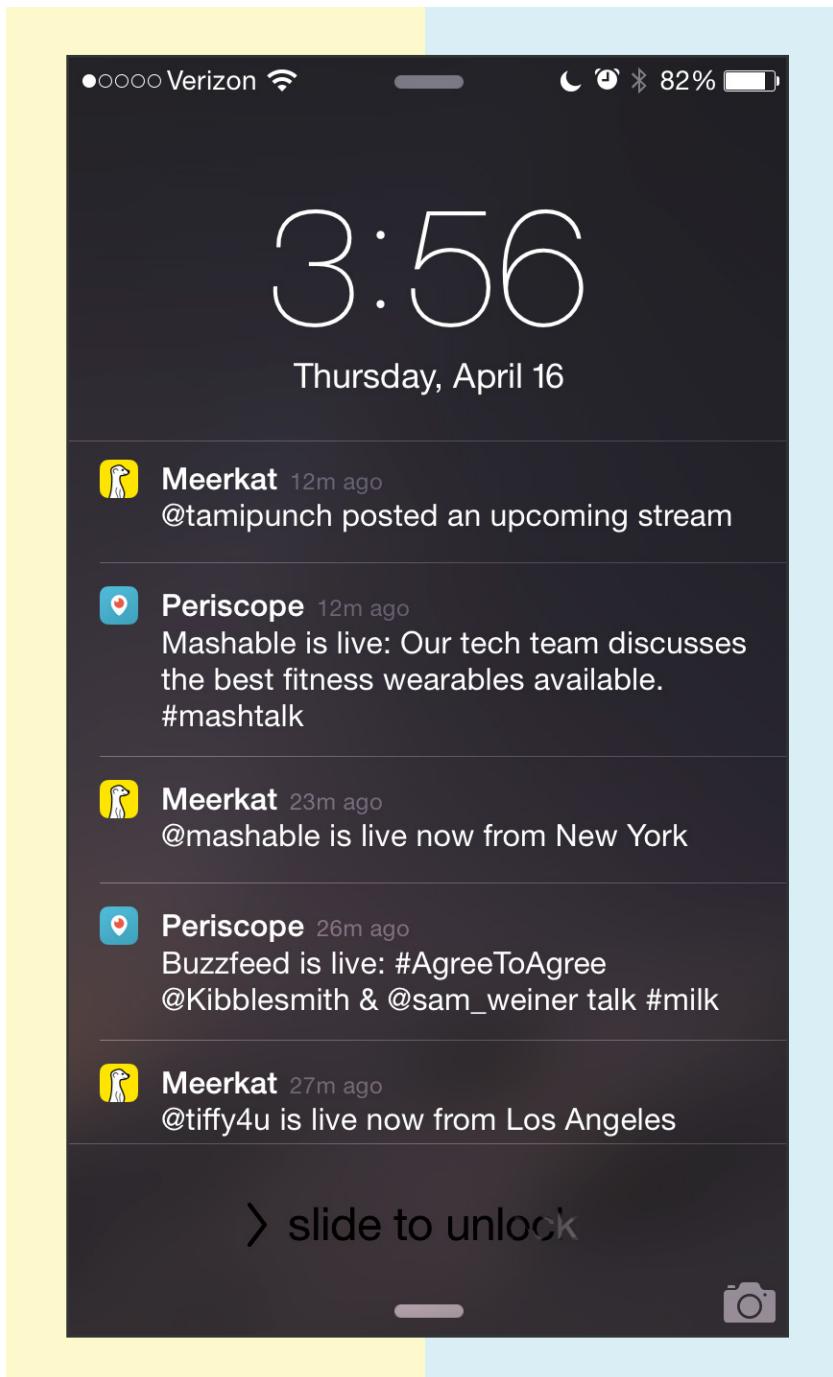
As you can see, the interface is a bit different with each of these apps. Meerkat is in favor of showing you more information about the broadcast. This information includes the title, broadcaster, location, viewers, comments, likes, and options for you to comment, share, like, or leave the broadcast. Periscope is more in favor of simplicity -- the only information you see are comments, likes, the number of viewers, an option to comment, and an X button to leave the broadcast in the top right corner. In order to like a Periscope video, you simply tap the screen and a little heart pops up in the bottom right corner. Comments for both are displayed in real-time. Now, let's go into each app's search feature for finding accounts.

Here's what each app looks like when you're searching for an account:



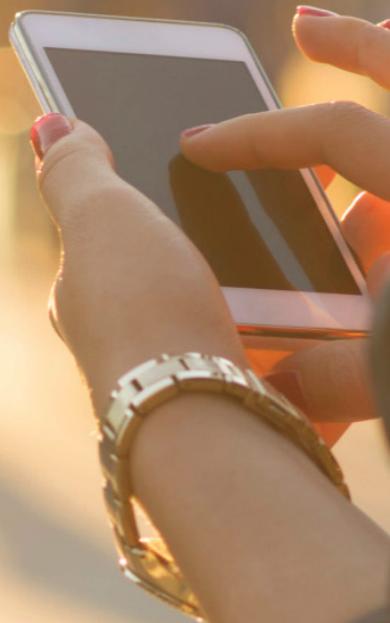
It's clear that Periscope is a Twitter app when you look at its search feature. This part of the app is catered more towards discovering new accounts, whereas Meerkat doesn't show you any logos, bios, or similar accounts. Keep this in mind when you start broadcasting videos for your brand -- it's very important for people to know who you are and what you do.

Finally, the screenshot below is what it looks like to have notifications set up for each app. You can turn these notifications off, but having them turned on is a great way to know when someone is sharing a live broadcast so you can jump in immediately.



CHAPTER 2:

MEERKAT VS. PERISCOPE AND OTHER LIVE VIDEO APPS



Not sure which live video streaming app you should use? Meerkat and Periscope are very similar in nature, but their features do vary between each app. You saw the difference between each app's interface in Chapter 1, so now let's list out the specs of each.

Here are details about Meerkat and Periscope's features:

MEERKAT:

- You can view live video streams online as well as in the app.
- You can email streams to friends using the web link provided.
- You must post your video stream to Twitter.
- You cannot view your video stream online afterwards.
- You cannot customize your audience for a private broadcast.
- Hosts can comment on their own videos as another way to interact with viewers.
- You cannot turn off comments.
- The app is available for iPhone, iPad, and Android.

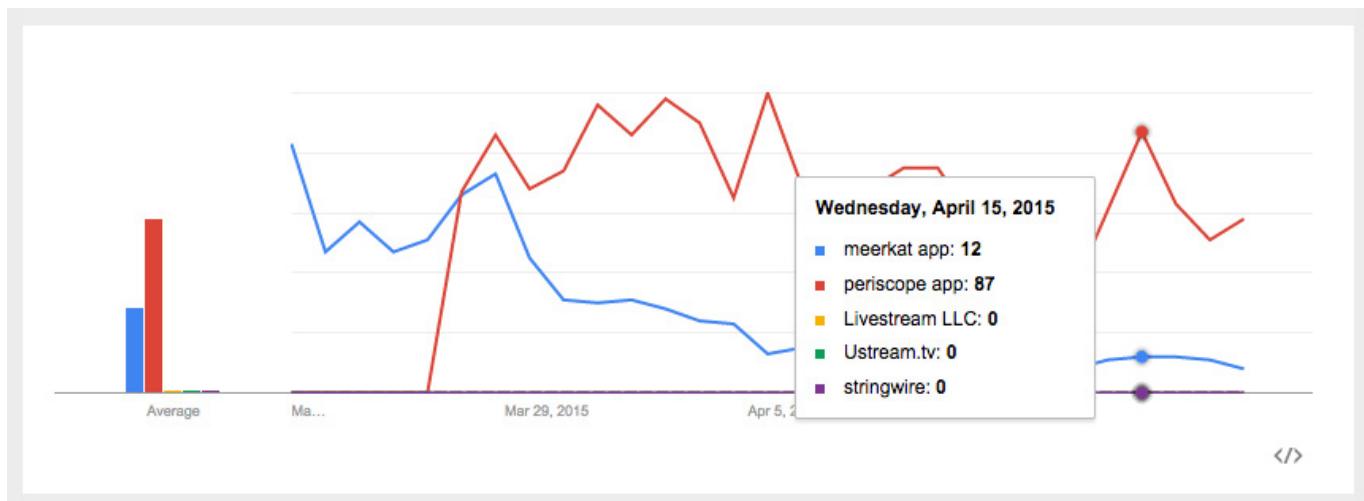
PERISCOPE:

- You can view live video streams online as well as in the app.
- You can email streams to friends using the web link provided.
- Posting your video stream to Twitter is optional.
- You can view your video stream online afterwards.
- You can customize your audience for a private broadcast.
- Hosts cannot comment on their own videos.
- You can turn off comments.
- The app is only available for iPhone.

It looks like Periscope has more options for customization, however it is only available for iPhone currently. So if you use an Andriod phone, you will have to go with Meerkat.

Of course, there are other live video streaming apps and websites that exist. To name a few, there's Livestream, Ustream, Stringwire, and Hang w/. Many of these apps are of a higher quality and allow you to embed your live video on your site or on social media, but they don't integrate with Twitter the way that Meerkat and Periscope do.

Let's take a look at the popularity of these various apps by looking at their interest over time via Google Trends:



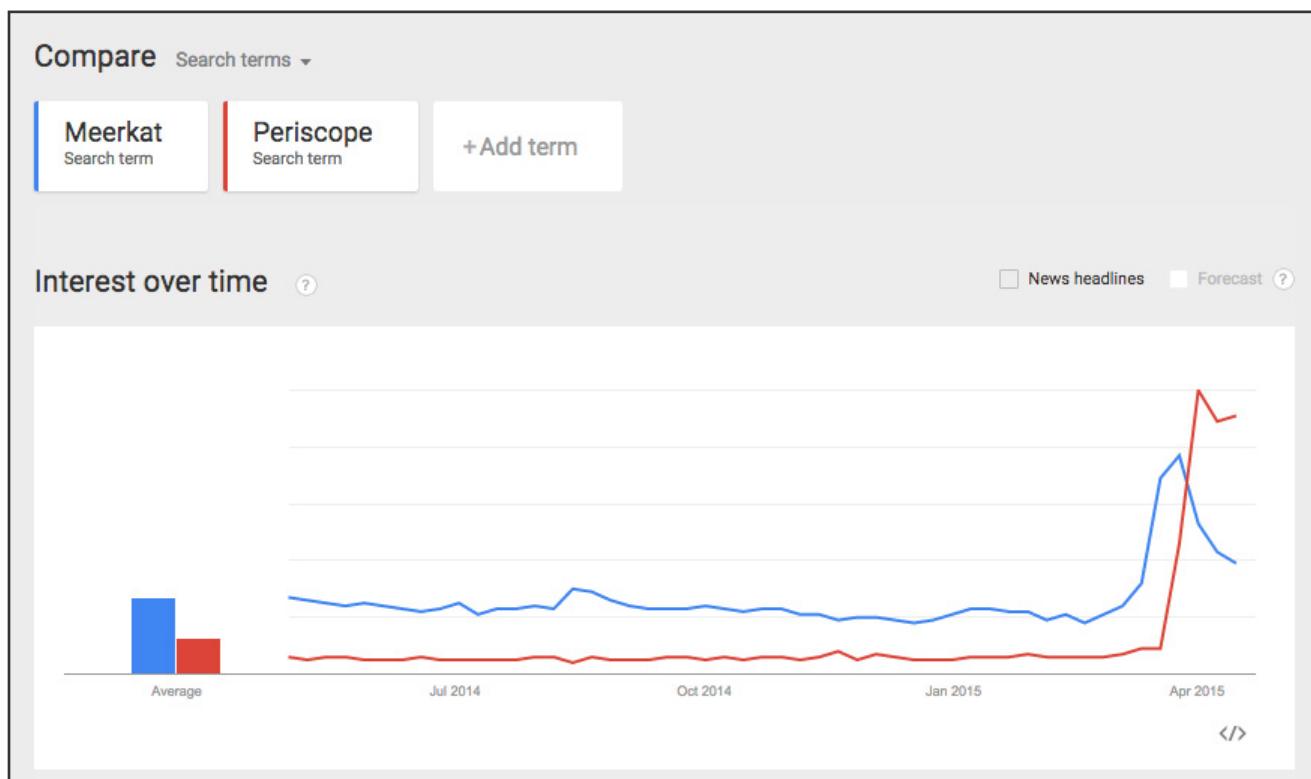
It's clear that Periscope and Meerkat are dominating the internet when it comes to mentions of each of these live video apps. Meerkat is actually on the decline, whereas Periscope keeps getting more popular. We'll talk more about these two apps in regards to active users later in this ebook, but for now it's good to note where these other live video apps stand in relation to the big two.

CHAPTER 3:

HOW YOU CAN USE LIVE VIDEO IN YOUR MARKETING



Folks at HubSpot are really enthusiastic and optimistic about the future of Periscope. Since this is a Twitter-owned app, we see it sticking around and being useful for quite some time. So if you decide to start (or continue) using live video streaming for your marketing, we'd suggest jumping on Periscope over Meerkat. Don't believe us? Take a look at [this Google Trends chart](#) tracking each term's interest over time:



Although Meerkat was the [talk of the town](#) after its appearance at SXSW in March 2015, its popularity was short lived. It's now clear that Periscope is winning the race, and that shouldn't be ignored. It appears that Periscope is also winning in terms of monthly active users. [According to TechCrunch](#), Periscope has a 0.50% reach on iOS, whereas Meerkat only has an iOS reach of 0.15%.

This next section of this ebook was written by Jessica Webb, an Inbound Marketer on HubSpot's Campaigns team. You can follow her on Twitter at [@jessicawebbica](#).

I've spent the last few weeks diving head-first into Periscope's iPhone app (the Android version is coming soon). In this section, I'll share with you what I've learned through my experimentation. I hope these observations give you the desire and the confidence to experiment with live streaming yourself.

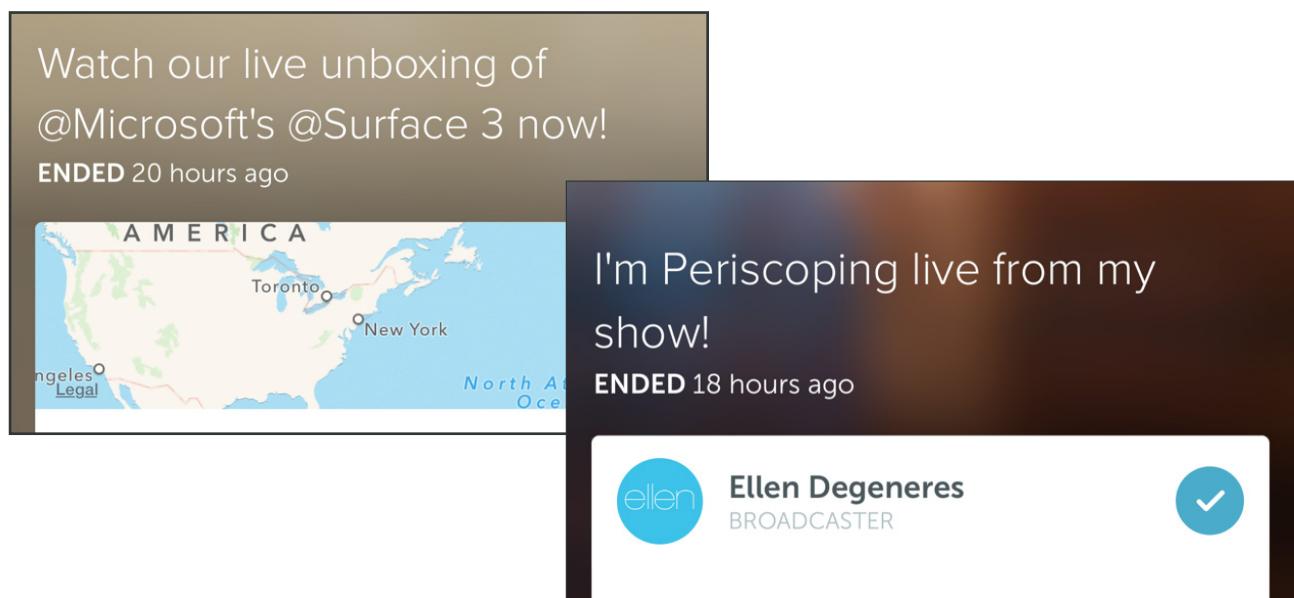
5 Tips For Using Periscope in Your Marketing

1) Consider timing.

It's a bit too early in the game for there to be benchmarks for which time windows will get you the most views. But, keep in mind that because Periscope is connected to Twitter, that's where you'll be promoting your broadcasts primarily -- so do some research on your Twitter audience to find out when they're most engaged with your posts.

Even if some of your followers miss out, the app will save your videos to the app by default (although you can delete them manually if you want to), and they'll be available for viewing by your followers for 24 hours. You have the option of saving your videos to your phone's camera roll.

As for the length of your video broadcasts, remember that most people's attention spans are fairly short -- especially on mobile. If your broadcasts aren't captivating from the get-go, users will likely stop viewing your stream. Speaking of attention span ...



2) Spend time coming up with a compelling title.

The title of your video is the only thing separating Periscope users scrolling through the "Featured" or "Recent" streams section of the app from clicking on your broadcast. All they'll see is the title of the video and your name. Because of this, it's vital that your title describe what your video is and why people should either tune in now or replay your stream later (up to 24 hours).

Here are a few styles that make effective titles:

Straight-Forward

Sometimes, the most effective title will tell people exactly what you're doing in the video. For example, [Elijah Wood](#) posted a video with the title "Jellyfish" whilst visiting the aquarium -- which is exactly what the video showed; nothing more, nothing less. Another example? When [Engadget](#) broadcasted a video with the title, "Watch our live unboxing of @Microsoft's @Surface 3 now!" Can't argue with that.

Exclusive

A title that lets users believe they're seeing exclusive footage can be super compelling. For example, [Ellen Degeneres](#) broadcasted a video titled, "I'm Periscoping live from my show!" for all the viewers at home. Another version of this could be "A Back-Stage Look Into..." or something along those lines.

Unique (Or Just Plain Weird)

Broadcasting something unique, rare, or just plain weird? Own it. One of my personal favorites was, "My fridge: 100 viewers and I'll drop eggs."

An Invitation to Learn

[Guy Kawasaki](#) has gotten really into using Periscope to record talks and conferences. For example, he posted a video of "The Art of the Start lecture at Microsoft." This performed particularly well as it's both educational and experiential.

3) Make your broadcast easy to find.

When you use Periscope, you'll have the option to do a private broadcast, share the broadcast on Twitter, and share your location. To get the most views, I'd recommend sharing your broadcast on Twitter and turning on the location tagging option. This way, you'll reach a bigger audience -- and having your video on your Twitter feed gives it a longer tail strategy.

Posting to Twitter

If you turn Twitter sharing on, then your broadcast will be shared with your Twitter followers in a tweet that follows the following formula: LIVE on #Periscope: [Video Title] [Link to Video]

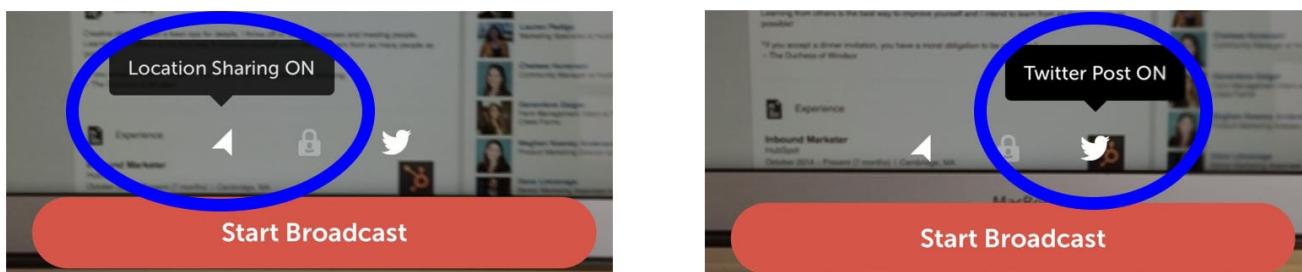
 **Mashable** @mashable · 1h
LIVE on #Periscope: A Coachella workout lesson from @O_Diesel
periscope.tv/w/VwahqjYzODZ8...

9 11 ... View summary

There's no option to customize tweets yet. The broadcast will expire after 24 hours, and anyone who clicks on the link will be redirected to a page encouraging them to check out your broadcasts and download the app.

Turning on Location Tagging

Location tagging was a major privacy concern for many people when Periscope started because it pinpointed the specific location you posted from. Thankfully, they've updated the app since then so that your location is recorded as a large geographic region rather than a specific location. So you should feel free to share your location to provide context for your viewers.



4) Respond to comments live.

One of the coolest features on Periscope is that people who are watching your stream in real time can comment and “like” the broadcast (which show up as hearts, like on Instagram). Other viewers are able to see these comments and the number of hearts your video has. Acknowledge or even respond to these comments out loud on the live broadcast to encourage engagement and make the experience feel like more of a two-way conversation.

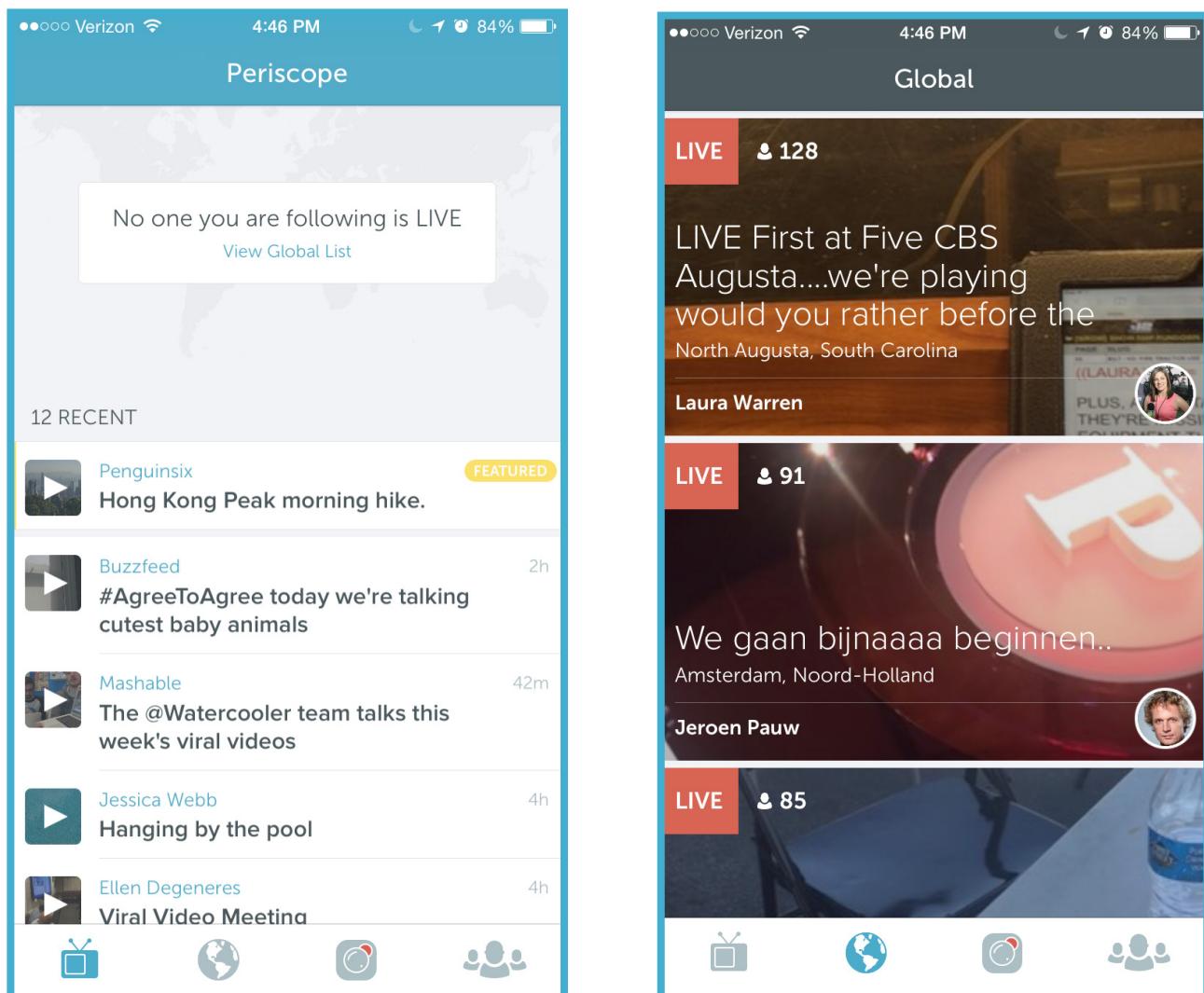
The number of hearts you get helps you get your username ranked in Periscope's app under “Popular People to Follow.” There's also a “Most Loved” section in the app that lists users with the most total hearts from all their broadcasts.

5) Experiment with use cases.

Since Periscope is still so new, there aren't solidly defined ways to use it, especially for brands. This is a unique opportunity for you to experiment with different ways of using it and what type of content your audience likes most.

Periscope lets you analyze a few key stats you'll want to keep track of while you're figuring out what works. Once your video ends, the app lets you see how many live viewers you had, how many viewers replayed your video, and how many hearts your video received (this number updates automatically as users continue "liking" your video from the time it ends until it expires).

Finally, as you experiment with different recording environments, keep in mind that background noise is easily picked up by microphones -- so you'll want to make sure you're in a relatively controlled environment if doing a more serious or professional broadcast.



CHAPTER 4: **BRANDS THAT ARE CRUSHING IT** **WITH LIVE VIDEO STREAMING**

A blurred photograph of a concert scene. In the foreground, the back of a person's head is visible. To the right, a hand holds a smartphone, its screen glowing with a video feed of the stage. Stage lights create a colorful, out-of-focus background with red, yellow, and blue hues.

5 Examples of Brands Rocking Live Video

1) Red Bull

Red Bull was one of the first brands to jump on Periscope. They have always rocked video with their site: <http://www.redbull.tv/> so it's no wonder they're also rocking live video streaming! Even though this brand is technically an energy drink, their action sports-themed marketing has always been successful for bringing in the right audience. In the example below, Red Bull shows off London's Olympic Park -- something that not many people get to experience.

LIVE on #Periscope: A pirate radio takeover of The Orbit in London's Olympic Park
#RBMAUKTour
periscope.tv/w/VwqbxTc2Nnwz...

RETWEETS 14 FAVORITES 38

1:33 PM - 11 Apr 2015

2) General Electric (GE)

Want people to join your live video stream? Get big names like Bill Nye the Science Guy to show up and give a behind the scenes tour. The benefits of sharing the StarTalk Radio chat on Periscope are:

1. This content was already set up and scheduled -- so GE is just repackaging and showing a different angle on content that already exists.
2. This is a great way to promote the StarTalk Radio chat to last-minute viewers/listeners who may not have been aware of it before.
3. Adding an element of live video to an already successful show helps humanize a huge brand like GE.



General Electric
@generalelectric



Follow

LIVE on #Periscope: Go behind the scenes of
@StarTalkRadio w/ @Sallylepage, @neiltyson
& @bill nye!
periscope.tv/w/VvWanzQxNTQ3...



RETWEETS
15

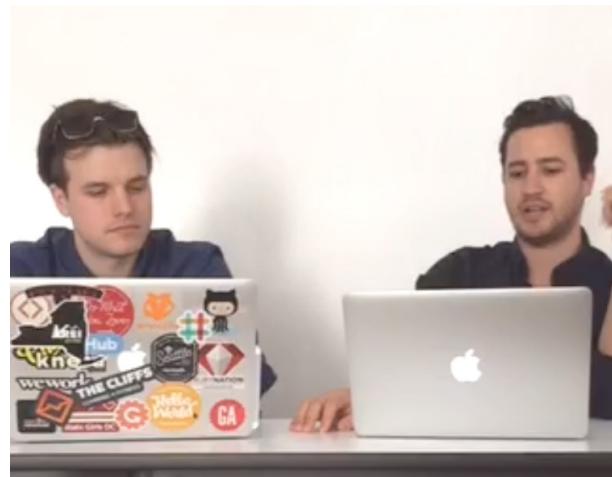
FAVORITES
14



3:13 PM - 26 Mar 2015

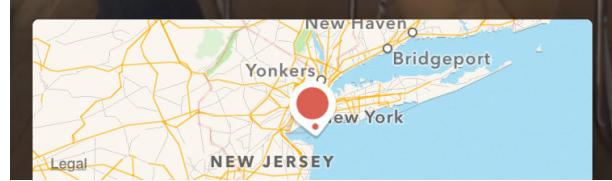
3) General Assembly

General Assembly is a community for professionals who want to continue learning and growing. They offer workshops as well as full-time or part-time programs and courses. Since this is a community of lifelong learners, it makes sense for them to share Periscope videos featuring Ask Me Anything-style conversations with smart people. They're showcasing what you could learn through General Assembly without giving everything away.



Web development AMA with GA Immersive Product Managers. Ask us anything!!

New York, New York





4) Ellen Degeneres

Although Ellen is technically a celebrity, she is also a brand -- she does have a whole marketing team working for her after all. Sometimes Ellen will pick up her phone and shoot live Periscope videos on her own. Other times, some of her staff members will run around and shoot behind the scenes footage as she's getting ready to come on stage. This is a great way for Ellen to engage her beloved fans and followers, and to show that she is, in fact, human.

5) Mashable

Mashable has picked up Periscope as a way to broadcast news as it's happening, to talk about hot news stories with staff members, or to showcase company culture. You'll see live videos come in from Mashable at least once a day, if not more. They post various live videos at different times of the day, which keeps different people from all over the world engaged with their broadcasts.

Mashable @mashable · Apr 16
LIVE on #Periscope: @AmandaWills and @StephMBuck with the midday news update [periscope.tv/w/VxEWjYzODZ8...](#)

[View summary](#)

Mashable @mashable · Apr 15
LIVE on #Periscope: The @Watercooler team talks this week's viral videos [periscope.tv/w/Vw_umDYzODZ8...](#)

[View summary](#)

Mashable @mashable · Apr 15
LIVE on #Periscope: It's that time again - here's your daily news update with @AmandaWills and @StephMBuck [periscope.tv/w/Vw_DjDYzODZ8...](#)

[View summary](#)

Mashable @mashable · Apr 15
LIVE on #Periscope: @Chelseabot and @Geminibros talk #GTA5 and #MKX [periscope.tv/w/w-wJTYzODZ8...](#)

[View summary](#)

Mashable @mashable · Apr 14
LIVE on #Periscope: Police brutality protest in Union Square, NYC. [periscope.tv/w/Vw6H_DYzODZ8...](#)

[View summary](#)

Mashable @mashable · Apr 14
LIVE on #Periscope: Not caught up on today's news, from equal pay to selfie stick ban at WWDC? @AmandaWills and @St... [periscope.tv/w/Vw5YJYzODZ8...](#)

[View summary](#)

CONCLUSION: NEXT STEPS & ADDITIONAL RESOURCES



All in all, why should marketers care about live video streaming? Well, according to OOVALA's [Global Video Index](#), time spent watching video on mobile devices increased 160% year over year in Q4 2013. Additionally, mobile video viewers will watch an average of 21 hours per month on their devices by 2019, up from 12.7 hours in 2013. Live video streaming is here to stay, and marketers will need to get on board if they want to stay relevant.

Not to mention, using live streaming apps like Periscope and Meerkat can help you humanize your brand and supplement an inbound marketing campaign. If you'd like more help on learning how you can leverage these apps in your marketing, simply click on the image below and request to talk to one of HubSpot's inbound marketing experts.

Next Step:



TALK TO AN EXPERT FOR FREE