

PERISCOPE

MARKETING EXCELLENCE



Periscope Marketing Excellence – Resource Sheet

Periscope is the biggest live streaming app currently available and live streaming *may just be* the future of the internet. It also has *huge* implications and potential for internet marketers so basically, this is where you need to be right now. We've discussed live streaming in detail in the main eBook but now it's time to get to work building that audience and creating content. Here are all the resources you'll need to start doing that.

Periscope

<http://www.periscope.tv/>

This is the main website for the Periscope app, which includes links to where you can download the relevant smartphone apps. The site itself doesn't have much else on it, save for a somewhat inspiring video...

Alternatives

We mentioned two main alternatives to Periscope in the book. They are Meerkat and Blab. While Periscope is definitely the one to watch, these each have their advantages and are also worth checking out for sure.

You can find them here:

Meerkatapp.co

<https://meerkatapp.co/>

Meerkat is similar to Periscope but has some key differences. You can't save videos but you *can* show pictures during them. It seems to attract more marketing types, like Tai Lopez who is very active here.

Blab

<http://blab.im/>

Blab is pretty different as it has an emphasis on discussions and presentations. It's particularly useful for those who are interested in influencer marketing.

There are also a few lesser known alternatives...

YouNow

<http://www.younow.com>

YouNow was apparently around before Meerkat *or* Periscope. What's more is that it actually pays its content creators. So it's worth looking into.

YouTube Live Events

https://www.youtube.com/my_live_events

This is where you can go to stream content on YouTube. As mentioned, it's a bit different from the other two – it will be interesting to see how they develop this in future.

Hangouts

<https://hangouts.google.com/>

In some ways, Hangouts can also be compared to Blab.

Streaming

It's possible to stream footage from Periscope and Meerkat through your browser. While you can't record that way, it's a good way to be able to get some ideas for content and to stay in the loop. And remember, it helps to partake in the community to build your reputation!

Meerkat Streams

<http://www.meerkatstreams.com/>

OnPeriscope

<http://onperiscope.com/>

Articles and Information

The following articles can all help you to continue your reading and your education on this subject. These share some very interesting information regarding how you can use live streaming for marketing and also how the different big platforms are performing compared to each other. Remember, it's early days yet for live streaming and market speculation is going to play a big role here. Make sure you're on the winning team when the dust settles!

Periscope and Meerkat – What Marketers Need to Know

<https://econsultancy.com/blog/66561-periscope-and-meerkat-what-do-marketers-need-to-know/>

Periscope and Meerkat - How Many Users

<http://www.dailydot.com/technology/periscope-meerkat-how-many-users/>

YouTube the Sleeping Giant

<http://www.wired.com/2015/08/youtube-sleeping-giant-livestreaming/>

Never Mind Periscope

<http://variety.com/2015/digital/news/never-mind-periscope-or-meerkat-younow-has-already-paid-top-live-streamers-1-million-1201483789/>

Camera Phones

<http://www.techradar.com/news/phone-and-communications/mobile-phones/best-camera-phone-6-handsets-tested-904250> (This one is a useful guide to choosing phones with the best cameras built in to improve your streaming quality.)

So there you go, a ton of useful resources to keep you occupied!