

# 直播行銷-運用直播創造更大效益

文 | Wendy Lai, 益普索專案經理

在三年前，直播平台通常運用於遊戲或運動賽事上，直播遊戲的人可以透過人氣與廣告賺取收入。然而，這三年間直播生態出現了巨大的變化，直播平台在科技上結合了網路影音、線上視訊、社群網站、即時通訊等相關科技，逐步發展出其獨特的商業模式。台灣的直播平台如雨後春筍般出現，無論是 Facebook、Instagram 或 YouTube 的直播功能，或是 17 直播、抖音、Twitch、Live.Me 等直播平台，各式平台功能都宣告全民直播時代來臨。現在只要簡單的下載 APP，就可以用手機輕鬆的直播任何東西，包括賣海產、化妝、唱歌或純聊天等。臉書創辦人馬克·祖克伯 (Mark Zuckerberg) 曾說：直播就像把電視攝影機放在你的口袋裡。現在任何有一部手機的人，都能向世界上的每個人播放節目。這句話也充分展現直播的特色，包含「即時性」及「真實性」。



對於名人來說，直播能夠解除刻板印象，這些名人平常的言行幾乎都被設計安排好。然而，當名人離開工作場合，來到直播的場域，名人們更能展現自己「真實的樣貌」。對政治名人而言，脫離嚴肅的政治議題，展現私底下平易近人的一面，用更輕鬆的方式傳達訴求或理念，更是直播讓成為現今不可或缺行銷管道，讓觀眾看見不一樣的名人。對於素人而言，直播平台成為了快速成名的管道，不需要再像過去苦苦等待一展長才的機會，只要一個鏡頭，就能夠盡情展現自身的創意或才華，吸引粉絲關注及「斗內(donate)」。一些直播平台的線上贊助制度，能讓粉絲直接贈送禮物給直播主，或是讓觀眾以小額贊助鼓勵直播者，進一步將人氣轉為利潤。

在直播平台選擇上，根據資策會產業情報研究所 (MIC) 在 2017 年針對臺灣網友觀看直播的行為進行調查，發現曾經使用直播的網友中，七成偏好 Facebook 做為主要觀看平台，其次有半數選擇 YouTube、一至兩成則選擇 17 直播、Instagram 與 Live.me 等。Facebook 與 YouTube 之所以能成為台灣最熱門的直播平台，除了免費以外，也因為進入市場早、兼具社群功能且網友熟悉版面，累積的內容及網紅、Youtuber 的數量也較多。而網友最常觀看的直播類型中，四成為休閒娛樂、三成為搞笑趣聞或專業資訊、兩成為新聞直播/現場活動或流行音樂/演唱會。

對品牌而言，若能搭上直播潮流，將人氣轉化為實際購買行為將是一大商機。直播行銷與過去的影片行銷不同，關鍵不只在創造內容，必須更在意直播「即時性」，也就是直播當下能夠湧入的最大人數，因此如何刺激網友來看直播是成功的關鍵。若有吸引人的內容或標題，刺激網友點擊進入，亦或是事先預告會在何時進行什麼內容的直播，就如同電影的預告般，讓網友充滿期待感，進而參與直播活動。

以澳洲 Perfection Chocolates 公司為例，創辦人善用直播即時且互動性高的特點，直播巧克力的製作過程，並在直播中回答粉絲的問題，直接將顧客帶入巧克力的魔幻世界。直播也消除地理上的限制，讓世界各地的粉絲都能一起參與。又或者像現在許多的新品展售會、發表會或記者會等，也都會透過直播的方式讓有興趣的粉絲一起參與。透過直播，品牌可以與消費者建立更深刻的連結，並將品牌故事與商品背景更全面的推廣給消費者知道，品牌透過直播活了起來，還能在社群平台上與用戶直接面對面溝通，這種傳播方式不僅更貼近人心，也讓品牌不再抽象且遙不可及。



2019 將會是一個新技術與新行銷模式更上一層樓的一年，若品牌能了解粉絲特性、發展適合的品牌內容和挑選符合粉絲意向的直播主，令粉絲對品牌印象更加深刻，創造更多的人流、引發更廣泛的社群討論，都將帶來更高的直播行銷效益。

## Ipsos 益普索市場研究

Ipsos是全球頂尖的專業市場調查研究機構，在世界各地八十九個國家設有分公司，在挖掘顧客經驗，執行品牌行銷調查，我們具有創新的思維與先進的科技。我們是世界頂尖企業執行長最信賴的企業顧問，我們也有熟悉各產業的專家協助測量、模擬和管理顧客與員工關係。

更多的資訊，請參考 <https://www.ipsos.com/en-tw/solution/overview#category3>

或洽詢我們的研究團隊

研究經理 Tina Liu 劉玉婷

02 2701-7278 ext.160 [Tina.Liu@ipsos.com](mailto:Tina.Liu@ipsos.com)

# Livestream Marketing: Using livestreams to generate more profit

Wendy Lai, Ipsos Project Manager

Three years ago, livestream platforms were typically used in games or sporting events, and game streamers could earn revenue through popularity and advertisements. However, the livestream has changed tremendously over the past three years as streaming platforms have integrated online media, video chat, social media platforms, and instant messaging to gradually develop this unique business model. Livestream platforms began to spring up everywhere, as the livestreams on websites (Facebook, YouTube, Instagram) and livestream platforms (17, TikTok, Twitch, Live.Me) announced the arrival of the livestreaming era. Anyone can stream anything from selling seafood, doing makeup, singing or live-chatting by simply downloading the App onto their mobile phones. Mark Elliot Zuckerberg, founder of Facebook, said “Livestreaming is like having a TV camera in your pocket, and anyone that has a mobile phone can broadcast their content to the entire world.” This clearly highlights the feature of livestreams as it is “authentic” and “immediate.”



Livestreams can help public figures rid themselves of certain stereotypes since most of what they usually say in public is scripted. Once they remove themselves from their formal status, they can display their “true selves” on livestreams. After taking a step away from serious political issues, politicians can display their approachable side and convey their issues or ideas in an easy way. Livestreams have also provided amateurs with a way that can propel them towards stardom, so that they don’t need to wait for a long time for an opportunity to show themselves. Amateurs only need a camera to display their creativity and talents, attracting fans to follow or make “donations” to them. The online donation system for some of the livestream platforms allows fans to send gifts or small amounts of actual money to support the streamers directly, converting popularity into profit.

According to the survey conducted by the Market Intelligence Center (MIC) in 2017 examining the behavior of Taiwanese people watching livestreams, the survey indicated that was found that 70% of people prefer watching livestreams on Facebook. Half of the people choose to watch livestreams on YouTube while the remaining population watch them on 17, Instagram or Live.me. The reasons why Facebook and YouTube are the most popular livestreaming platforms is that both are free, and both entered the livestreaming market early. They’re both social media websites that people are familiar with, which has allowed these platforms to accumulate more content and streamers. 40% of the people watch entertainment livestreams, 30% of the people watch livestreams of comedic or professional information, and 20% watch streams of live news/events or pop music/concerts.

Livestreaming can be a tremendous business opportunity for brands that can convert popularity into actual purchases. The key to livestream marketing is not just to create content like video marketing, but also care about its “immediate” and the maximum amount of viewers that can be attracted to the stream. Therefore, motivating people to view the streams is key to success. Attractive content or titles can motivate people to view the streams, or providing a preview of the upcoming stream like a movie trailer can also get people excited and eager to participate in the livestream.

For example, the founder of Perfection Chocolates, a company in Australia, made good use of immediate and interactive livestreams to show how chocolate was made, answered fans’ questions during the stream, and introduce customers to the world of chocolate. Livestreams eliminate geographical

barriers and allow fans all around the world to participate in the livestream. Many of the new product launches or press conferences also use livestreams so that engaged fans can take part in the event. Brands can use livestreams to create deeper connections with the consumers and let them comprehensively learn about the brand and background of the product. Livestreams can invigorate brands and provide them with a way to communicate directly with consumers using social media. Not only do livestreams allow brands to have deeper connections with people, they also help brands develop concrete and relatable brand images.



2019 will be the year to take new technologies and marketing models into an even higher level. Brands that learn about fans' characteristics, develop suitable brand content and choose streamers that satisfy fans will enhance their brand image, generate more popularity and widely discussions on social media. All of the steps mentioned above will help brands to bring higher livestream marketing profits.

## Ipsos

Ipsos is the global leader in branding and marketing research and has locations in over 89 countries across the world. Our creative solutions help us build strong relationships which lead to better results for our clients. This has made us the trusted advisor and with all matters lead by our industry expert from measuring, modeling to managing customer and employee relationships.

For more information, visit us online at:

<https://www.ipsos.com/en-tw/solution/overview#category3>

or contact our research team:

Tina Liu, Research Manager

02 2701-7278 ext.160 [Tina.Liu@ipsos.com](mailto:Tina.Liu@ipsos.com)