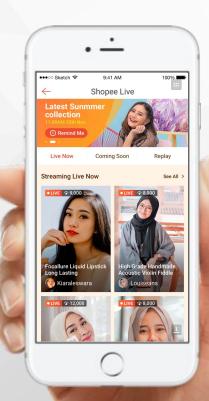


# NEW LIVESTREAM FEATURE





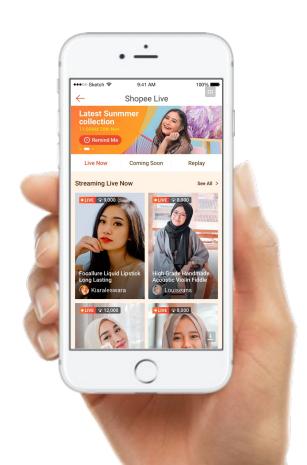
# **Shopee Live - A seller empowerment tool**

### What is Shopee Live

Shopee Live is the trendy new way to connect sellers and buyers using our **new livestream feature**. It is the **future of e-commerce** with the rise of livestream functions such as InstaLIVE, Facebook LIVE & BIGO LIVE. **You do not want to miss this!** 

**Engage your customers anywhere you are.** You can stream on the go or even in the comfort of your own home. All you need is your phone. Engaging your customer has never been easier!

Decide what products you want to feature and you are good to go! Interact with your LIVE viewers to better understand their needs. Be empowered by having **full control** over your engagement.



# Why Shopee Live?



Gain **new customers** and
followers



Increase awareness of your shop and products



Direct communication with your customers



Customers can watch, learn and buy your products immediately



More opportunities to increase your sales

# **Content**

### 1. Shopee Live features

- a. How it looks
- b. Where will it appear

### 2. Creating your own livestream

- a. Compulsory details required for livestream
- b. Steps to set up your livestream
- c. Structuring your livestream

### 3. Tips and tricks to improve stream

- a. Stream Quality
- b. Stream Content

### 4. Frequently-Asked-Questions (FAQ)

# Shopee LIVE > FEATURES



# **Shopee LIVE Features: How it looks?**



Like the stream as many times as the user wants.

Share the livestream on social media.

Viewers can type messages to talk or ask you questions in real-time.



# Tag products for immediate purchase during your livestream

下午5:34

← ♣ Women Short Sleeve Chif... > ••••

\* Women Short Sleeve Chiffon Blouse Polka

Up to RM5.49 off shipping for orders over RM35.00

Cost: RM0.00 - RM5.49 V

Get the item you ordered or get your mon

Select Variation (e.g. color, size)

Shopee Guarantee

Shipping from overseas Shipping to: KL City, Kuala Lumpur

808 🏠 Rating

7 6 94% W

RM3 OFF RM5 OFF >

(S) Get 15 >

■■ 中国联通 4G

Dot Shirts RM16.90 RM15.21 \*\*\*\* 4.6/5 (492)

Shop Vouchers

C Like



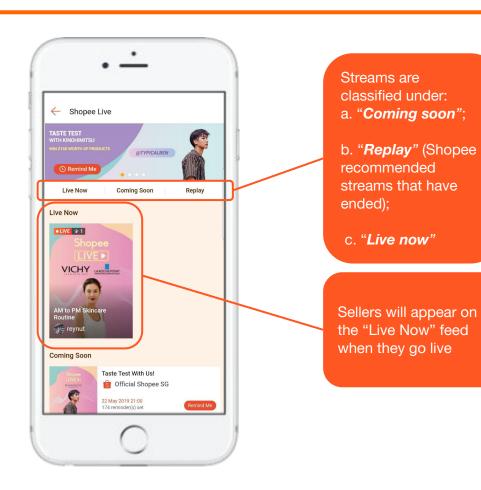
Buy products from the store immediately.

As user purchases the product from your store, they can still continue to watch the stream.



# **Shopee LIVE - Where will it appear?**



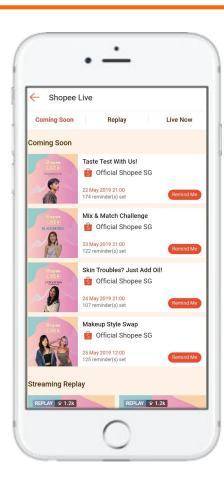




**CREATING YOUR OWN LIVESTREAM** 



# **Creating your own livestream**



### **Step-by-Step Setup Instructions**

- Setting up your Shopee Livestream
- How to navigate Shopee LIVE
- Content Guideline

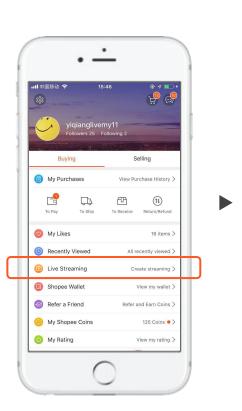
# Compulsory details required to be featured on Shopee LIVE Homepage

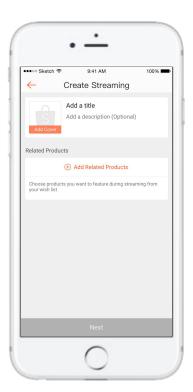
- <u>Title, Subheader, Description and Cover image for your livestream</u>
- Date and timeslot for the livestream
   \*Information needs to be submitted 2 weeks in advance





Go to your profile tab and select "Live Streaming"





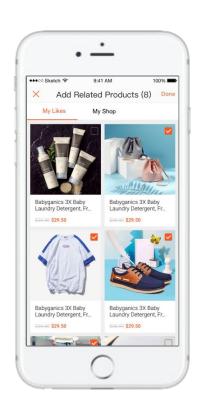


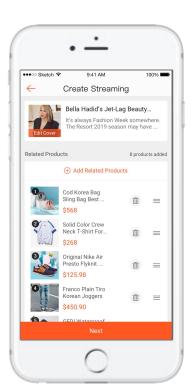
Add a title, description and cover image (see design guide)





Set discounted price for your products in seller centre before you add them to the stream (max 200 items). Select from your shop or your favourite items list.







Rearrange the products or edit your details before clicking next to see a preview of your stream.



### **BACK CAMERA**

### **FRONT CAMERA**





- Check your camera before going live
  - Note: Front view camera captures a mirrored image
    - E.g. words will be mirrored
- Hitting 'Go Live' will start the livestream
  - Countdown of 3 secs before livestream officially starts
  - Note: Do ensure that the phone used to stream is on "Do Not Disturb" mode to ensure that the stream is not disrupted



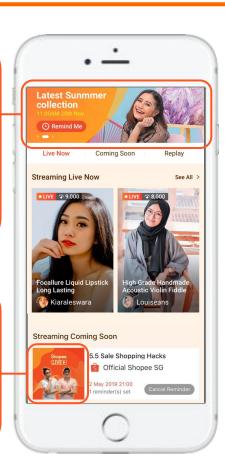
# Let Shopee promote your upcoming livestream

### **Banner image:**

- High resolution JPG
- Shopee will create visual
- Seller to submit landscape photo with host/product on the right
- Ensure sufficient space for cropping

### Cover image:

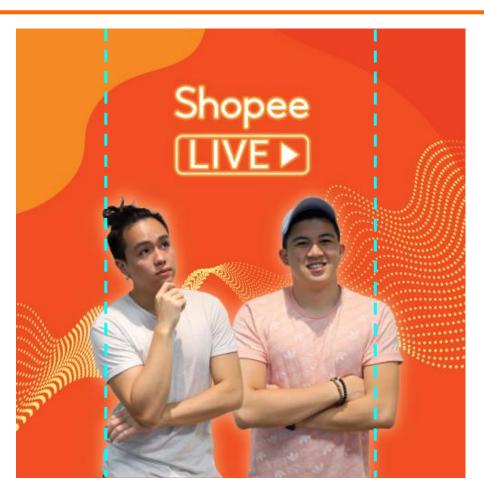
- High resolution JPG
- Seller's own photo
- Recommended to have host's image
- Size:
  - O Width: 500px
  - Height: 500px



- To be featured in the "Coming Soon" section, simply send Shopee the stream details 2 weeks prior to the livestream
  - Time & date
  - Title, subheader & description (has to be the same as your eventual stream name)
  - Cover image (Seller's own image which has to be the same as the eventual stream image)
  - [Reserved for Platinum Brands] Banner image (Shopee will create image with a photo submitted from seller)
- Shopee will schedule your stream and put it up in the 'Coming Soon' section on the livestream landing page
- Shopee can help promote your upcoming livestream on the Live Stream landing page. Simply fill in this form. Reach out to your account manager should you have further questions.



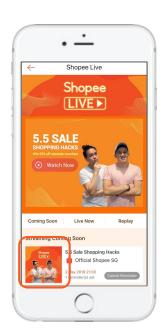
# Cover image: Design guide



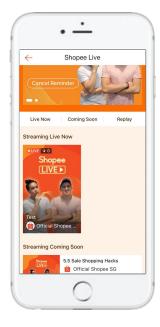
### Full Image Dimensions: 500 x 500 px

### Visible Areas:

Coming soon section (Whole image)

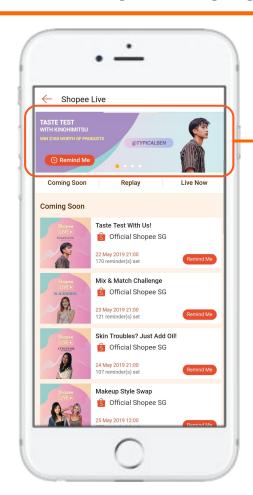


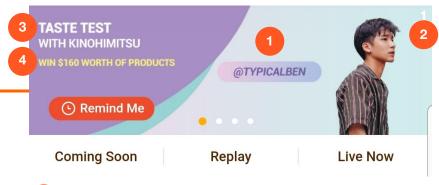
Replay and live sections. Only area within blue dotted lines will be shown (300 x 500 px) [Keep your image centralised]





# Cover image: Design guide



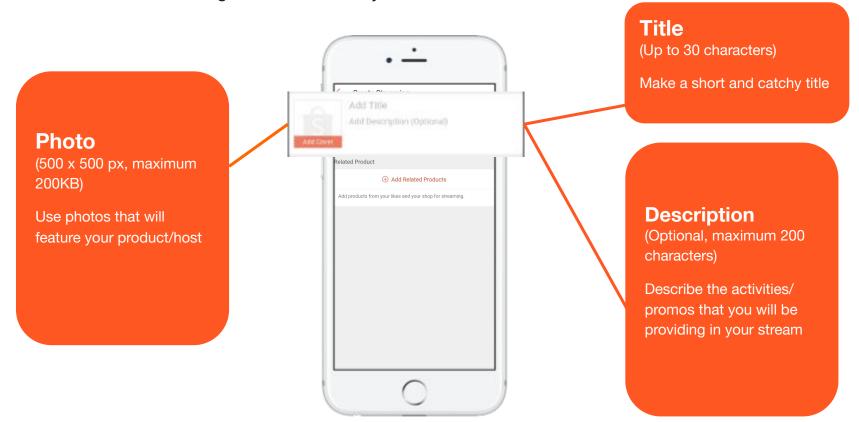


- Include your host/business Instagram handle in the landscape image provided (i.e. @TYPICALBEN)
- Provide a landscape image of the host/products (The image should feature host/products at the right side of the landscape image as shown above)
- Include title of your stream content in order to attract audience
- Include incentives as sub-header (i.e. Win \$160 worth of products)



# Cover image: Design guide

Create informative streaming details to match your theme:







1 The 1 Icor

Allows sellers to feature products during the stream.

2 The S Icon

Allows sellers to tag shop vouchers to give away during the stream.

3 The Dicon

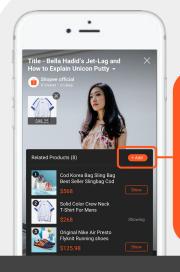
Allows everyone to type comments.

4 The lcon

Opens up the sharing panel, allows everyone to share the stream. Sharing options same as in-app.

5 The Silcon & Cilcon

Controls the filters and the front/back camera respectively.



More products can be added during streaming. However the sequence cannot be edited.

Only one product can be shown at a time. If you click on another product to show, it will replace the current one.

Before streaming, if no products added, the 'bag' icon is invisible. In this case, you cannot add products during streaming.





1 The Marcon

Allows sellers to feature products during the stream.

2 The 🔞 Icon

Allows sellers to tag shop vouchers to give away during the stream.

3 The 🔲 Icon

Allows everyone to type comments.

4 The lcon

Opens up the sharing panel, allows everyone to share the stream. Sharing options same as in-app.

5 The Con & Con

Controls the filters and the front/back camera respectively.

### How to giveaway shop vouchers?

 Create your Shop Voucher in the seller centre

**Condition:** Expiry date has to be >2 days from date of live stream. There has to be at least 1 voucher in stock.

- 2. "Go Live" and start live streaming
- 3. Tap on the voucher icon to access your eligible vouchers







1 The Marcon

Allows sellers to feature products during the stream.

2 The 📧 Icon

Allows sellers to tag shop vouchers to give away during the stream.

The lcon

Allows everyone to type comments.

4 The lcon

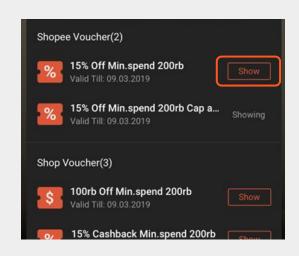
Opens up the sharing panel, allows everyone to share the stream. Sharing options same as in-app.

5 The Silcon & Cilcon

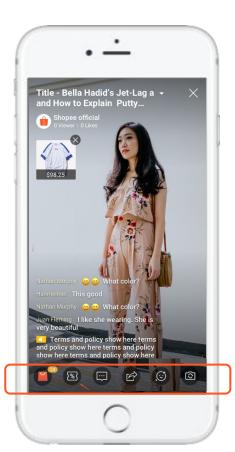
Controls the filters and the front/back camera respectively.

How to giveaway shop vouchers?

4. Tap on "Show" to tag voucher onto live stream







1 The Marcon

Allows sellers to feature products during the stream.

2 The 🔞 Icon

Allows sellers to tag shop vouchers to give away during the stream.

3 The 🔲 Icon

Allows everyone to type comments.

4 The lcon

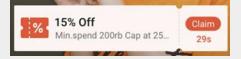
Opens up the sharing panel, allows everyone to share the stream. Sharing options same as in-app.

5 The Silcon & Silcon

Controls the filters and the front/back camera respectively.

How to giveaway shop vouchers?

5. 30 sec countdown will start.
Choose to close and untag
voucher anytime. Voucher will
disappear once it's fully
claimed by users.







1 The 1 Icon

Allows sellers to feature products during the stream.

2 The S Icon

Allows sellers to tag shop vouchers to give away during the stream.

3 The Icon

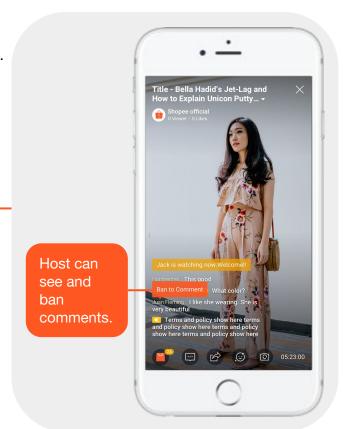
Allows everyone to type comments.

4 The lcon

Opens up the sharing panel, allows everyone to share the stream. Sharing options same as in-app.

5 The S Icon & C Icon

Controls the filters and the front/back camera respectively.







1 The 1 Icon

Allows sellers to feature products during the stream.

2 The S Icon

Allows sellers to tag shop vouchers to give away during the stream.

3 The Con

Allows everyone to type comments.

1 The 🖒 Icon

Opens up the sharing panel, allows everyone to share the stream. Sharing options same as in-app.

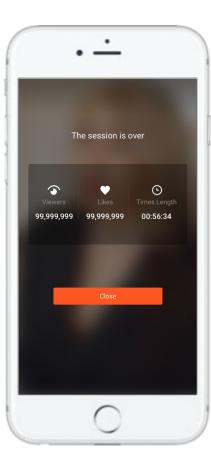
5 The S Icon & C Icon

Controls the filters and the front/back camera respectively.







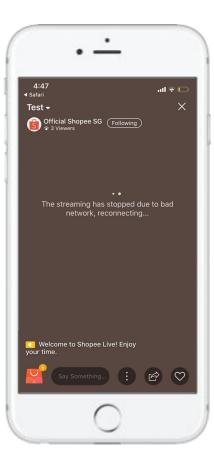


- User can click the 'cross' on the top right corner to end the livestream
- End session screen will show:
  - # of viewers for that livestream
  - # of likes received for that livestream
  - Duration of livestream



# Issues that may disrupt your broadcast





The livestream might be disrupted due to these reasons:

### The host is posting inappropriate content

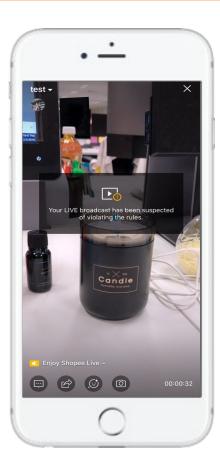
- Shopee Admin may immediately terminate the live stream from BE (due to serious violation)
  - No pop-up will be shown
  - Audience is directed to live stream ended page
- Or, Shopee Admin can push a warning pop-up
  - Pop-up warns the host that their content is inappropriate or in violation of Shopee policies
  - Pop up will dismiss automatically
  - Audience will not see this pop up
  - If host does not heed the warning, the Admin can terminate the live stream immediately if the case deemed to be serious

### Internet issues

- If internet connection is lost, host can choose to:
  - End live stream (need to set up all content again)
  - Try to reconnect to current live stream

# S

## **Content Guidelines**



The livestream will not be featured on landing page/be terminated for the following reasons:

### • The host is posting inappropriate content

- Counterfeit products
- Sexual content
- Drug content
- Deceptive content
- o Gambling content
- Promoting violence
- o Racism content
- Supporting the arms trade
- Content Promoting Violence
- o Content promoting animal abuse
- Promote copyright infringing products



TIPS AND TRICKS TO IMPROVE STREAM

# Setting up a good quality stream



Smartphone that is equipped with a high-quality camera



Stable internet connection (recommended to use Wi-Fi)



Tripod to keep the camera stable



Good lighting



Remember to add featured products into livestream feed



Mini Tripod + Adapter Smartphone Holder



### Mini Tripod

https://shopee.sg/Pro-Mini-Extended-Tripod-Table-Top-Compact-Stand-Extra-Long-for-Cell-Phone-i.28812714.1674972145 https://shopee.sg/Mini-Tabletop-Tripod-Stand-Handheld-Grip-Stabilizer-with-Universal-Smartphone-i.143897837.2266169325 https://shopee.sg/Universal-Lightweight-Portable-Cellphone-Stand-Travel-Camera-Tripod-Photography-i.50970474.1253796656

### Adapter Smartphone Holder

https://shopee.sg/Phone-Holder-Mount-Monopod-Bracket-Tripod-Camera-Adapter-Smartphone-i.16174997.2193231432 https://shopee.sg/Camera-Mount-Vertical-Bracket-Smartphone-Holder-Tripod-Adapter-Phone-Clip-i.50970203.1210766831



Tripod + Adapter Smartphone Holder



Tripod

https://shopee.sg/READY-STOCK%F0%9F%94%A5Tripod-TF3120-aluminum-alloy-Tripod-Stand-for-phone-DSLR-i.91487219.1516707200 https://shopee.sg/Tripod-Portable-Camera-Tripods-Stand-Light-Weight-Aluminum-Leg-Tripode-for-Phone-i.78732711.1320038309



Light



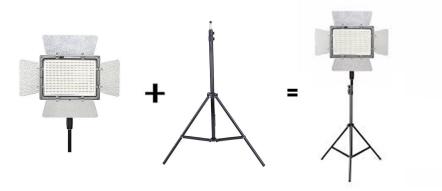


Light + Tripod

https://shopee.sg/Portable-Mini-Photo-Studio-LED-Light-Kit-Stand-Softbox-i.12855361.1075270372
https://shopee.sg/14.5-16-20CM-LED-Ring-Light-With-Stand-Lighting-Kit-10-Level-Brightness-3-Colors-i.10202952.1826157374
https://shopee.sg/%E3%80%90ready-stock%E3%80%91Selens-6inch-USB-LED-Photo-video-Ring-Light-Dimmable-Lamp-i.12855361.1947079305



Light



### Light

https://shopee.sg/YN-600L-LED-Adjustable-LED-Video-Light-5500K-3200k-5500k-With-Color-Filter-i.38172377.962445445
https://shopee.sg/YONGNUO-AC-Adapter-Power-current-Mode-Charger-DC-for-Yongnuo-LED-Video-Light-YN-600L-i.118945846.2033380221
Lightstand

https://shopee.sg/1-4-Head-Studio-Light-Flash-Speedlight-Umbrella-Stand-Holder-Bracket-Tripod-Cilify-i.130113870.2113585752



### Microphones



### Mic

 $\frac{\text{https://shopee.sg/TCSG-Lavalier-Mic-Microphone-Case-For-IPhone-Smart-Phone-Recording-PC-Clip-on-i.12694316.998480447}{\text{https://shopee.sg/Portable-Clip-On-Lavalier-Microphone-3.5mm-Jack-Hands-Free-Lapel-Mini-Wired-Mic-i.46313738.903124008}}$ 



# Stream Content - Livestream host catalogue (Subject to availability)

A list of recommended hosts can be found in the link found below (Subject to their personal availability and schedules):



**Aylna Neo** @Aylna



J Kishan @j.jaikishan

KOL List: Link here







Gladys Yuen @glishaa

Freelance Emcees List: Link here

# Stream Content - Program Flow

Segment	Time	Content
1. Opening Monologue	30sec - 1 min	<ul> <li>Introduction</li> <li>Overview of Current Livestream Content</li> <li>If there's an incentive at the end of the stream (e.g. voucher) give teaser to encourage users to stay on</li> </ul>
2. Main Content of Stream	Depends on Brand (should be >5mins)	<ul> <li>Host should periodically check for user comments in the comments field and respond to them</li> <li>Host can ask users questions and call out their answers e.g. What they think about the product; What type of makeup looks would they like to see next etc</li> </ul>
Call To Action or Incentives     (Tactical pushes to drive purchase or engagement)	Mention CTAs throughout the stream	Examples of CTAs:     a. Voucher: To get users to purchase goods     b. Exclusive discounts on featured products     c. Remind users to check out the products during livestream     d. Lucky Draw / Product Giveaway     e. Users who comment stand a chance to win
4.Host announce details of next session	30sec	<ul> <li>Announce next livestream session</li> <li>Sign off</li> </ul>



# **Stream Content: Program Flow - Key Incentives**

Key Hook	Objectives
Exclusive Vouchers Every Livestream	Incentivise users to tune in to livestream to get discounts
Exclusive Discounts for Products Featured in Stream	2. Encourage sales for products featured in the stream
Lucky Draw	Engage viewers during the livestream     Provide instance for user interaction



# Stream Content - Have a key hook for users to want to watch



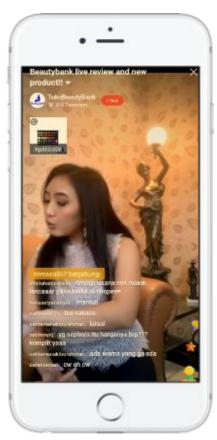


- Start with an attention-grabbing title that would appeal to your shop's target audience
  - Eg. "10 ways to improve your skin", "Hacks for the modern career mum", "Favorite jeans for the Summer"
- If you are giving away freebies or vouchers, make sure to include it in the title, description and/or cover image
  - Eg. "Watch and win makeup brushes"
- Be focused with one main topic for the stream so users don't get confused
- Leave the main hook for the end of the stream so users will be incentivized to watch till the end



# Stream Content - Have a key hook for users to want to watch







It is recommended to feature a host / model for your stream

The host / model can help buyers get a better picture of the product being sold on stream



## Stream Content - Key incentives (vouchers, etc.) within the stream must be prominent





- Voucher Codes etc must be prominent in the stream
  - Good example: Use Physical Placard to display voucher code or large discount
- Host should promote these key incentives multiple times during the stream so users who enter late are aware
- Can have secondary manpower to show any important callouts if needed





# **Stream Content - Videography best practices**



- Camera should not be too close-up to you
  - When products are introduced, frame becomes very cluttered
- Products can be placed one side and introduced one by one. Try not to squeeze all items into the frame for the whole live stream
- Voucher codes should be displayed throughout the stream, in a position that is not blocked by the live chat (see screenshot on area to avoid)



# Stream Content - Examples of good studio set-up (beauty)





- For make-up or skincare related content, camera should be closer to the host
- Particularly for make-up tutorial, the resolution must be good for users to see the details when host/KOL applies various products on her face
- Products can be placed in front of host on a table



# **Stream Content - Examples of good studio set-up (fashion)**





- Full-length view preferred for fashion looks or OOTD related content
- Fashion accessories may be placed on a table



# Stream Content - Examples of good studio set-up (tech or unboxing)



For unboxing or tech related content, this studio set-up is recommended

### \$100 WORTH OF GIVEAWAY VOUCHERS + \$5 PAID ADS CREDIT

- Criteria:
  - Sellers will qualify each time they stream
- \$10 (no min spend) private vouchers
  - Valid till 3 days after the stream for all seller's products
  - Max 10 qty per stream
- Process:
  - Sellers sign up for stream and commit to it
  - Sellers hold their own giveaway mechanics and note down winners' usernames
  - Sellers pass winners' usernames to BD PIC
  - o BD PIC will dispatch vouchers to winners
  - MKT will inform revenue team of the seller's userID to dispatch \$5 paid ads credits

# Shopee LIVE > FAQs

# **FAQs**

### i. Must the livestream be conducted at a certain place and time?

Absolutely not. You can even conduct the livestream whilst traveling to a different country, as long as you have internet access. However, if you'd like to be featured on our landing page to gain more visibility, do send us your stream details 2 weeks prior.

### ii. Is there any requirement for the host?

Whether you're a key opinion leader, or a regular seller, you can be a great live streaming host as long as you love selling and are able to engage with your audience. (Hint: You're encouraged to be creative! We do know livestreamers who do not even need to appear in the frame to be successful)

### iii. How do users know about my upcoming livestream?

Shopee can help promote your upcoming livestream on the Live Stream landing page. Simply fill in this <u>form</u>. Reach out to your account manager should you have further questions.

### iv. Where can I get the link to my livestream?

The link will only be generated after your livestream begins. It can be accessed from the "share" option.