



Shopee Livestream

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Why Shopee Livestream?



Gain **new customers** and followers

15

Avg # new shop followers



Direct **communication** with your customers

93

Avg # comments per stream



Increase **awareness** of your shop and products

148%

Avg uplift in shop views (D-7)



Customers can **watch, learn and buy** your products immediately

7.3%

Avg order conversion rate



More opportunities to **increase your sales**

58%

Avg uplift in orders (D-7)



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Shopee Live Features

Broadcast live & **interact** with your shop followers and all Shopee users



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

Like the stream as many times as the user wants

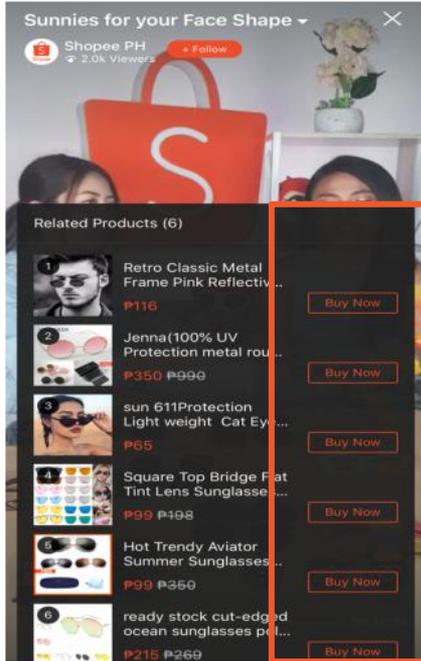
Share the livestream on social media



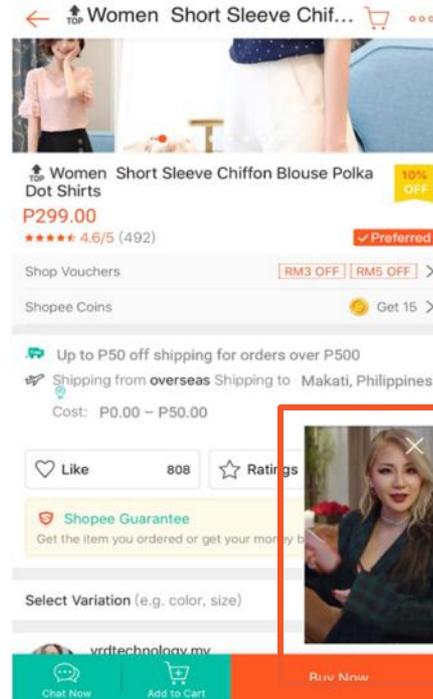
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Tag products for **immediate purchase** during your live stream



Buy products from the store immediately



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

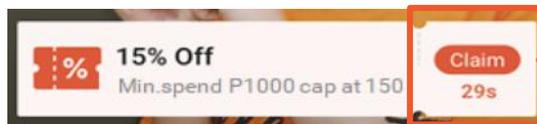
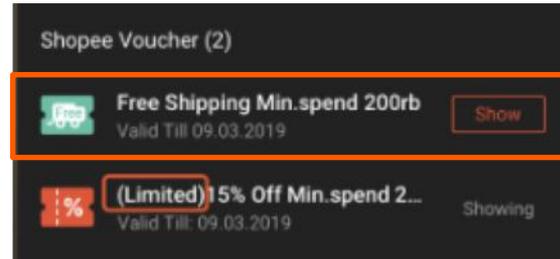
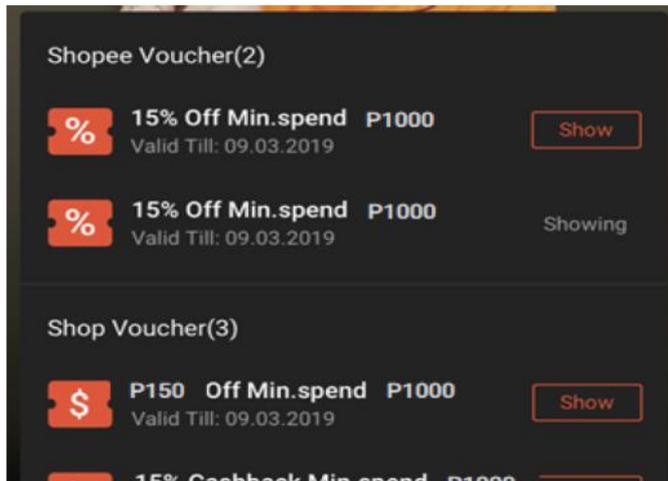
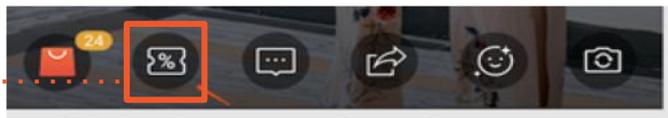


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Give away **vouchers** during your stream

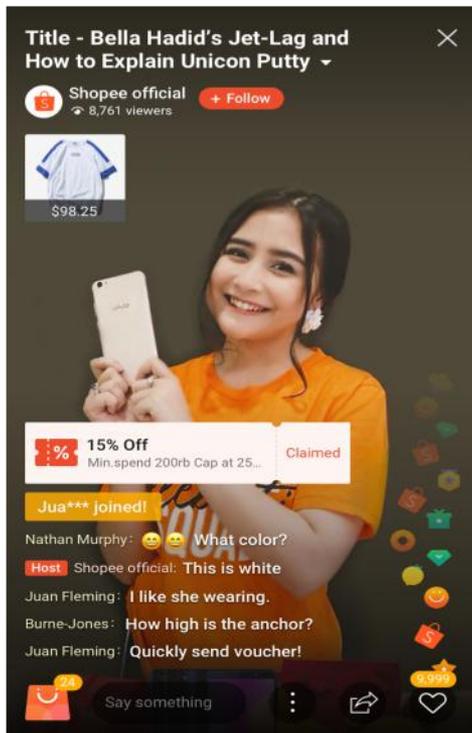
Tag vouchers to be given away during the stream by clicking this icon



Set limited quantities and even time limits to claim the vouchers



Give away **vouchers** during your stream



- Types of Vouchers Applicable
 - **Discount value vouchers** (eg. ₱199 off with ₱1000 min. spend)
 - **Discount % vouchers** (eg. 10% off discount, capped at ₱500)
 - **Cashback vouchers** (eg. 15% cashback, capped at 25 coins)
 - **Free Shipping vouchers**
- Account Access to vouchers:

	Official Accounts	Regular Sellers
Shopee Vouchers (Private only)	✓	✗
Shop(Seller) Vouchers	✓	✓

- Conditions for voucher to be successfully tagged:
 - Expiry date has to be >2 days from date of live stream
 - There has to be at least 1 voucher in stock
- Once voucher is tagged onto the live stream, user has a default 30 seconds to tap and claim the voucher. You can choose to take down the voucher before the 30 seconds is up.



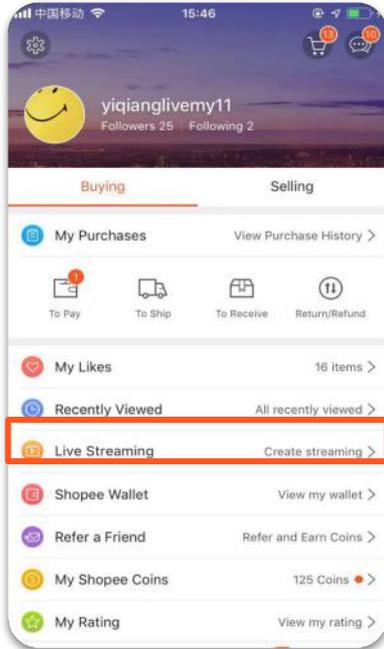


Creating Your Own Livestream

Set up your live stream in the Shopee app

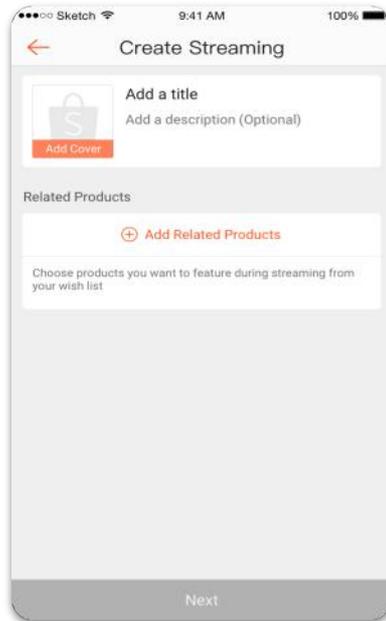
1

Go to your profile tab and select "Live Streaming"



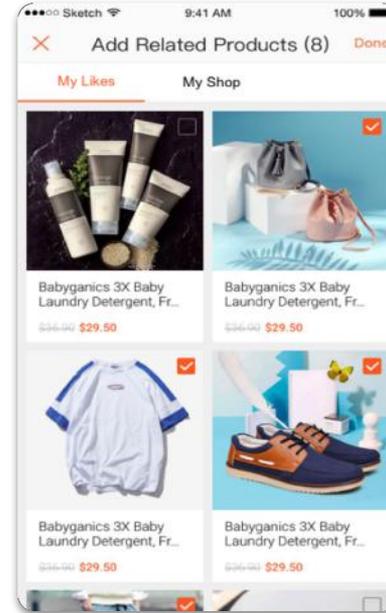
2

Add a title, description and cover image (see next slide for design guide).



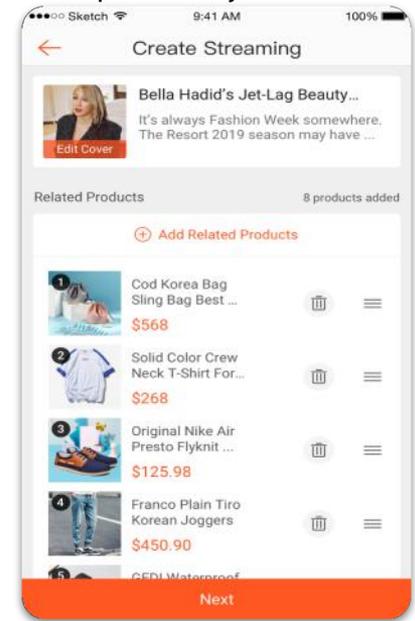
3

Add products to your stream (max 200). Select from your shop or your favourite items list.



4

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



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Cover Image: Design Guide



Full image dimensions: 500x500 px

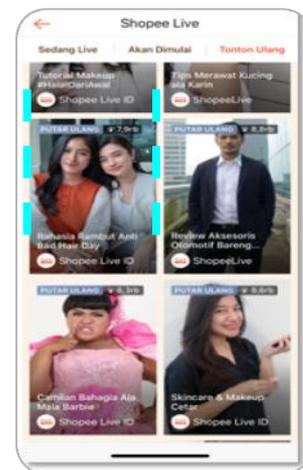
Visible areas:

Coming soon section.

Area inside yellow square:
300x300 px

Replay and live sections.

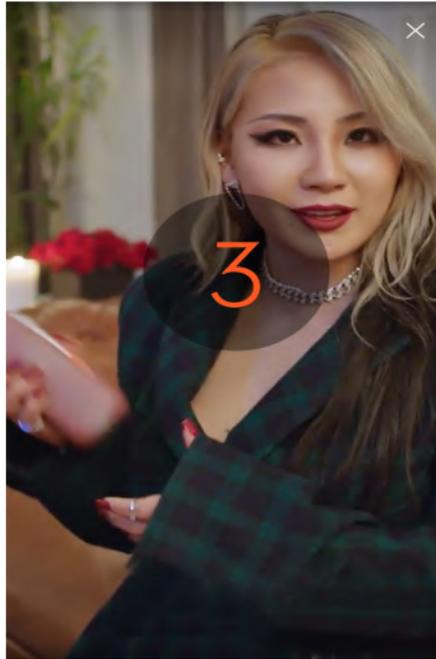
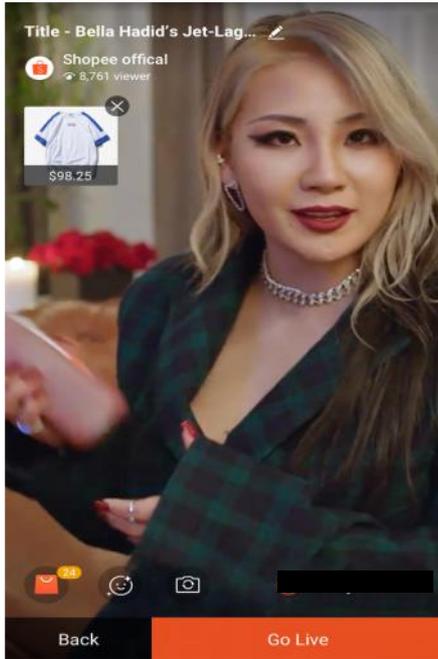
Area outside of blue dotted lines will be cut off



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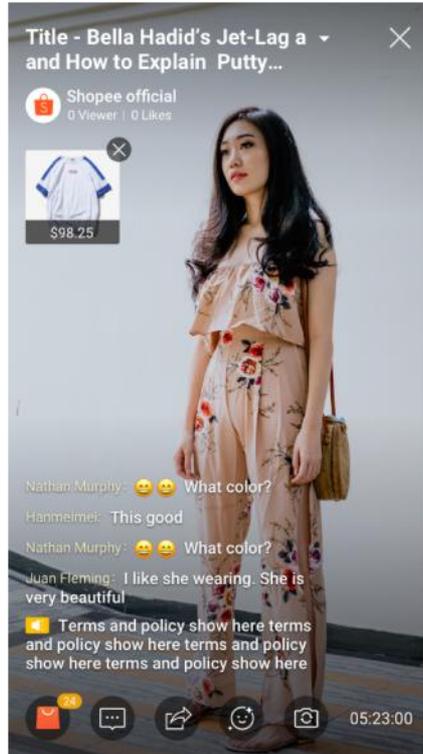
Set up your live stream in the Shopee app



- Check your camera before going live
- Hitting 'Notify Followers' will send a PN (Push Notification) to all your followers
 - Will be sent within 3 minutes of live stream start timing
 - The push notification will appear in the Social Updates folder
 - Default message template: "Watch [username]'s live stream: [Title] now"
- Hitting 'Go Live' will start the live stream
 - Countdown of 3 secs before live stream officially starts



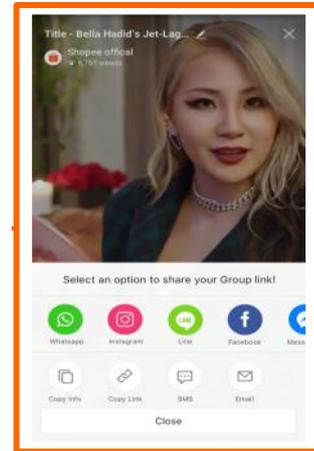
Set up your live stream in the Shopee app



1. The  icon allows you to feature products within your selected product list during the stream.
1. The  icon allows you to tag shop vouchers to give away during the stream.
1. The  icon allows you to type comments.
1. The  icon opens up the sharing panel, allows you to share the stream. Sharing options same as in-app.
1. The  icon and  icon controls the Filters and the Front/Back camera respectively.



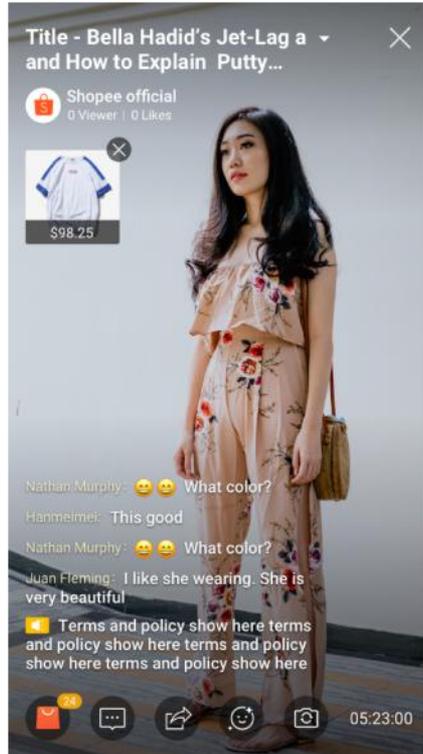
Host can see and ban comments



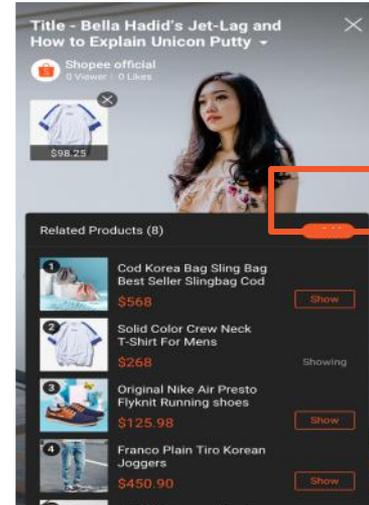
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Set up your live stream in the Shopee app



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You can add more products during streaming. However the sequence cannot be edited.

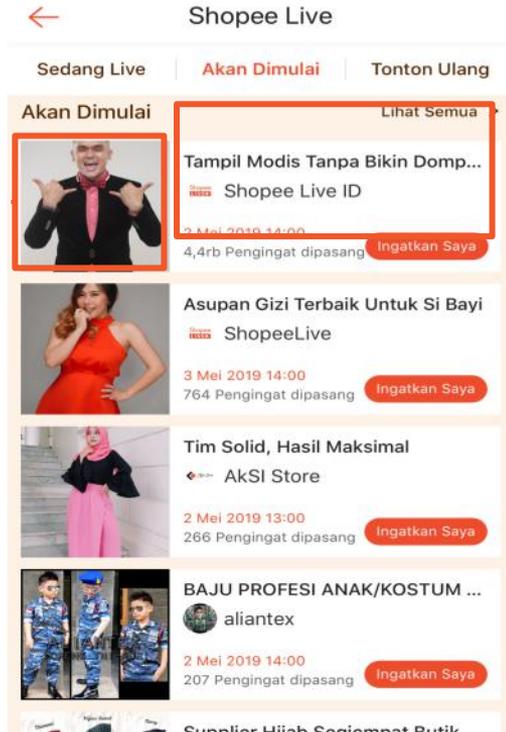
Only one product can be shown at a time. If you click on another product to show, it will replace the current one. Before streaming, if no products added, the 'bag' icon is invisible. In this case, you cannot add products during streaming.



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Shopee Livestream

Set up your live stream in the Shopee app



Cover image:

- High resolution photo
- Size: Width: 500px, Height: 500px.
- Format: jpg

- To be featured in the "Coming Soon" section, simply send Shopee your stream details
 - Time & date
 - Title & description (has to be the same as your eventual stream name)
 - Cover image (has to be the same as your eventual stream image)
- In 3 working days, Shopee will schedule your stream and put it up in the 'Coming Soon' section on the livestream landing page



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Shopee Livestream



How To Create A Good Live Stream



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**
 - Ex. *"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
 - Ex. *"**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 (save the best for last)



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Shopee Livestream



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

You can have secondary manpower to show any important callouts if needed



Videography Best Practices

- Camera should not be too close 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)



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Shopee Livestream



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



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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





Examples of good studio set-up (Tech or Unboxing)



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



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Exciting Livestream Initiatives for Sellers



Shopee Live Day (Seller) - Overview

Objectives	<ul style="list-style-type: none">• Drive # of livestreams and traffic into Shopee Live<ul style="list-style-type: none">• 900 # of livestreams on Dday• 500 unique livestreamers
Initiative Title	Shopee Live Day - Seller Spotlight
Tagline:	<i>Go live every Friday and get a chance to win P10,000 and receive Shopee-sponsored vouchers!</i>
Main Hooks	<ul style="list-style-type: none">• Cash Prize for top seller based on PCU• Free Shipping Vouchers for the first 100 sellers to register



How to join:

1. Sign up via [google form](#)
2. All registered sellers every Tuesday will receive discount vouchers from Shopee. You will be notified via email every Thursday on how to use the vouchers
3. Go live on Friday, use your vouchers, and stand a chance to win P10,000 cash weekly
4. Shopee team will monitor your livestream viewership performance and announce the top seller every Monday via PN and social media platform





Shopee Live Day (Seller) – FAQs (1 of 2)

- **What if I was not able to register by Tuesday, 4PM?**

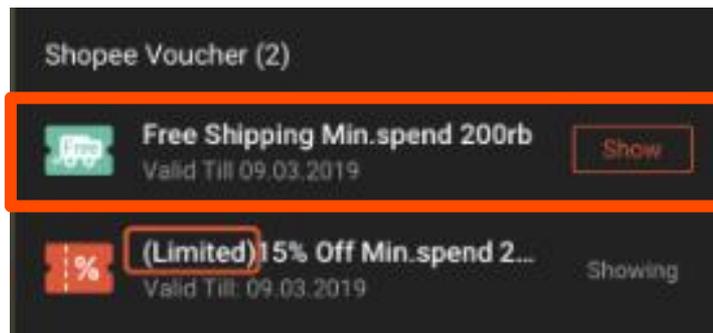
- All sellers who register via the google form by **Tuesday, 4PM** every week will only be eligible for the incentives. You can still go live on Friday or register again for the next cycle.

- **Are all sellers eligible for the FSVs?**

- Only the **first 100 sellers** who will register weekly will receive FSVs sponsored by Shopee. You will be given 20 claims for each livestream session.

- **Where will I see the Shopee-sponsored vouchers?**

- It will automatically show on your Shopee vouchers section:





Shopee Live Day (Seller) – FAQs (2 of 2)

- **What does peak concurrent users mean? Why is it the basis for the winner of the cash prize and not total views?**

- **Peak concurrent users (PCU)** means how many viewers are watching the stream at each second. As viewers join and leave the stream, this number will fluctuate up and down. It is the basis for choosing the winners as this number is not affected by the length of the livestream. This is to avoid choosing winners who will just go live for a longer period thereby gaining more viewers.

- **Are all sellers eligible for the Php10,000 prize?**

- No. **Only those sellers who registered via the Shopee Live Seller Spotlight form are eligible to win.** Hence, if you go live on Friday and did not register, you won't get the chance to win even if you have the highest PCU

- **What if I registered, received my voucher, and did not go live on Friday?**

- The **penalty is a two-week ban from livestreaming.** Make sure that when you register and receive your incentives, you will go live. We will monitor this on weekly basis. If you will not go live on Friday, your two-week ban starts Wednesday the following week.





Livestream Guidelines



**Avoid actions that may
disrupt your livestream!**

**Livestream disruptions are caused by inappropriate acts that violate Shopee Policies.
To ensure that all broadcasts are of top quality and contain proper content,
we've set up simple guidelines on Shopee Live for Sellers to follow.**



1

What actions or content count as violations?

Acts that violate Shopee Policies may vary in three (3) levels:

LEVEL 1

- ✗ Late or behind-the-schedule livestreams
- ✗ Unclear video and/or audio
- ✗ Laggy video and/or audio
- ✗ Other technical issues

Tip: If internet connection is lost, hosts can choose to either end the livestream or retry connecting to the current livestream.

LEVEL 2

- ✗ Misleading information (such as inaccurate or exaggerated facts about a product)
- ✗ Non-Shopee transactions or promotions
- ✗ Spam or other unsolicited messages
- ✗ Fake or counterfeit items

LEVEL 3

- ✗ Sensitive information (such as political preference, racial discrimination, and the like)
- ✗ Sellers or livestream hosts who are 18 years old and below
- ✗ Cyberbullying (such as verbal harassment)
- ✗ Explicit or adult content
- ✗ Prohibited items





Livestream Guidelines - Corrective Actions

All inappropriate acts, depending on the level, are subject to corresponding corrective actions and penalties. Find out more below.

2

What happens when violations are committed?

When hosts post inappropriate content, Shopee Admin may intervene with the broadcast in three (3) ways:

WARNING

For **LEVEL 1** to **LEVEL 2** violations, Shopee Admin will push for a **warning pop-up**.

- Pop-up will contain a warning that the content is violating Shopee policies.
- Viewers will not see this pop-up.

Note that Shopee Admin will issue up to three (3) warning pop-ups only. If the warnings are ignored, Shopee Admin will stop the livestream immediately.

REMOVAL

For **LEVEL 3** violations, Shopee Admin will **automatically remove** the livestream.

- No pop-up will be shown.
- Viewers will be directed to 'live stream ended' page.





Livestream Guidelines - Corrective Actions

BAN

When broadcasts receive warning notifications, sellers need to immediately correct or remove all elements that were considered as violations. Failure to do so will result in a **permanent ban** of the livestream.

For the metrics, refer to the table below:

Violation Type	Occurrence									
	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
Level 2	PN	PN	3-day ban	7-day ban	Permanent ban					
Level 3	3-day ban	7-day ban	Permanent ban							





How to Ban Viewers from Commenting on Seller's Streams

1

Click viewer's username



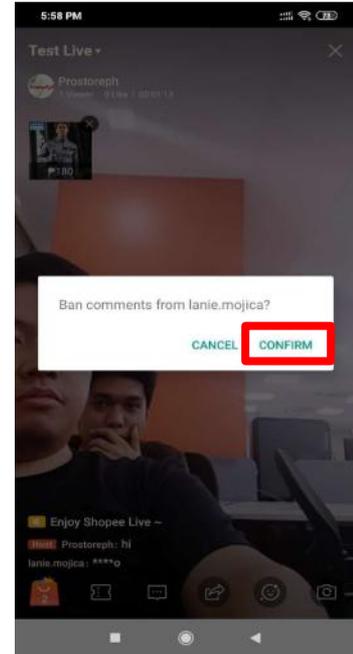
2

Click "Ban comments" icon that will pop-up once username is clicked



3

Click "Confirm" button. Viewer will be banned from commenting in the seller's stream



Note: Inappropriate comments done by viewers cannot be deleted





Thank you!