



SHOPEE LIVE

SELLER INTRO KIT

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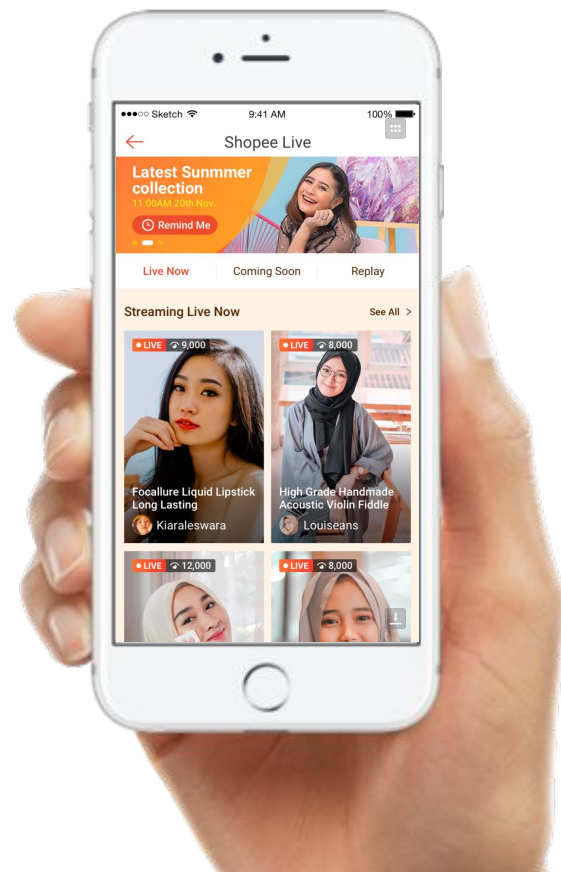
INTRO TO SHOPEE LIVE

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**.



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INTRO TO SHOPEE LIVE

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**



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INTRO TO SHOPEE LIVE

Seller Checklist

Check this list before going LIVE.

- 1 DO YOU HAVE THE STORY?**
Live stream Content Flow, Host, Duration of Stream
- 2 WHAT ARE YOUR DEALS?**
Set up Discounted Price on Featured Products, Put Featured Products on Product Feed
- 3 IS YOUR SET-UP READY?**
Prepare Props, Camera Set-up, Good Internet Connection, Product Stocks on Shopee
- 4 CHECK YOUR GIVEAWAYS**
What are your giveaways & how many? (i.e. vouchers / free gift), How will you choose winners?
- 5 PREPARE YOUR LOOK**
Upload Cover Image and Banner for Shopee Home Page
- 6 SHARE WITH YOUR FANS**
Share about your Live Stream on your Social Media Pages
- 7 GO LIVE**

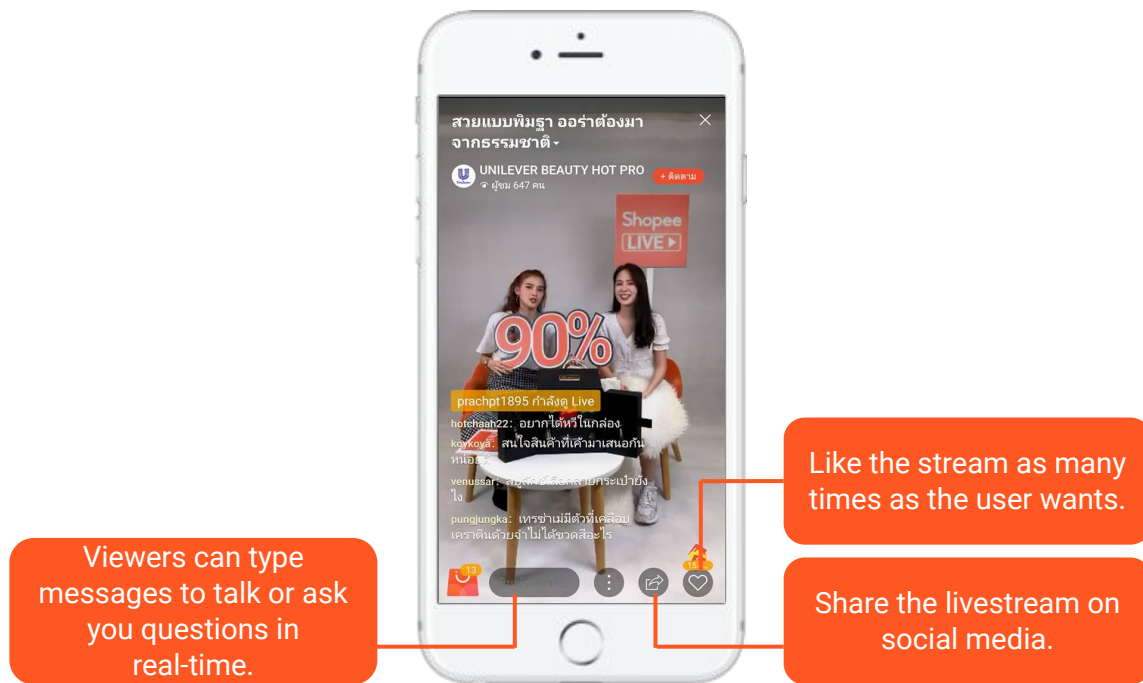


Shopee



FEATURES

Shopee LIVE Features - How does it look?



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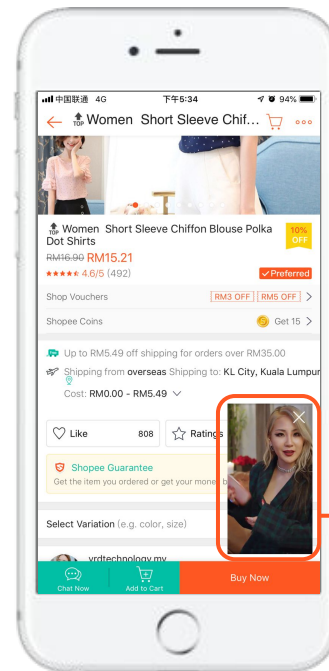
SHOPEE LIVE - FEATURES

Shopee LIVE Features - How does it look?

Tag products for immediate purchase during your livestream



Buy products from the store immediately.



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

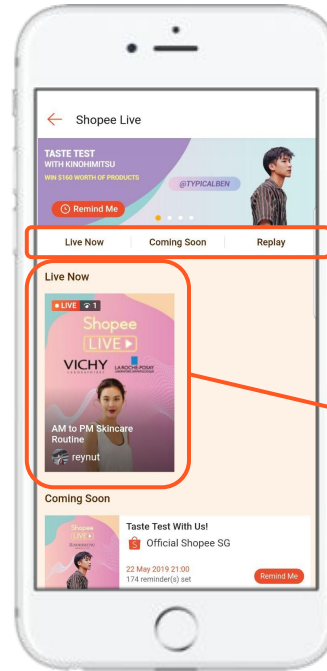
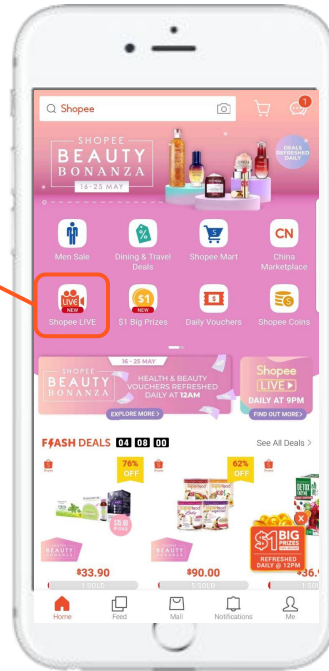


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SHOPEE LIVE - FEATURES

Shopee LIVE Features - How does it look?

Tag products for immediate purchase during your livestream



Streams are classified under:

- a. **"Coming soon"**;
- b. **"Replay"** (Shopee recommended streams that have ended);
- c. **"Live now"**

Sellers will appear on the "Live Now" feed when they go live

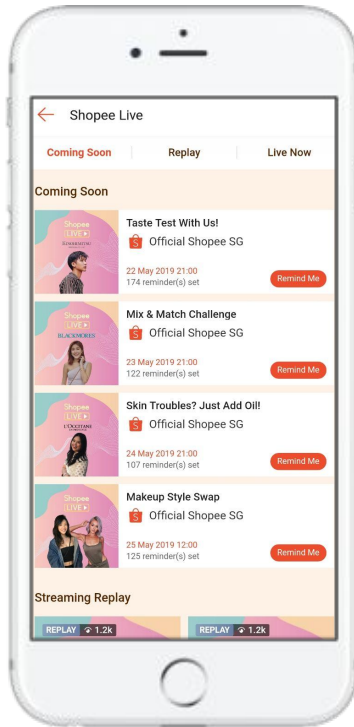


Shopee



CREATING YOUR OWN LIVE STREAM

How to Create Your Own Live Stream



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

- [Title, Subheader, Description and Cover image for your livestream](#)
- Date and time slot for the livestream
**Information needs to be submitted 2 weeks in advance*



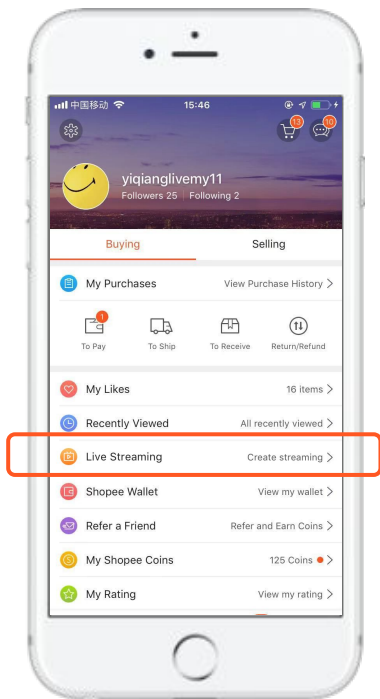
SELLER EDUCATION HUB

CREATING YOUR OWN LIVE STREAM

Setting Up Your Live Stream on Shopee App (Pre-LIVE)

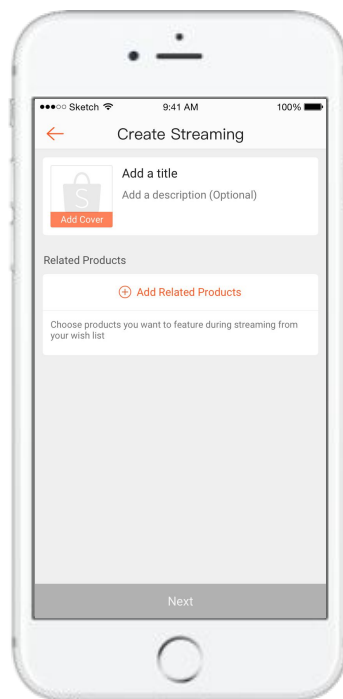
1

Go to your profile tab and select “Live Streaming”



2

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



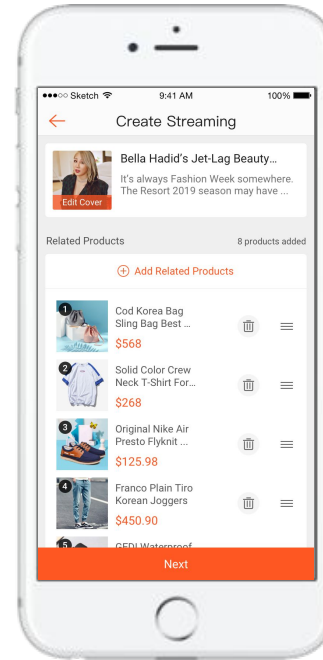
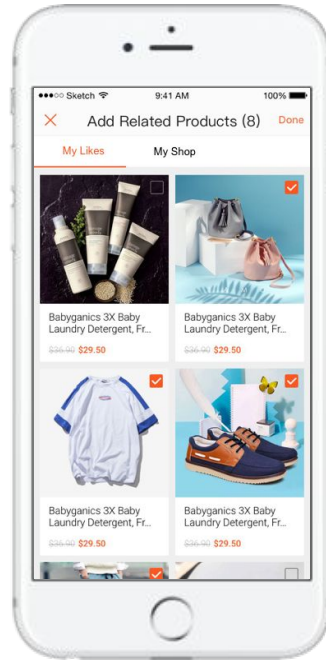
SELLER EDUCATION HUB

CREATING YOUR OWN LIVE STREAM

Setting Up Your Live Stream on Shopee App (Pre-LIVE)

3

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.



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CREATING YOUR OWN LIVE STREAM

Setting Up Your Live Stream on Shopee App (Pre-LIVE)

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



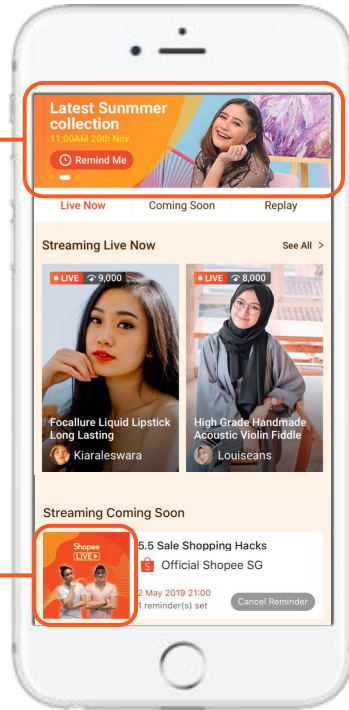
Let Shopee Promote Your Upcoming Stream

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:**
 - 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.



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CREATING YOUR OWN LIVE STREAM

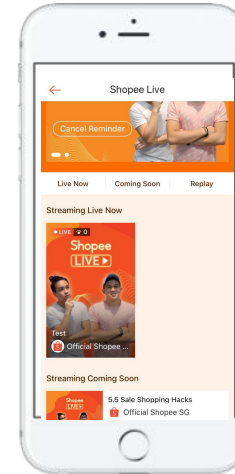
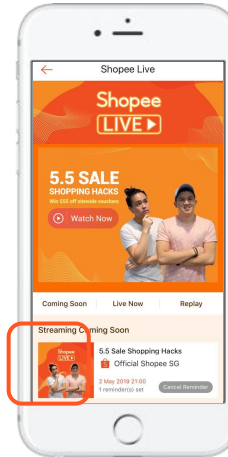
Cover Image: Design Guide



Full Image Dimensions: 500 x 500 px

Visible Areas:

- Coming soon section (Whole image)



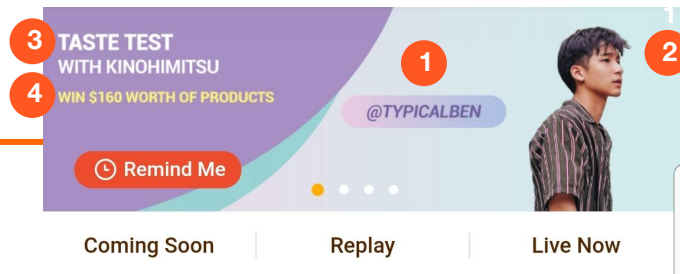
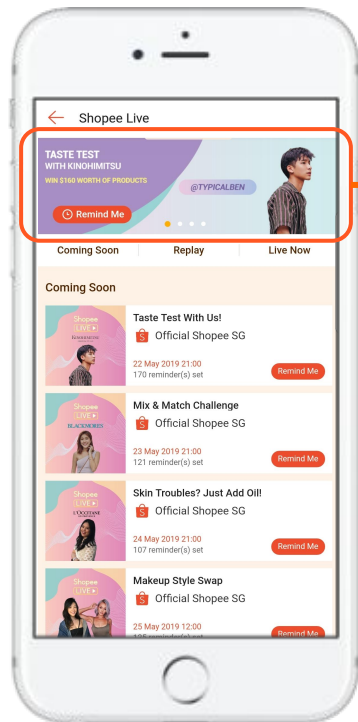
Replay and live sections.
Only area within blue dotted lines will be shown (300 x 500 px) [Keep your image centralised]



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CREATING YOUR OWN LIVE STREAM

Cover Image: Design Guide



- 1 **Include your host/business Instagram handle in the landscape image provided** (i.e. @TYPICALBEN)
- 2 **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)
- 3 **Include title of your stream content in order to attract audience**
- 4 **Include incentives as sub-header** (i.e. Win \$160 worth of products)



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CREATING YOUR OWN LIVE STREAM

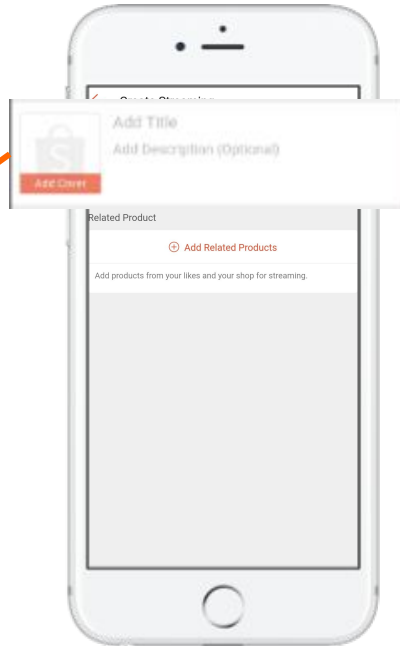
Cover Image: Design Guide

Create informative streaming details to match your theme:

Photo

(500 x 500 px,
maximum 200KB)

Use photos that will
feature your
product/host



Title (Up to 30 characters)

Make a short and catchy title

Description

(Optional, maximum 200
characters)

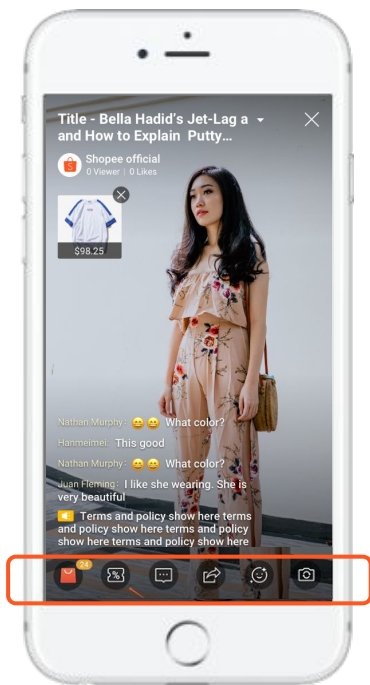
Describe the activities/
promos that you will be
providing in your stream



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CREATING YOUR OWN LIVE STREAM

Setting Up Your Live Stream on Shopee App (During Stream)



1 The Icon

Allow sellers to feature products during the stream.

2 The Icon

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

3 The Icon

Allow everyone to type comments.

4 The Icon

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

5 The Icon & Icon

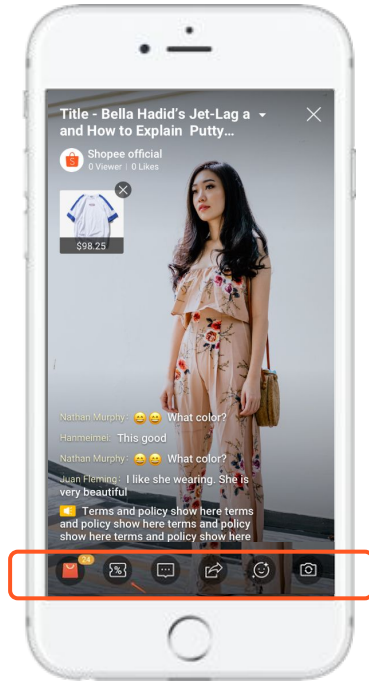
Controls the filters and the front/back camera respectively.



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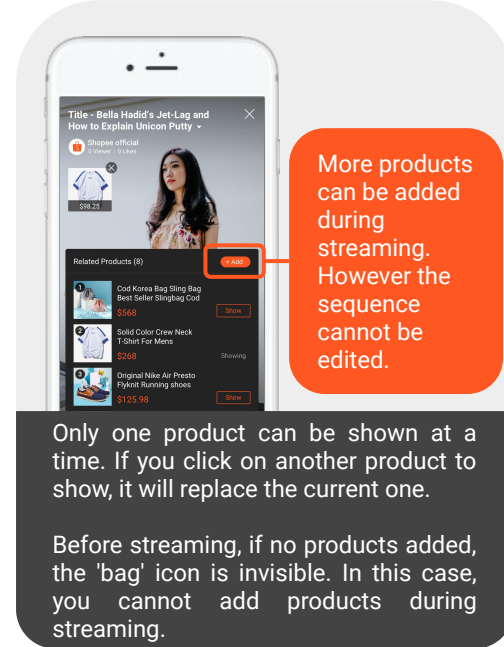
CREATING YOUR OWN LIVE STREAM

Setting Up Your Live Stream on Shopee App (During Stream)

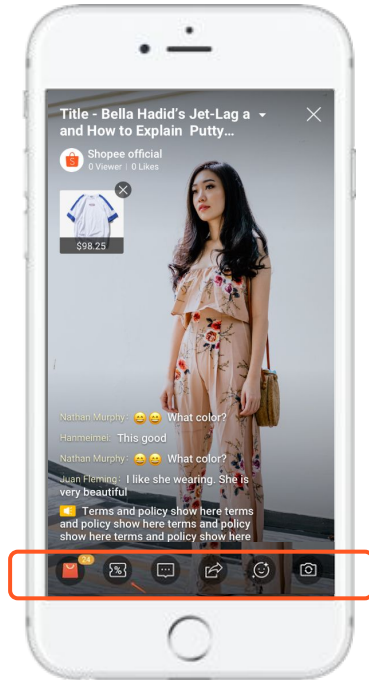


1 The Icon

Allow sellers to feature products during the stream.



Setting Up Your Live Stream on Shopee App (During Stream)



2 The Icon

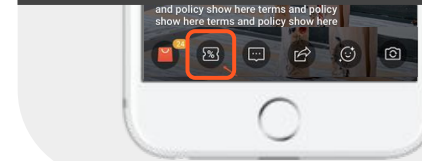
Allow sellers to tag shop vouchers to give away during the stream.

How to giveaway shop vouchers?

1. 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.

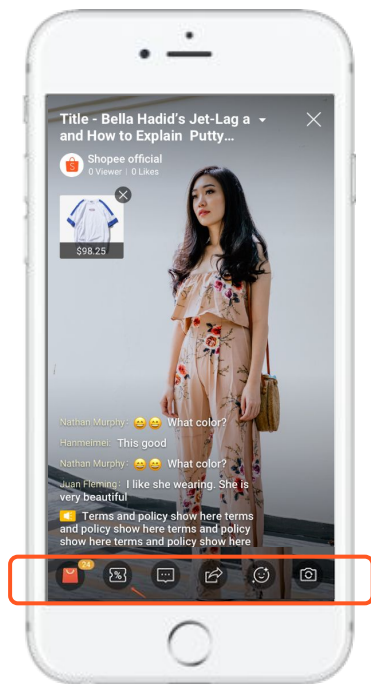
2. "Go Live" and start live streaming
3. Tap on the voucher icon to access your eligible vouchers



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CREATING YOUR OWN LIVE STREAM

Setting Up Your Live Stream on Shopee App (During Stream)

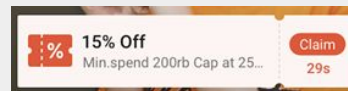


2 The Icon

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

How to giveaway shop vouchers?

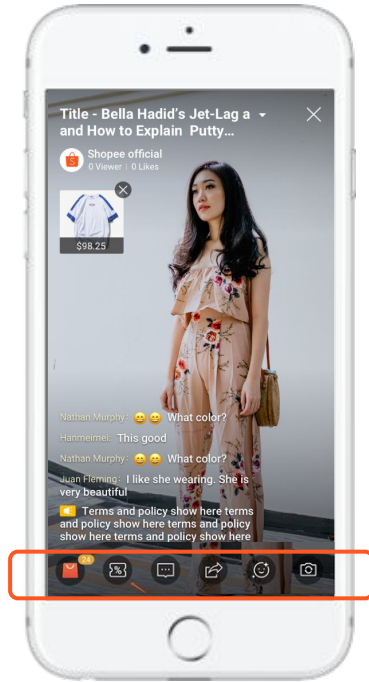
5. 30 sec countdown will start. Choose to close and untag voucher anytime. Voucher will disappear once it's fully claimed by users.



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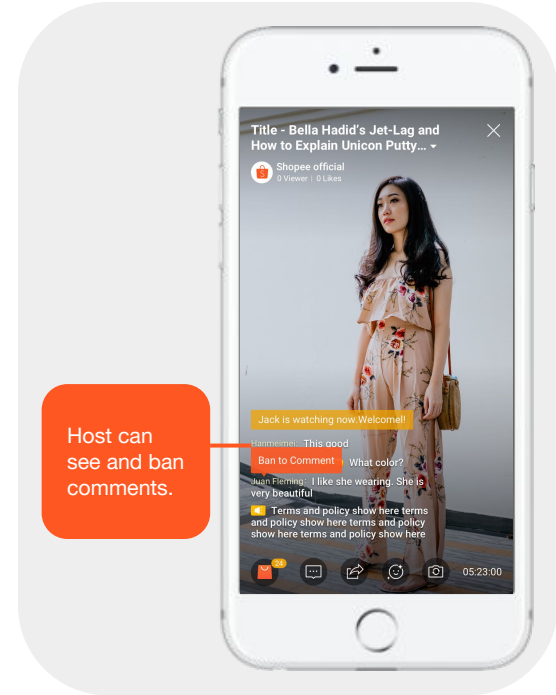
CREATING YOUR OWN LIVE STREAM

Setting Up Your Live Stream on Shopee App (During Stream)

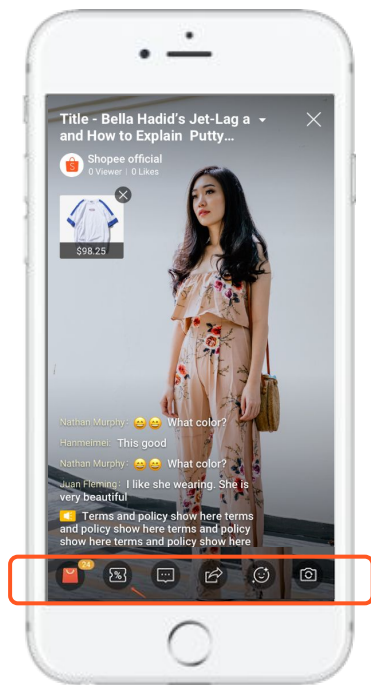


3 The Icon

Allow everyone to type comments.

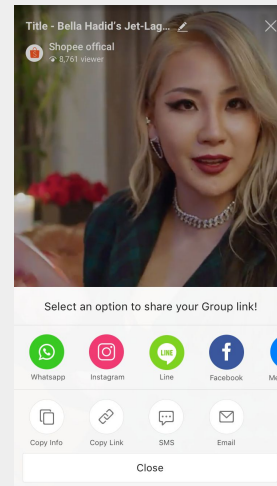


Setting Up Your Live Stream on Shopee App (During Stream)



4 The Icon

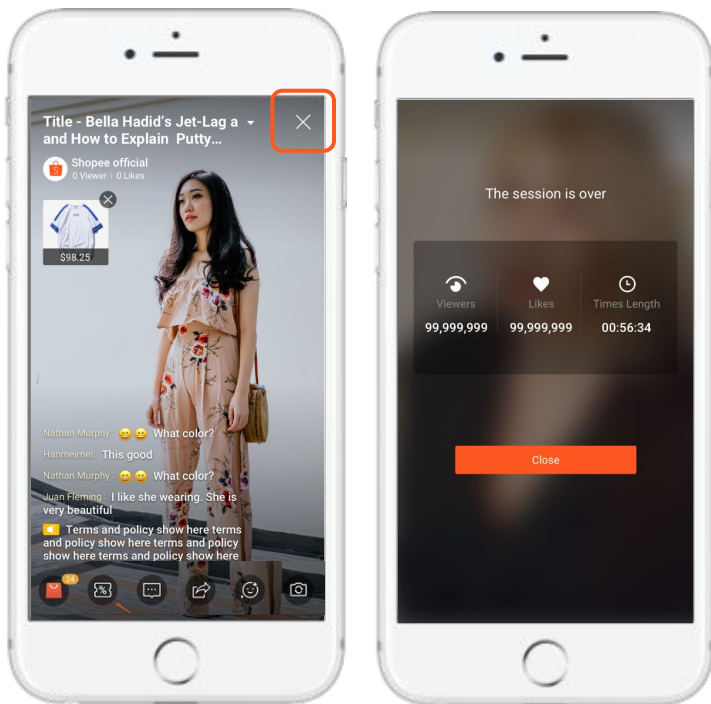
Opens up the sharing panel, allows everyone to share the stream. Sharing options same as in-app.



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CREATING YOUR OWN LIVE STREAM

Setting Up Your Live Stream on Shopee App (During Stream)



- 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

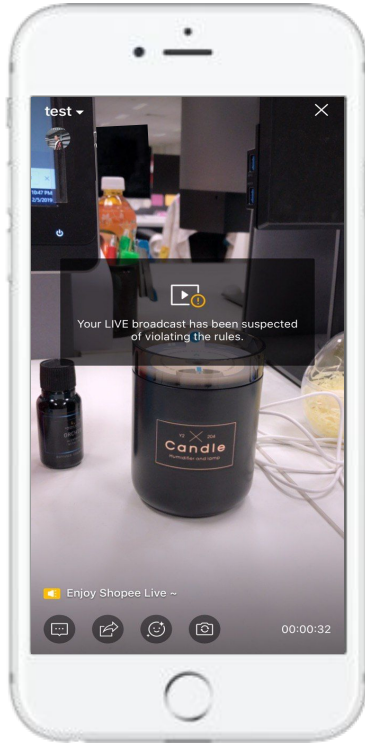


The livestream might be disrupted due to these reasons:

- **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



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
 - Gambling content
 - Promoting violence
 - Racism content
 - Supporting the arms trade
 - Content promoting violence
 - Content promoting animal abuse
 - Promote copyright infringing products



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CREATING YOUR OWN LIVE STREAM



TIPS AND TRICKS TO IMPROVE YOUR 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



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TIPS AND TRICKS TO IMPROVE YOUR STREAM

Live Stream Equipment Set-Up

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>



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TIPS AND TRICKS TO IMPROVE YOUR STREAM

Live Stream Equipment Set Up

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>



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TIPS AND TRICKS TO IMPROVE YOUR STREAM

Live Stream Equipment Set Up

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>

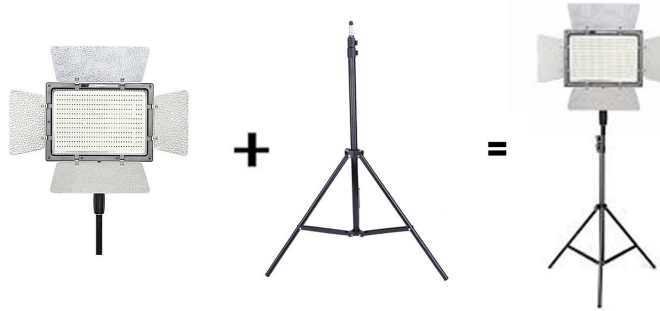


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TIPS AND TRICKS TO IMPROVE YOUR STREAM

Live Stream Equipment Set Up

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>



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TIPS AND TRICKS TO IMPROVE YOUR STREAM

Live Stream Equipment Set Up

Microphones



Mic

<https://shopee.sg/TCSG-Lavalier-Mic-Microphone-Case-For-IPhone-Smart-Phone-Recording-PC-Clip-on-i.12694316.998480447>

<https://shopee.sg/Portable-Clip-On-Lavalier-Microphone-3.5mm-Jack-Hands-Free-Lapel-Mini-Wired-Mic-i.46313738.903124008>



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TIPS AND TRICKS TO IMPROVE YOUR STREAM

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):



Aylina Neo
@Aylina



J Kishan
@j.jaikishan

KOL List: [Link here](#)



De Zhong
@deprinceofzhong



Gladys Yuen
@glishaa

Freelance Emcees List: [Link here](#)



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TIPS AND TRICKS TO IMPROVE YOUR STREAM

Stream Content - Program Flow

Segment	Time	Content
1. Opening Monologue	30sec - 1 min	• Introduction • Overview of Current Livestream Content • If there's an incentive at the end of the stream (e.g. voucher) give teaser to encourage users to stay on
2. Main Content of Stream	Depends on Brand (should be >5mins)	• Host should periodically check for user comments in the comments field and respond to them • 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
3. 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	• Announce next livestream session • Sign off



Stream Content: Program Flow - Key Incentives

Key Hook	Objectives
Exclusive Vouchers Every Livestream	1. Incentivise users to tune in to livestream to get discounts 2. Encourage sales for products featured in the stream
Exclusive Discounts for Products Featured in Stream	
Lucky Draw	1. Engage viewers during the livestream 2. Provide instance for user interaction



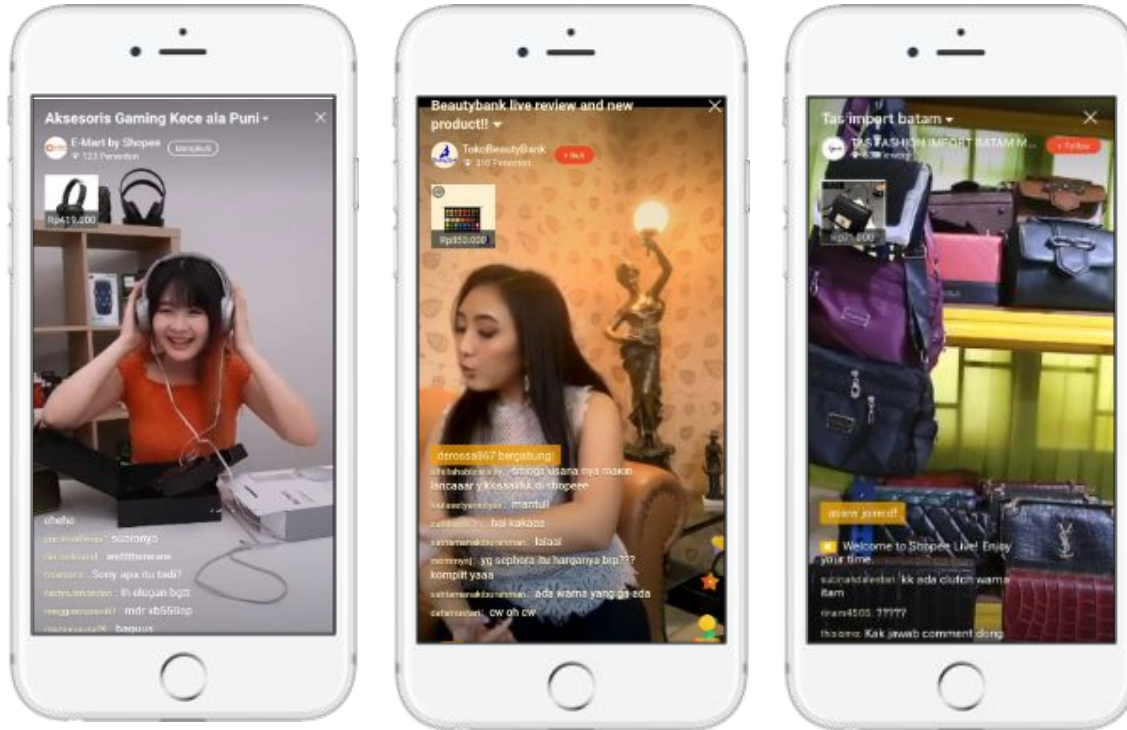
Stream Content - Put a Key Hook for Users to Want to Watch



- 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 - Put a Key Hook for Users to Want to Watch



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

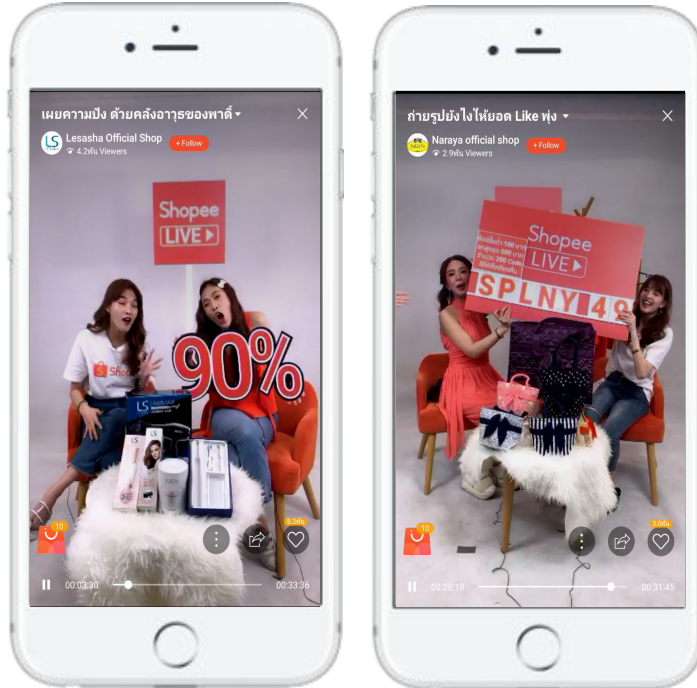
The host / model can help buyers get a better picture of the product being sold on stream



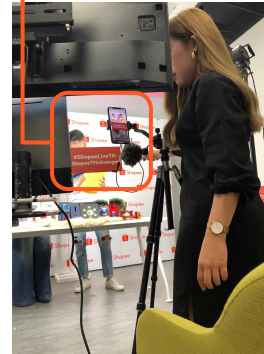
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TIPS AND TRICKS TO IMPROVE YOUR STREAM

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



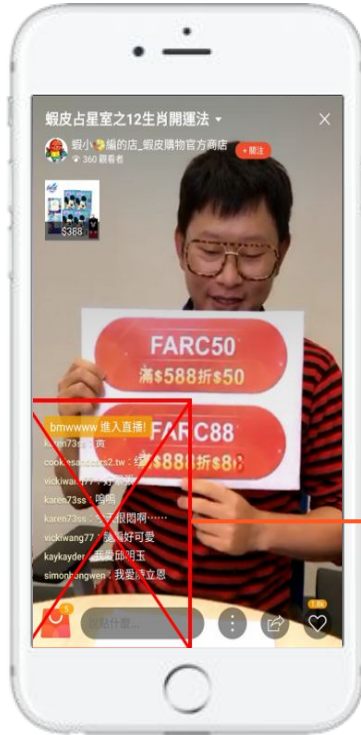
- Voucher Codes etc must be prominent in the stream
 - Good example: Use Physical Placard to display voucher code or large discount
- Host should promote these key incentives multiple times during the stream so users who enter late are aware
- Can have secondary manpower to show any important callouts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



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TIPS AND TRICKS TO IMPROVE YOUR STREAM

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)



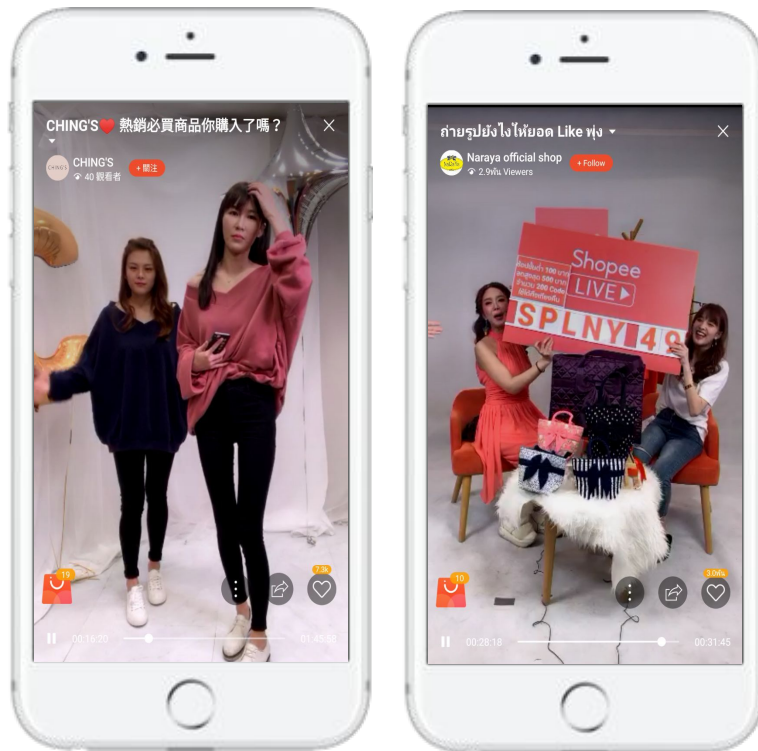
- For make-up or skincare related content, camera should be closer to the host
- Particularly for make-up tutorial, the resolution must be good for users to see the details when host/KOL applies various products on her face
- Products can be placed in front of host on a table



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TIPS AND TRICKS TO IMPROVE YOUR STREAM

Stream Content - Examples of Good Studio Set-Up (Fashion)



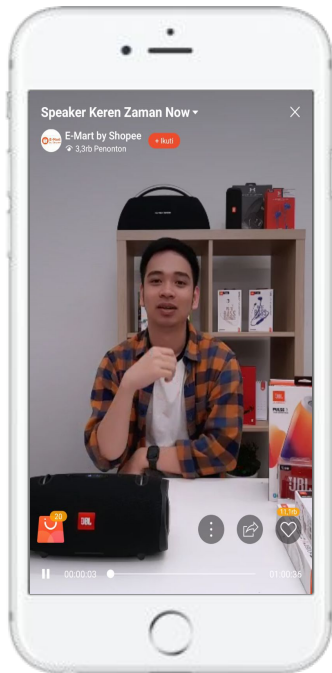
- Full-length view preferred for fashion looks or OOTD related content
- Fashion accessories may be placed on a table



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TIPS AND TRICKS TO IMPROVE YOUR STREAM

Stream Content - Examples of Good Studio Set-Up (Tech/Unboxing)



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



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TIPS AND TRICKS TO IMPROVE YOUR STREAM

Limited Time Promotion

\$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
 - BD PIC will dispatch vouchers to winners
 - MKT will inform revenue team of the seller's userID to dispatch \$5 paid ads credits





FAQ

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 [form](#). 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.





Thank you

Learn more about best practices for selling on
Shopee on Seller Education Hub:

<https://seller.shopee.sg/help/start>