

Benefit from **live shopping** in your business

Make the most of interactive shopping with this
guide

Otto Group Solution Provider (OSP) GmbH

Whitepaper



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Live shopping as a sales channel with great future prospects

Worthwhile investment or just short-lived hype? From the business perspective, not every trend is worth following. When implementing new formats, the question of profitability and long-term added value always arises. Investing money, time and effort in something just "because everyone else is doing it" is not necessarily a viable business strategy.

However, there are situations where a trend is not just a fleeting fad but actually shapes the future and status quo of a company. Live shopping is definitely one of those game-changing trends you should keep an eye on. After gaining immense popularity in the Asian market, particularly in China, live shopping is gradually becoming a significant player in the e-commerce landscape in Europe as well.

And for good reason: the sales format provides entertainment for customers, delivers crucial product information and offers maximum convenience. It also brings a range of benefits for retailers, including increased sales opportunities and stronger customer engagement.



Concerns about implementing live shopping

Nevertheless, many companies hesitate to implement and integrate live shopping into their sales strategies. The concerns are understandable: many business owners fear the high workload, have concerns about the technical implementation or hesitate to acquire suitable presenters. Where can you obtain the equipment, such as cameras or even an entire camera crew? Which premises should be used for the event? How can the event be staged to ensure nothing goes wrong during the live recording? Which products should be presented during the event?

Often, there is a perfectionist expectation for live shopping events, and the perceived huge amount of work deters companies from pursuing it. While the concerns are understandable – they are not justified. If you take a closer look at a) the benefits and b) the requirements for holding a live shopping event, you will quickly realise that live shopping is far from difficult to implement and requires much less effort than one might expect, especially considering the tremendous value it brings to your e-commerce business.

The purpose of the whitepaper is to provide you with a practical guide to launching your first live shopping event. Whether it is a high-end sale or a livestream to which you can only allocate limited resources, you will learn in this guide how to plan and execute captivating sales events in various ways and why, in the end, it is not as hard as you think to launch a live shopping event if you follow our guide.

Here are the key highlights of our guide:

Three ways to implement live shopping:

Whether you go the smartphone & influencer route, use your store as a showroom or host a high-end event in a film studio, we will show you how to make your first shopping stream a success!

Expert interview with the influencer "The woman in a yellow sweater": Learn how to create perfect livestreams and present products effectively in front of the camera.

Insights from cameraman and film production founder Jan Schulze: Discover how to hold your sales event with the right equipment, and work with a film production company to showcase your products in the best possible light.

Checklist for the next shopping event: With our practical checklist, you can rest assured that nothing will go wrong during the launch of your first live shopping event.

Five practical tips: Do not let perfectionism get in the way, and choose the right product. Get useful tips that will make the live event extra special for your audience.

Use case: OTTO uses the MOVEX | Live Shopping software from OSP as a pilot customer and reached 23,000 viewers with the first live shopping event.

Install the right software: Before launching your live shopping event, it is worth implementing software in your online store. Find out here about the benefits offered by the live shopping platform from OSP.

Profile of our experts



Who could tell us more about influencer-backed live shopping events than an experienced influencer and video content creator? Luisa, aka "The woman with the yellow sweater", has been

captivating YouTube audiences for several years with her fashion tips. She not only showcases the latest fashion trends to her audience but also helps them discover their own style. In our interview, she explains her approach to recording videos and shares valuable advice on presenting clothing in front of the camera. She also highlights some key considerations for live shopping events and shares intriguing experiences from her life as an influencer.



Jan Schulze is one of the founders of the full-service production company ApeDivision, where he works as a director and producer. He completed his training as a DI engineer at ARRI Media and

has been involved in various TV series and films on set. He worked, for example, on the Netflix series "Kleo" as the 2nd Assistant Director.

Although ApeDivision primarily focuses on music videos, they have the perfect facilities in Berlin to host live shopping events.

His film production has a 300-square-metre studio space where participants in a live shopping event can get ready. With their in-house studio and extensive networks, companies can easily organise their next live shopping event from start to finish with only one inquiry to ApeDivision. ApeDivision can provide cameras, technical equipment, live editing software, studio space, makeup artists, etc. It requires minimal effort for companies to showcase their products effectively in front of the camera.

In this whitepaper, Jan shares valuable tips and insights he has acquired during his time as a director. He also explains how little effort it takes for companies to present their products optimally in front of the camera.

Three ways you can implement live shopping

If the YouTube era has shown us anything, it is that there is a filmmaker inside all of us. Less than two decades ago, having your own camcorder was still something special. Today, anyone can create high-resolution videos with their smartphone. The perceived obstacle of not having a camera for recording live shopping events is no longer relevant because high-resolution smartphones can do (almost) anything that a standard camera can do.

Other concerns can also be quickly dispelled. A live shopping event can be tailored to your individual possibilities, irrespective of your budget, available technology or the products you want to showcase.

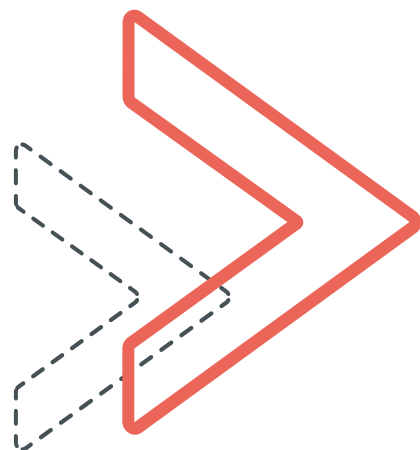
Below, we present three implementation examples that demonstrate that while a live shopping event can be high-end and perfectly planned, it is definitely not a requirement!

1. The basic option: smartphone camera & influencer

Outsourcing is a popular practice in the business world, and it can also be a worthwhile solution for live shopping: outsource your sales stream by hiring an influencer to do it for you. The influencer can even host the event in their own home and stream it using their smartphone. This saves you the hassle of organising a venue for the event. At the same time, you benefit from a presenter with extensive experience with live promotion of products. Another benefit is that you do not need any additional equipment, as many influencers have gadgets like ring lights and tripods as part of their standard setup.

The experience of many retailers also shows that the enthusiasm for the format and the company's own products can be authentically conveyed not only by experienced influencers but also by potential content

producers from your own ranks who enjoy presenting the products and working in front of the camera. Engaging an employee has a clear advantage as your employees know your products and what your company stands for. Experts from your organisation can effectively communicate the specific features and benefits of the products in the video, showcasing their knowledge and enthusiasm.



Access to audience but no control

Another important benefit is that influencers already have a certain following, which means that they bring their own audience representing a pool of potential new customers for you to the stream.

This option nevertheless has a significant drawback despite its simplicity and the minimal resources involved. You are handing over the event to someone else and relinquishing control over the stream. This makes you dependent on the influencers and prevents you from making spontaneous changes during the event, for example. For this reason, it is important to discuss this option in detail with the influencers in advance and to plan the live shopping event meticulously. Lay down dos and don'ts, and clearly communicate what is important to you. You should also discuss technical challenges in detail with the influencers.

This basic implementation option is particularly well-suited for presenting your products on social media channels. Even if you have your own live shopping platform, it can work well with good communication and a precise briefing. In this case, it may be worthwhile to send employees to the shooting location to assist the influencer if needed.

This option is particularly popular for products that are easy to explain, such as clothing. The German fashion retailer About You, for example, regularly relies on support from influencers.

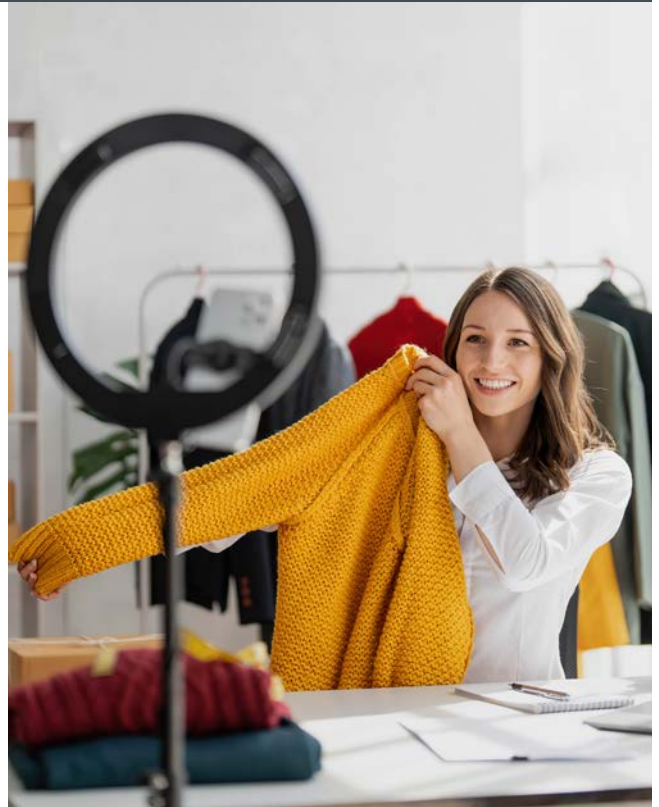


Photo: wichayada69 / elements.envato.com

Interview with the influencer Luisa aka "The woman in a yellow sweater"

Let's start where you start with your videos – with planning. How far in advance do you prepare your videos?

Luisa Möller: *For a video lasting seven to 14 minutes, I typically need about six hours of preparation. The research and concept takes about one and a half hours, depending on the content of the video. The actual filming itself usually takes the least amount of time.*

I do not have a permanent studio. This means that I have to set up the lights, camera, etc. for each shoot. I need another hour and a half to prepare for the shoot, i.e. hair, make-up, setting up and dismantling the set, etc.

What does your video outline look like?

Luisa Möller: *I often look at what other channels have already done and what items are available online on the topic. I incorporate that along with my own opinion, experience and insights.*

An outline with bullet points is perfectly adequate for my YouTube channel. I usually end up talking more than I intended, and I have to edit out a lot to keep my videos from being too long. This is why it helps to have a rough structure. When it comes to social media videos, the first few seconds are particularly important. If the video captivates viewers from the start, they are more likely to watch it until the end.

Live videos are completely different as it is difficult to write a detailed outline for them. Instead, I look at the store and the product as part of my preparation. The preparation time can vary depending on the segment. Technical topics require different preparation than travel or lifestyle topics.



Name: Luisa

Surname: Möller

Instagram handle:

@diefraumitdemgelbenpulli

Profession: Fashion influencer

When it comes to live shopping, users enter at different times, which means that the video must always be engaging. This is achieved by changing the framing every five to seven seconds. For example, showcase a new product, or use a different camera angle or framing. In this way, users get to know the products better and can view them from different angles. I write all this in my outline and include a call to action – but only once at a time.

With respect to videos in the on-demand format, I carefully consider how the product should be presented and include these points in the outline: Which features do I highlight? Which angles are particularly interesting? Are there any unique aspects that I can highlight?

Spontaneity or perfect preparation – where do you stand?

Luisa Möller: *Definitely somewhere in the middle! Being overly rigid in preparation can come across as forced and inauthentic. Insufficient preparation can come across as unprofessional. Technical issues may arise, or you might lose track of where you are without a general structure. In addition, it is important to speak fluently and avoid fillers like "um". The ideal level of preparation depends on one's personality. Some are natural entertainers and can say the right things without any notes. Others need a structure they can stick to. What matters is that you can captivate people with your enthusiasm.*

What do you pay particular attention to when it comes to your technical equipment for a video shoot?

Luisa Möller: *I have a studio setup at home that looks the same for every video shoot. This includes a tripod with a camera, a microphone and lighting. It is possible to put together a good video setup for 100 euros or even less. If money is no object, there are of course no upper limits.*

What kind of lighting do you use in your videos, and what do you think about ring lights?

Luisa Möller: *I often use softboxes. They are available in sets for 40 to 50 euros. I also utilise my ceiling lighting, which provides me with a coherent 3-point lighting setup. Depending on the video, I use fairy lights and LED lamps for the background to change the mood a bit. The entire lighting setup can be assembled very quickly.*

For me as a glasses wearer, ring lights have their limitations. I do not use them, but I think they are useful. The bright light illuminates the face from different angles. For a ring light, I would recommend a product where the light temperature is adjustable. In addition, the right size is crucial. There are small lights for the smartphone and large ring lights that

illuminate an entire room. For live shopping events, I would recommend larger models. Daylight remains my preferred option.

What camera do you use for your videos?

Luisa Möller: *I always use an SLR camera in HD quality. That was the standard when I started my YouTube channel. Nowadays, most smartphones can record videos in 4K quality, which is more than sufficient. However, it's important to ensure that the front camera also supports this quality so that you can see yourself while filming. Alternatively, you can use an attachable screen. TikTok, for example, predominantly features smartphone videos. Even YouTube videos are now often shot with smartphones. I mount my camera on a tripod. A gimbal is suitable for hand-held smartphone videos.*

To showcase a piece of clothing perfectly can be a big challenge. What do you pay attention to in order to summarise the product features briefly and concisely?

Luisa Möller: *The way to do it is to think about it from the customer's perspective. What is important for them? How does the product solve a problem for them? How can they use it? This is what the audience is interested in. Depending on the product, you can emphasise different aspects. For tech devices, the device's performance is often important. For fashion and lifestyle products, customers want to know what the product looks or how it fits.*

One common mistake people make is creating a huge list of all the product's benefits. It is better to focus on a few key highlights and delve into a few examples or product features in detail during the live shopping event – ones that people will remember. It can also be helpful to display details on the screen.

For electronic devices, technical specifications are often important, as well as recommendations from organisations like Stiftung Warentest and others.

What are your three most important tips for companies that want to implement live shopping?

Luisa Möller: *Firstly, I would recommend not changing the presenter all the time so that people can associate the brand with a face. Especially at the beginning, it is worth trying out different presenters and seeing who works best for each topic and target audience.*

Secondly, there should be a unique value proposition that encourages viewers to watch the event live rather than on-demand. This can be achieved by showcasing the product's features in detail or offering limited-time discounts. Sharing expert knowledge is also valuable, especially for technical devices.

Lastly, it is important to provide the audience with the opportunity to learn something new. Even if they do not buy the product, they should gain useful information from watching the live shopping event. The presenter can explain how the product works in detail and share specialised knowledge related to the item or the subject matter.

Influencer Luisa shows us that (live) videos do not require as much effort as one might initially think and provides us with important and exciting tips on what to consider in live shopping events and product presentations.

Engaging an influencer for the next live shopping event can be worthwhile. If the person already has significant experience, you can entrust them with the responsibility for the live event. This step can be particularly beneficial for emerging companies since influencers have their own following, which can quickly increase brand awareness even in the early stages.

2. Authentic and well-planned: store as a showroom

Do you not want to hand over complete control to an influencer or rent a studio? No problem. Just make use of what you already have: Your store can serve as a studio or showroom (after closing hours or on weekends). You can delegate the presentation of the live stream to your store employees, for example.

Are you concerned that a presentation in your store with your own staff may appear unprofessional? A common misconception is that live shopping events need to be perfectly staged glossy productions. In contrast, live shopping thrives on approachability and authenticity. You can achieve this by staging the event in a natural environment. Your product presentation will then come across as honest and credible, and viewers will feel like they are right there with you in the store. And who knows – this may even make many participants want to visit your store in person soon. Other viewers may recognise your employees from their past visits, creating a beautiful moment that connects the online and offline worlds. By showcasing humanity and delivering a natural presentation, you also strengthen the bond with viewers who are also your (potential) customers.

Bringing the stream to life

If you or your employees do not wish to host the event, you can still hire someone to do the job. It does not have to be a well-known influencer. All you need is a person with sales expertise and a talent for presenting. Depending on your budget, you can also arrange for a camera or a camera team if you do not want to use a smartphone or a company camera. This will increase costs compared to the previously mentioned basic option. The planning effort is also higher than in the first scenario but probably not as high as you might initially expect.

Insight from Jan Schulze (director at the film production company ApeDivision)

"To implement a live shopping event in your store, you need less equipment than you might initially think. The most important thing is, of course, a camera on a tripod. Sometimes it is also worth using a second camera. A live-switching mixer is a must; our production company uses ATEM by Black Magic, for example. This software is now used for many live productions, and we can use it to cut images right in the programme. Then it is important to have a setup with one or two lights. The equipment can usually be easily transported by car and set up quickly".

Streaming from your own store has another advantage: it brings attention to your retail business, attracts new customers to your physical store and strengthens the brick-and-mortar presence. However, keep in mind that an empty store in the stream can be off-putting to viewers. Consider coming up with something to prevent your store from looking like a ghost town. Would some of the employees will be willing to take part in the event as extras?

A great example of this approach is the live shopping events by the German DIY store chain Hornbach. These are deliberately staged in a down-to-earth manner that resonates with the "do-it-yourself" mentality that Hornbach promotes.

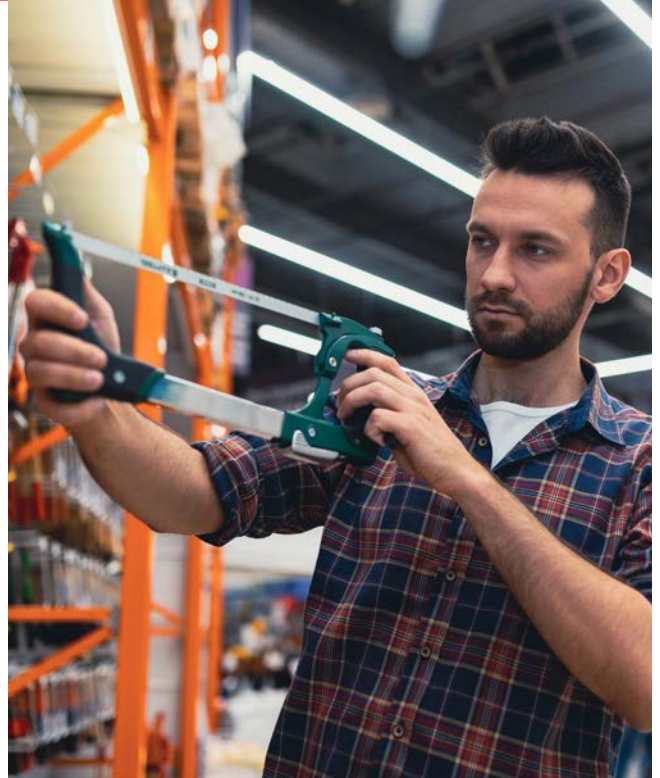


Photo: traimakivan / elements.envato.com

3. High-end event: recording in a film studio or showroom

You already know that a live shopping event does not have to look like a highly polished professional production – but it can if you have the right budget, which can turn a sales stream into a high-end event. This option is particularly interesting for luxury brands that attach importance to a glamorous staging. How deep you will have to dig into your pockets for such a high-end shopping event will depend entirely on your budget and personal taste.

The following measures can make your shopping event stand out from the competition:

- | Renting a showroom or a professional studio
- | Hiring a camera crew and complete equipment
- | Engaging the services of a makeup artist
- | Engaging the services of a well-known influencer
- | Engaging the services of an experienced or well-known presenter
- | Marketing campaign in the run-up to the event to extensively promote the event

Even high-end events do not have to be perfect

Your event will look really high-end when everything runs smoothly and logically. While the first two implementation options thrive on authenticity and allow for minor mistakes, high-end events are usually planned down to the last detail. This does not mean that they should be devoid of any authenticity. Nevertheless, meticulous planning and detailed organisation of the event are essential.

Insight from Jan Schulze (director at the film production company ApeDivision)

"We can realise live productions. We are a small production company that has an in-house photo and video studio. By cooperating with different offices and spaces in the same building, the camera team, operators and technicians are all available in-house, allowing us to start the production on-site, from small setups to larger multi-camera setups".

Expert question for Jan Schulze: How many people are needed from the production side to successfully stage a live shopping event?

"You definitely need a cameraman or a camerawoman. It is also important to have an editor, who should always be an integral part of the team. If you want to put more effort into it, a makeup artist can be brought in to ensure the presenter looks their best. Ultimately, it only takes two to three people to stage a successful event".



Photo: amenic181 / elements.envato.com

If this approach suits your company, a high-end shopping event can further enhance your company's image. Especially for companies with a large budget, luxury brands and products in the higher price range, implementing such an event can truly pay off. Nevertheless, smaller companies and start-ups can also benefit from well-planned, live online events, increasing their visibility and reputation.

Insight into the cost factors associated with live shopping events by Jan Schulze (director at the film production company ApeDivision)

"You definitely have to factor in the cost of studio hire. The shooting time also plays a part in the cost calculation, but a live shopping event does not require a full day of shooting. The team will need some time for pre-production and post-production, so you will likely end up with half a shooting day in the cost breakdown. Another factor is whether or not the company books makeup artists. In addition, the company will have to pay the producer, operator and the editor. Companies need to factor in these cost factors. In general, a film production like ours works with brands of all sizes, and depending on the budget and ideas, we will find an individual solution that will make it possible to stage a professional live shopping event".

Good planning and the ideal script

As you can see, there is a wide range of possibilities for implementing live shopping, and the approaches presented above are just three of many ways in which live shopping events can be successfully staged.

Irrespective of your event's budget, one thing always holds true: organisation is key to the success of your event. If you cannot keep your audience engaged, it does not matter whether you use a smartphone or a professional camera worth thousands of euros. This is why it is important to inform and entertain your audience throughout the stream to maintain interest. But how do you keep your viewers engaged with the content?

Before the event: spark curiosity

Good preparation is important to draw the attention of as many shoppers as possible to the live shopping event – to secure a big audience. Here are some tips to spark the curiosity of your customers and followers in the weeks and days leading up to the event:

- | Use Instagram Stories and social media posts to promote the event
- | Send push notifications to app users
- | Create landing pages for the live shopping events
- | Place a "floating action button" in the app and on the website, directly linking to the landing page or the live event
- | Use a countdown timer that appears when viewers click on the event's link in advance



Welcome: engaging the audience

At the start of the event, it's important to provide a brief introduction. This involves the influencers, product experts and any additional presenters introducing themselves (or being introduced) and welcoming the viewers. Keep in mind that not everyone has participated in a live shopping event before, and it is important to explain basic features and processes, such as how customers can add products to their cart or how the chat function works. Nevertheless, try to keep the introduction relatively short, aiming for around three minutes.

Product presentation: less is more

During the product presentation, it is crucial to keep an eye on the time. Ideally, allocate four to seven minutes for each product, and avoid showcasing too many products. As a rule of thumb, focus on presenting four to five highlights or even fewer, depending on the number of product features you want to cover.

Make sure to allocate some time for a Q&A session. You can also address comments from the chat and respond to viewer inquiries during the presentation. At the same time, do not forget the sales aspect, and periodically remind viewers of the option to add products to their cart directly using the "Add to cart" button.



Photo: Garakta-Studio / elements.envato.com

Adding products to the shopping cart during the stream is only possible if you use a streaming platform integrated into your online store. If you want to offer this feature to your customers, this solution is preferable to streaming on social media platforms or video platforms like Twitch. The option for viewers to make direct purchases during the stream is not only convenient but also facilitates their shopping experience. This, in turn, can boost sales.

Conclusion: leave them wanting more

Just as you introduced your audience to the event at the beginning, it is also important to end the event on a high note. Thank the audience for their participation, and mention future events.

If you can store a recorded version of the live stream on your live streaming platform, it is worth telling the participants about it. They can then rewatch the video, or recommend it to friends and acquaintances.

Recording the live shopping event has several advantages. On one hand, it allows your customers to access the information contained in the event at any time. On the other hand, you can repurpose specific clips as content on your social media channels, product pages on your website or in a media library (for example, Douglas has chosen this solution with the live button in the main navigation). But there is another new trend that is shaping the e-commerce business: "shoppable clips". But what does this mean?

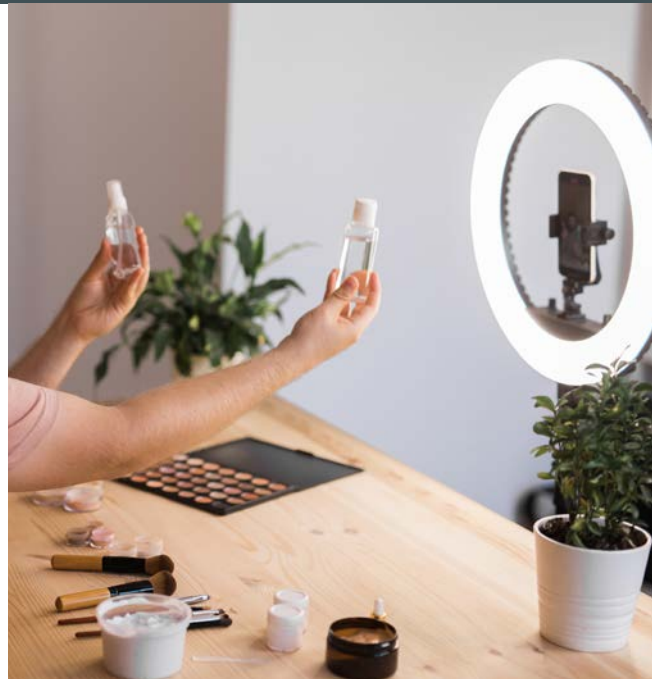


Photo: Satura_ / elements.envato.com

After the event: shoppable clips and a look into analytics

The latest promising trend is the use of shoppable clips. These are short video clips strategically placed in a media library on your website and are accessible to customers at any time. Shoppable clips highlight specific products and promote sales. While watching the clip, viewers can simply click on the highlighted item to be redirected to the product page or add the product to their cart quickly and effortlessly.

Without significant production effort, these clips are created and placed in the social media feeds such as a by-product of a live shopping session or at the home of the influencers.

Shoppable clips are easy to consume and can be the perfect complement to your live shopping events. They are not only useful as a support for your live-streams, but they can be used to test how your target audience responds to these short product videos. This way, you can initially avoid the larger production effort involved in a traditional live shopping event. It is important to measure the results after a show to make informed optimisations for future live events on a reliable data basis. A professional software solution like MOVEX | Live Shopping offers various features and dashboards to analyse data and keep track of your key performance indicators.

Short clips featuring highlights have been around for a few years now, and they can often be found in the social media feeds of large companies. Unlike shoppable clips, the followers cannot click directly on the product and are not redirected to the retailer's website. However, if your company has already produced such videos for the social media channels, you can convert the existing material into shoppable clips. These can be strategically placed on your website or in your app.

Checklist for your next event

Are you ready to go and eager to announce your first live shopping event? Before you do, use our checklist to make sure you have thought of everything and completed all the necessary tasks.

Strategy

✔ Define objectives

You should have a clear understanding of what you want to achieve with your event, such as increasing brand awareness, introducing a new product line or simply boosting your sales.

✔ Create a project plan

A well-thought-out strategy is the foundation of successful live shopping events. While your event does not have to be perfect, it should contribute to your defined objectives in every respect.

Organisation

✔ Scheduling

When should your event start and end? The answer is not just a matter of personal preference. Instead, choose a time when your target audience is available.

✔ Choose a location

The choice of venue depends on your budget and possibilities. Weigh up exactly how different settings, such as your own store or a showroom, can impact the presentation.

✔ Determine the duration

Whether you captivate or bore your audience often comes down to impeccable timing. Divide your event into time blocks, and set a maximum duration for each product presentation to maintain interest.

✔ Write a script

You do not have to write a detailed script for your event. At the same time, to ensure that you do not forget any important information, jot down a few key points for each product, and outline the rough structure of the event.

✔ Find presenters

Your event can be hosted by influencers, product experts, employees, sales talents or even yourself. It is important that the person you choose is charismatic and comfortable speaking in front of the camera.



Resources

✔ Get a camera

You can simply use your smartphone for filming, but you can also rent camera equipment and hire personnel for a reasonable price. You can find suitable offers on various websites.

✔ Get lighting equipment

To ensure that your products shine in all their glory, they need to be lit properly. Spotlights, reflectors and other lighting equipment can be rented from event technology rental services, for example.

✔ Agree on the sound concept

You can also rent appropriate audio equipment for better sound quality. In addition, you should determine when specific sounds and music will be played. If needed, have pre-recorded audio clips produced, and ensure a consistent volume level.

✔ Design visuals

To enhance your stream and convey product information more effectively, you can have images, graphics and animations created in advance. Make a plan when these will be displayed on-screen.

✔ Arrange for editing

If you are using multiple cameras, a live editing software programme and an editor are essential. If you hire a production company for your live shopping event, they often provide both.

✔ Arrange styling

Professional hair and makeup styling can make presenters and influencers feel more comfortable in front of the camera. If you want to go the extra mile, a professional stylist can also take care of wardrobe selection, especially if your event involves showcasing stylish new fashion collections.

Insight from Jan Schulze (director at the film production company ApeDivision)

"For any major production, it is important to find the right look for the people involved. We also have the right people on hand to do the makeup for smaller productions. With a solid network, film production companies can usually find the right makeup artist who fits within the budget. During the event, visuals can be incorporated by seamlessly integrating images and graphics prepared in advance. This means that we can seamlessly include pictures, logos and graphics using our live editing software without requiring extensive post-production work".

Five tips for implementation

So far, so good – you are now well prepared to stage your next live shopping event. Surely nothing can go wrong now.

However, that is not quite true. There are still a few points that you should definitely consider during implementation. The following five tips will help you avoid potential pitfalls and impress your audience:

1. Embrace imperfection

In live shopping, authenticity, approachability and credibility are key. This is why it is perfectly fine if things do not look or go perfectly. In fact, a certain "realness" allows viewers to identify with presenters, influencers and ultimately also your company. The more unfiltered your event is, the better the personalities of the presenters shine through, creating a stronger emotional bond. However, keep in mind that imperfect does not mean unprepared. It is important to have at least a rough script outlining the structure of the event while still allowing room for deviations and improvisation.

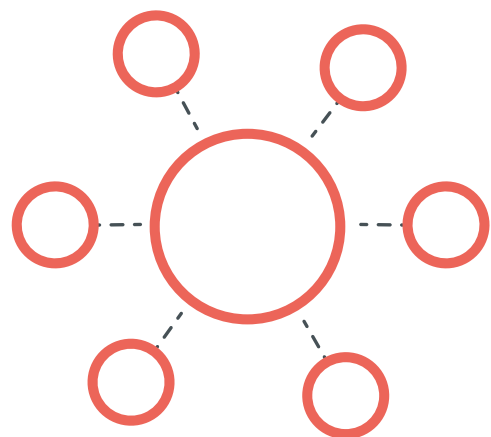
2. Keep the needs of the target audience in mind

Live shopping is a customer-centric sales channel. This is why it is crucial to understand your target audience and their expectations. Gather information about your customers, and tailor your stream to meet their needs. This could include setting up the set according to their preferences and incorporating relevant visuals or chat features. At the same time, you should not lose sight of your own costs. If having your own showroom or a professional camera crew is well outside your budget, get creative to find cost-effective solutions.

While satisfying the needs of the target audience and being cost-efficient can be a balancing act, creative solutions often radiate additional charm and appear more authentic.

3. Choose the right products

It is not just about how you present but what you present. Think carefully about the products you want to present in your stream. Avoid featuring slow-selling items in hopes of getting rid of them. This strategy rarely works, and you risk losing the interest of your audience, including for future events. Instead, focus on showcasing interesting and exciting products or launching a new product line. Offer exclusive discounts during your live shopping event to encourage customers to make a purchase and tune in for future streams.



4. Find the optimal presentation team

Even the best product will not captivate the audience if the presentation is not engaging. Look for individuals who have natural charisma and expertise. It is best to put together a team of influencers and product experts or even your own employees with sales talent and a charismatic personality. While influencers are skilled in presenting products, clothing, etc. and can bring their audience along, product experts can contribute their knowledge about specific product topics and explain details. Store employees, on the other hand, know your products inside out and may even be recognised by some viewers. This builds trust and generates excitement for the next store visit.

5. Engage the audience

One of the main benefits and unique features of live shopping is the ability to communicate with the audience. Make sure to make the most of this feature. Avoid monologues, ask questions and actively monitor the chat. Allocate time for a Q&A session, and provide personalised advice to customers.

Expert tip from Jan Schulze (director at the film production company ApeDivision)

Having an articulate personality as a presenter is essential. However, a successful live event nowadays needs to feel less scripted and staged, especially in the era of social media. It is important for the audience to feel that there is a real person in front of them – and not just a salesperson. This is why it is important that the person presenting can speak eloquently in front of the camera, while bringing their personality to the table".

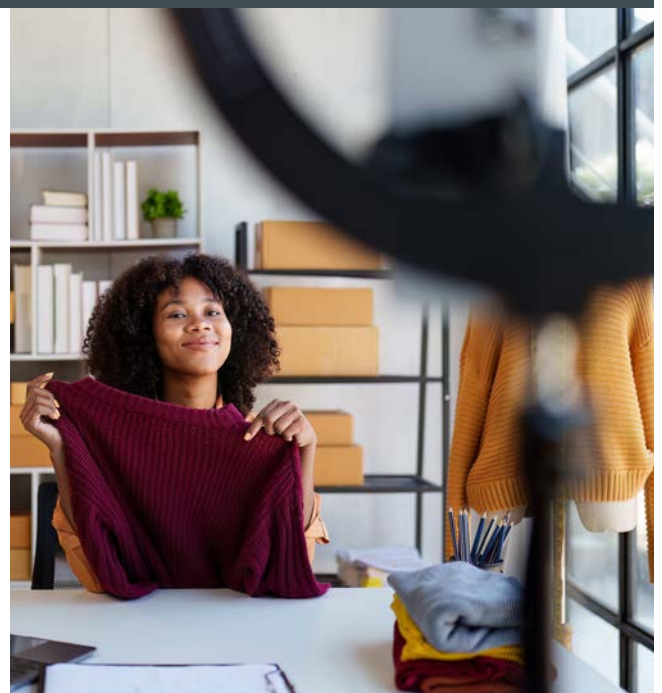


Photo: itchaznong / elements.envato.com

Use case: OSP launches new live shopping software for OTTO

OTTO, the retail and services company based in Hamburg, has demonstrated that integrating their own live shopping software can be a real recipe for success. At the beginning of 2023, they incorporated a scalable cloud solution from OSP into their online store.

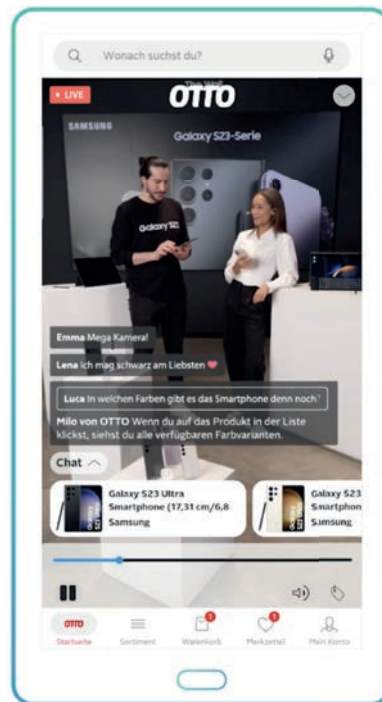
Shop, and watch the stream at the same time: MOVEX | Live Shopping makes it possible

During the first livestream using the new software, various multimedia devices were presented in collaboration with the brand partner Samsung. These products were highlighted and displayed with a direct link to the checkout process during the stream. With just one click on the product, viewers were directed to the featured item where they were able to read the detailed description of the tech device while still remaining in the stream. As the livestream continued playing in the mini-player, viewers were able to add items to their shopping cart and conveniently make purchases from the comfort of their own homes. "23,000 viewers tuned into the Samsung show, making the first show with MOVEX | Live Shopping a resounding success", said Jörg Heinemann, Innovation Evangelist at OTTO.

Fostering a closer connection to customers through direct interaction

Live shopping events not only promote sales but also help establish a foundation of trust with the audience. Viewers can receive answers to their questions by direct interaction in the chat. Both the presenters and additional experts from OTTO, who respond directly to messages in the chat during the stream, answer the audience's questions during the shows.

By providing personalised advice and engaging in direct interaction, OSP demonstrates that live shopping is not just a trend in China but is also shaping the future of e-commerce here in Germany. Jörg Heinemann sums up the OTTO live event: "We are delighted that the format is resonating so well with our customers, and we are confident that this trend will continue to gain momentum across Europe".



Software will be further tailored to the needs of retailers

Individual branding options, multilingual support and flexible scalability: MOVEX | Live Shopping,

as part of OSP's omnichannel product portfolio, adapts to the needs of different industries and can be seamlessly integrated into various retailers' apps and shop systems with minimal effort.

And the development of live shopping software is far from over: The software will be further developed in the future based on feedback from customers and in line with the diverse requirements of the retailers. As a tech company, OSP aims to provide manufacturers with a sales platform that meets the highest technical standards and continues to grow in line with customer needs. The topic of conversational commerce is already on the agenda for further development: With the help of generative AI and technologies such as ChatGPT, the implementation of a chatbot as a virtual shopping assistant is already in the process of being tested.

The right software as the basis for live shopping

Live shopping is an outstanding opportunity to generate high sales with relatively low resources. Compared to traditional online shopping, live shopping can significantly increase conversion rates and reduce returns.

To ensure that your live shopping event is both successful and feasible, it is crucial to have the right technical infrastructure in place. While you can stream your event on platforms like Twitch, integrating your own live shopping platform into your online store is highly recommended for a more professional approach. This allows your viewers to add the products directly to their shopping carts during the stream on your own platform, streamlining the buying process. By seamlessly integrating the show into your online store, you can not only promote the showcased items but also give a boost to other related products, resulting in strongly increased sales compared to live shopping events without a dedicated platform.

OSP offers an ideal solution with MOVEX | Live Shopping. The platform will be seamlessly integrated into your online store and tailored to meet your specific requirements, including your corporate design and all the features you need. For example, it is possible for customers to add products presented in the show and highlighted by smart features to their shopping carts during the stream. Easy-to-consume shoppable clips, which are stored in the website's media library, also make it easier for your shoppers to shop for specifically highlighted products, fostering trust in your brand.

Would you like to find out more about implementing live shopping and shoppable clips into your online store? Feel free to contact us for a non-binding consultation to explore your options. Discover how live shopping can go beyond being a mere trend and become an opportunity for your company to boost sales.

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