

We are very glad, **Matt Bacon from Dropout Media** found time to help us out with a column for our webzine. Read here about

The 3 ways to have the perfect live stream:

As we all know the live music scene is really suffering right now. One of the keys for bands moving forward is going to be great live streams. However the secrets behind having a good live stream is tricky! I'm Matt Bacon, a music marketer you may have seen on Instagram as **@MattBacon666** with my **#BaconsBits** video series. Yeah – I'm the cigar guy.

The point being – if you are trying to have an effective live show it needs to be interactive, it needs to take advantage of the platform and it needs to be well promoted. We are going to dig into what every single one of these things means. It's really the secret sauce behind helping your band to keep growing during COVID-19.

3. Interactive Live Streams

This is the big one I've seen make or break it for so many streamers. While yes I think there is value to an intense cohesive live stream, and yes that will work for some bands, you should be able to have at least a part of your live stream where fans get to ask you questions. There is a level of interactivity that makes this whole thing very special – you need to be using this.

Beyond that – interactive live streams allow for all sorts of unique twists and turns. For instance I LOVE the idea of doing a live stream that is by request where you let bands play any variety of your songs. Another exciting option for me has always been bringing a fan onto a live stream with you to rock out! There's simply so much you can do when you are...

2. Taking Advantage Of The Platform

Live streams are different than normal concerts. It's why I talk about the value of making it interactive – you need to be taking advantage of the platform. Remember that this is a unique opportunity to not only give your fans a front row seat to your show, but to give them a front row seat to a show you control every aspect of.

What this means is that you need to find ways to give fans more – be it through your lighting, through the way you're engaging or something else entirely. This is the time to be creative, try new weird things and not be afraid to fail because everyone is trying and failing right now. This is your chance to showcase off the wall ideas – the more you do that the more you are going to grow.

1. Promoting A Live Stream Properly

The final key of course is making sure that people actually show up! I recommend Facebook lives first and foremost because they have the most flexibility and the back end is very powerful. After scheduling your live stream, the first thing you should do is build an event page for your live. Pretty straightforward right?

Good because there's so much more you can do. What I like to recommend bands do is they find a press partner who is willing to crosspost the live to their page. Also good is asking if your label or agency will allow you to crosspost the live stream because again – it's only going to get more eyeballs on you. Beyond that you should do all the usual stuff you would do to promote a show, post about it, make a flyer or do a video invitation. People are looking for shit to do – give it to them!

In conclusion – there is a lot you can and should be doing with live streams until stuff returns to normal with live music. Until then I think that bands can really be getting a lot of traction by following some of the ideas I outlined above and bringing in their own creativity. Who knows – if you do it right you might have opened up a whole new source of revenue for your band!

Matt Bacon
for Soundmagnet.eu
May, 2020