



SMALL BUSINESS FACEBOOK LIVE STREAM

QVC STYLE SELLING ON FACEBOOK LIVE Small Business Gets BIG Results

Small Business Owner, Krystall Reinhard - Old Soul Decor



Krystall Reinhard is the owner of Old Soul Decor a small boutique located in downtown West Chester, Pennsylvania. Reinhard used Facebook Live to introduce customers to her new Spring line of jewelry and home decor items. The live stream generated over 1,600 views, 43 engagements and 3 sales. The production included a "Television Style" show using a two PTZOptics cameras, a HuddleCamHD Joystick and a regular Windows laptop.

PRODUCT DETAILS



PTZOptics Cameras

Using multiple PTZOptics cameras allows a single camera operator to live stream the event in Full HD quality.



HuddleCamHD Joystick Controller

This affordable plug & play joystick controller costs only \$299! It allows one person to control multiple cameras.



Live Streaming Software

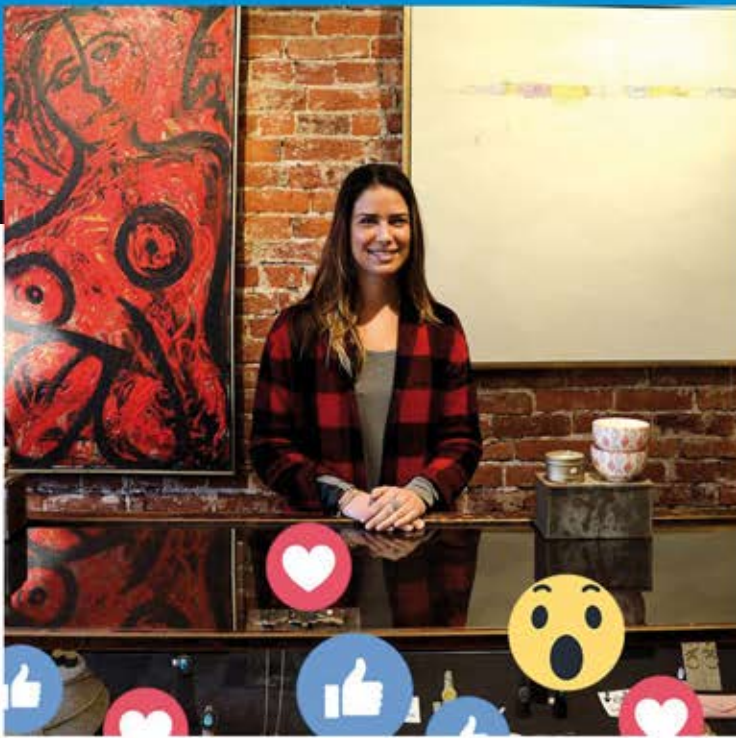
vMix was used for this production but free software such as OBS would do just fine as well.



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Small Business Goes Live



- **Simple & Affordable:** The two camera setup creates a “television style” production controlled from a single PTZ joystick with a just one video producer.
- **Large Audience Reach:** Old Soul Decor was able to work with the West Chester Business Improvement District to help subsidize Facebook advertising costs
- **Live Audience Engagement:** During the broadcast Krystal was able to engage her live audience. Krystal offers home design service. Krystal received multiple service requests during the live broadcast she was able to follow up with on Facebook.

WORKING WITH THE LOCAL BUSINESS IMPROVEMENT DISTRICT



Krystal was able to use the free PTZOptics video jump start kit to create brand specific imagery. One sidebar displayed item descriptions and pricing. The lower third bar provides contact information such her phone number and location.

ABOUT PTZOPTICS

PTZOptics provides high-quality video conferencing and broadcast cameras with HDMI, 3G-SDI, USB 3.0 and IP Streaming. Our approach to video camera manufacturing focuses on value. We strive to provide best in class features at affordable prices while we extend our reach with open source camera controls, free Crestron/Extron programming modules and amazing technical support.



The local Business Improvement District was involved to help subsidize the cost of Facebook Advertising. The West Chester BID helps local businesses increase customer traffic and business. Live streaming is now an important initiative for the Business Improvement District.



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