



Periscope

Marketing for Success



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Introduction

Live video streaming just might be the next ‘big thing’ in the world of digital marketing. And as every digital marketer should know, keeping up to date with the latest developments is *key* if you want to stay ahead of the competition.

What’s more, is that live video streaming could end up being something that changes the whole *world*. In the same kind of way that cloud computing could potentially change the way all of our technology works and the way we do *everything*, live video streaming has potential to impact on every major aspect of our lives.

This is an incredible opportunity then – to jump on board with something at this incredibly exciting inception point and to influence its trajectory and its impact on the world.

Imagine if you had been around when the internet *first* launched and you had a book that could tell you exactly how to make the most of everything the web promised. Well, that’s exactly where you find yourself now. If you get involved with live video streaming now, you can solidify yourself as a massive presence here before other marketers get on board.

But what is live video streaming? Just why does it hold so much promise? And how can you make sure that you’re doing it right? That’s what we’re going to find out, so hang onto your hats and get ready for an exciting ride into a brave new frontier in digital marketing!

Periscope Marketing for Success

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