



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 StreamGeeks helped Reinhard design 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

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



www.StreamGeeks.us

139 W Market St, West Chester, PA 19382

Phone: (610) 585-9756

Email:

info@streamgeeks.us

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.

LIVE STREAMING IN 1, 2 AND 3...



Krystal was able to use the free StreamGeeks 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.



Using two cameras gave the producer 100's of camera angle options during the broadcast. Once camera would be used for a wide angle shot and the next would be ready to transition into a close up

WORKING WITH THE LOCAL BUSINESS IMPROVEMENT DISTRICT

[Download our guide for “Small Business Live Streaming”](#)

A business improvement district (BID) is a defined area within which businesses are required to pay an additional tax (or levy) in order to fund projects within the district's boundaries.

The West Chester BID was able to help increase customer traffic and sales for Old Soul Decor with a Facebook Promotion supporting the live streaming efforts in this project.



www.StreamGeeks.us

139 W Market St, West Chester, PA 19382

Phone: (610) 585-9756

Email:

info@streamgeeks.us