

PRESENTED BY STARK SOCIAL MEDIA AGENCY

# the SocialLife Podcast

## EPISODE 12

### **Does Your Biz Really Need a Video App?**

Deanna: Welcome to the Social Life Podcast. My name is Deanna Miller, I'm the co-founder and marketing director of Stark Social Media Agency. We are a fantastic boutique agency specializing in non-profits, small businesses, and start-ups. With me, as always, Nate Imhoff.

Nate: Me.

Deanna: Me, something, yadda-yadda. Whatever. This is getting old, really fast. We're on what episode now? Like 12?

Nate: Yes, this is the twelfth episode.

Deanna: I'm not gonna bring you next time. We are talking about all things marketing, social media, digital marketing, content marketing, website development, SEO, on and on and on. If you haven't yet subscribed to the podcast, go ahead and go to the sociallifepodcast.com and subscribe. It comes out on Wednesdays.

Nate: Wednesdays.

Deanna: Wednesday, Wednesday, Wednesday. Actually with the topics, we always pick topics based on questions that I get from people that are a part of our Facebook group, potential clients, leads. Always have great questions, and that's how we usually end up getting engaged with these topics. So today's topic

is, “Does your biz really need a video application?” A lot of times people just want it.

Nate: Yeah.

Deanna: So I want to talk about it because there’s a bunch.

Nate: Well, in theory it always sounds better than practice. If you will.

Deanna: Yeah, they sound fun. I was just on periscope, I was periscoping.

Nate: It’s like, “oh wait, I can broadcast live? And it goes out to everyone” Then you’re like, yeah but what am I really going to put out? And that’s the problem.

Deanna: Right, well I just hopped on the periscope. Because I think we used it, like maybe twice? Because I’m always sitting in the home office in jammies, or sweatpants. And who wants to look at me looking like that? So, periscope, to put some make up on.

Nate: You always look good though.

Deanna: Yeah, he’s just trying to get a new title. So we are talking about video applications today. I mean, every time we turn around there’s a new app of some kind that’s doing video editing, video marketing, and then now, we’ve introduced a bunch of different live video applications over the last year and a half-ish. There’s been more and more that have come out. And some of them are definitely fun to use, so if you’re just using them for the social fun aspect, you know, you wanna do some fun stuff. That’s cool, but not every business needs every single social media channel. And these video applications are definitely cool, but it’s like, “What do I use it for?” is the next question. I downloaded periscope...

Nate: Now what?

Deanna: And I saw your quick tip on YouTube but what do I do? Do I - Do I have

to periscope every day?

Nate: Here's me! Opening up my store.

Deanna: Then there was -- you know, questions came through actually this last week about Snapchat because Snapchat was a tool that everyone was like, "oh this is so cool." And then it went away for a little bit, no one was paying attention to it. And now they've introduced a really cool way for brands to utilize Snapchat. So it's become something I think that's going to continue to evolve and be interesting.

Nate: I always thought Snapchat was that like, chat roulette thing? That was like super dirty? Oh, chat roulette came to the iPhone. That's what I thought.

Deanna: It's a little bit different. I know, I know. You got your start in AOL chat rooms. Y'know, back in the day.

Nate: Back in the day.

Deanna: That was a Thursday. So now there's a variety of live and different video applications. They all have different parameters, different rules. One of the questions I got was, "is it true that it all goes away?" So, here's the thing guys. It's the internet.

Nate: It never goes away.

Deanna: The internet is forever, and ever and ever...Did I Mention it's forever?

Nate: It's forever.

Deanna: Its forever. So you really want to be careful when you're selecting a video applications. Just because something gets deleted after 24 hours, or 20 minutes... Doesn't mean it's gone. So we'll talk about the different applications today. We'll talk about... I tested a few of them out last week, just to make sure that I knew what I was talking about. Cause we implement them for clients but

we implement them in different ways where I'm not necessarily in the room when we're doing it. We just always have a strategy or a plan that they use.

Nate: Right.

Deanna: So we've used periscope a few times for different activities and things like that. I personally had like this mental block against snapchat but we do have some clients that use it on a regular basis. Then you've got Facebook Mentions and also Meerkat. There's different rules, there's different stuff that each one does. There's different parameters that are involved. Especially with -- let's start off with -- Facebook Mentions. So Facebook mentions is actually something I get asked about a lot. How do I get it? How do I download the app? Well, here's the thing... Unless you are a verified public figure, you're SOL on Facebook mentions.

Nate: SOL? Is that an official term?

Deanna: That's an official marketing term. I use it on a regular basis. SOL.

Nate: You're SOL.

Deanna: Ok, it's shit out of luck. You get it?

Nate: I got it!

Deanna: Alright, I'm just making sure you're aware. Hold on, coffee sip! Delicious. So Facebook mentions, I've noticed that there's a lot of public figures. So we watch Alton Brown whenever he does his Facebook mentions.

Nate: Love that guy.

Deanna: HE is all over the place with all the different video apps. And I love watching him test them out. Because he has so much fun. But you'll also notice, and a lot of your favorite bloggers might have Facebook mentions, it's basically if you have a verified public profile, public figure profile, with Facebook. And

there's no easy way to get that to happen. You basically have to submit your profile, or be asked by Facebook to be a verified public figure.

Nate: So it's like a very exclusive club.

Deanna: It is, yeah.

Nate: So unless you're Barack Obama. You're SOL!

Deanna: You're SOL. That's going to be the title of another podcast. Like maybe next year's festivus one, like "SOL with Festivus" or something like that. The Festivus is SOL. Anyway, back to Facebook Mentions. It is really great though. So if you can get yourself to a point where you have a public profile for your business. So, for example, there's a couple of parent bloggers that I follow who have gotten to that elevated status where they do have a Facebook mentions profile. It's fun, it's easy to use, I got to look at the beta test background. It's easy, it's not hard to use. It's actually just integrating video into your Facebook mobile application. So that's really cool, I think that if you can get there, you should look into it. If you have a local business, that maybe you have a public persona with the business. You should look at that and see if you can get approved so you can use Facebook mentions. But don't forget that with Facebook you can also upload a bunch of different kinds of video. You can do live video from your Facebook app now, it's just different than Facebook mentions. You have to really take a look at it and see what's going to work for you. Let's see... Periscope.

Nate: Periscope.

Deanna: What do you think of Periscope?

Nate: A lot of people are doing it. Not a lot of people are doing it well.

Deanna: Okay. I said periscope.

Nate: Periscope. What are you talking about?

Deanna: Periscope. What do you think of it?

Nate: I just said. A lot of people are on it.

Deanna: But the app itself, what do you think?

Nate: Oh.

Deanna: Periscope was actually born of like a partnership with twitter. It's like Instagram to Facebook. Even though Instagram was born before Facebook bought it.

Nate: Was it? Oh.

Deanna: Facebook didn't go, "build us an Instagram!"

Nate: Yeah, they got bought.

Deanna: Yeah, but so that's like the kind of partnership they have. You can actually do a lot of really cool things with periscope. One of the things I agree with though is that people aren't doing it well. What is one of the mistakes you would call out people for doing?

Nate: Well I've seen people kind of try to do a live broadcast almost, but do it from far away. It's really a close proximity format. You know, it's not let me do the whole room because the microphone on a phone doesn't pick up the audio very well. So you get a picture but you don't get very good sound.

Deanna: Right.

Nate: Which is worse.

Deanna: Right. Actually I think I was on the other day, and I follow someone who is like a magazine editor. Like an online magazine editor. And they were at a



concert, and I think they were like trying to periscope the whole concert.

Nate: Periscope the concert?

Deanna: I think there might have been a few alcoholic beverages involved.

Nate: Yeah, it probably sounded like (static noises)

Deanna: I was like, "Wow, this is...they are just going to keep going, huh? They're just going to keep on...going..." So it was really interesting. I do think that there are a few mistakes that people will make with all of the video applications. You know, you really need to develop a strategy. But with periscope, I like it because of its relationship with twitter.

Nate: Right.

Deanna: So they continue to follow the same, in a similar way that Facebook and Instagram do... Is that they're following the same sort of path together of what do the users want, and what do we want to give them? What's going to make it easier for them to utilize both applications in sync? In congruency, if you will. Fancy word of the day.

Nate: Symbian relationship. Nerd talk.

Deanna: Nerd talk 101. So it's one of those things where I really like when you've got social channels that are partnering up to create things that make sense for everybody.

Nate: Right.

Deanna: Versus that competitive nature that we seem to see with a lot of them, like twitter and Instagram don't play well anymore together.

Nate: Yeah, that's just dumb to me. I don't get it, you know. It just irritates me, like why? You're only hurting the users.

Deanna: Right, cause now I don't see my Instagram pictures. It helps though that ifthisthanthat.com, Cause that makes it so they can post my pictures and stuff.

Nate: You have a quick tip on that, don't you?

Deanna: I do have a quick tip on the YouTube channel!

Nate: There you go.

Deanna: Stark social media. On YouTube. Check it out. So we've also got meerkat. Which is very similar to periscope.

Nate: I feel like, right now, doing meerkat and periscope. It's sort of like that Blu-ray versus HD-DVD.

Deanna: Oh yeah...

Nate: Format war.

Deanna: They're both really cool in their own respects but they do sort of different things. So periscope has created a way for you -- periscope and meerkat -- link to twitter. So you can tweet that you're live on your video feed at that moment. They both allow you to do that. They both allow you to link and propagate the video in a download that you can save and put somewhere. The difference is with periscope your broadcast is available for 24 hours. With meerkat, your broadcast is only available for download to you. To the user. Once you are done broadcasting, you can't go back, no one can go back, "Oh I missed Stark Social's meerkat broadcast." Which we aren't on meerkat, by the way. Cause I like periscope so much.

Nate: Periscope has won our hearts.

Deanna: It has, it's also got a really cute name. I like it.



Nate: I like meerkat,

Deanna: Meerkat.

Nate: Name-wise.

Deanna: I just think of meerkat manor on the animal network.

Nate: never seen it. I'm missing out apparently.

Deanna: Wow. It's like a whole docu-drama about this family of meerkats.

Nate: That sounds amazing.

Deanna: It's a documentary and you haven't seen it?

Nate: I know, I like documentaries.

Deanna: It's cool though, the guy who narrates it has a really sweet accent.

Nate: Animal ones put me to sleep though... Oh like a British accent?

Deanna: Yeah, like a really sweet British accent. He's like, "look at Charlie!"

Nate: Oh they give them names? I love when they do that!

Deanna: Charlie is clearly angry...and he's so cute!

Nate: Alright, I gotta check this out.

Deanna: He's roaming the countryside. Looking for food. Vegetation is scarce.

Nate: They do the little barks right?

Deanna: Yeah!

Nate: He calls out to his friends!

Deanna: Tangent. Sorry guys, wow. Anyway.

Nate: I'm excited about this!

Deanna: So if you haven't watched the Meerkat docu-drama, wow. He's going to google it right now.

Nate: We'll link it. I'm going to google it.

Deanna: He's going to google it right now. So the meerkat show is great.

Nate: I'm telling you, I love documentaries. You gotta have the British narrator, otherwise...

Deanna: I love a good tangent. Or, what's that...? Honey badger!

Nate: Oh! I showed that to our little guy, he still remembers it.

Deanna: Yeah, but I think the funniest part was he didn't know he couldn't quote the honey badger don't give a... and he walked around...

Nate: Yeah that was my bad.

Deanna: Yeah, honey badger don't give a shit. Honey badger don't care.

Nate: Is that a snake? Ew.

Deanna: Tangent city over here. Anyway, back to periscope and meerkat. In functionality they are very similar. Both of them -- For periscope, it only has prime functionality as a mobile device functionality as a mobile device application. So its whole life is centered around mobile devices. With meerkat,

you have the option of a desktop application. I personally have not tested out the desktop application but I have watched a bunch of testimonials. I'll actually link to a really good article on "how to" on meerkat that I've found. That will be on the blog. And really what I recommend doing is between meerkat and periscope there are a bunch of differences that are really... it depends on the user. So periscope, it's fun, it's easy to use on the mobile device. There's nothing for desktop that I have been able to find, unless there's a third party out there that's created something. But we have been testing out periscope for ourselves and also for clients. And I really like it because I think that it's a fun easy way to engage with users. Both meerkat and periscope allow you to have users comments on your video and ask you questions and things like that. So it's great if you're going to do an off the cuff question and answer, like a great Q&A. I recommend periscope and meerkat for things like, for example, a lot of our clients are real estate agents. SO if you're at an open house, you're holding a broker open, if you are at a trade show, or if you're at some place where you can say you're promoting your location, you're promoting something that an audience can ask you questions about. I think that's a great way to incorporate that really solid I am a subject matter expert. The other thing is, if you're a restaurant. Let's say you're having a party. You're not necessarily going to periscope your entire New Year's Eve party from start to finish, but maybe you want to periscope the ball drop.

Nate: There you go.

Deanna: Maybe you're having an event, like we have a great new brewery out here that we're still going to try. Maybe we'll try them today.

Nate: Pocock.

Deanna: Pocock Brewing Company.

Nate: You know one thing, though, that happened on periscope... It happened to our friend Jackie McDougall.

Deanna: Jackie Mac.

Nate: Jackie Mac. Who is on [broadcast.com](http://broadcast.com)

Deanna: Broadcast.

Nate: She was doing some stuff, and someone said “Show me your boobs.”

Deanna: Oh I had that happen. No, I totally had that happen.

Nate: You can block them now.

Deanna: When we were setting up for something else and I was periscoping, I think I had someone who was like, “Bend over.” or something like that. And I was like, “You want me to bend over and hold my phone behind..? That’s awkward.”

Nate: Well you could have just bent over and kept the phone on your face.

Deanna: That would have been funny. I think I was flustered because it was like a business thing.

Nate: Oh.

Deanna: So different ways you can use periscope and meerkat... So restaurants... So say you’re a non-profit organization, and you’re having a fundraiser. That’s a great time to engage a live audience. You don’t have to do it for everything. So I wouldn’t say I’m going to set up my phone on a tripod, here in the corner, and everybody’s going to come and go. When we come back after the break, we’re going to talk some more about different video applications. We’re going to finish talking about periscope and meerkat. So go ahead and grab yourself a drink. A cup of coffee. A mimosa. Beer.

Nate: Unless you’re driving.

Deanna: Unless you’re driving, then pull over. I don’t recommend drinking and

driving. We'll be back with the social life, right after this.

--

Deanna: Welcome back to the Social Life. I hope you guys aren't too drunk to finish listening to the show.

Nate: I hope that they pulled over. You told them too.

Deanna: Oh right, so you pulled over. You're listening to the podcast. I'll come join you as soon as we're done. We're talking about video apps. Does your biz really need a video app? Does it? Does it? We've already talked about Facebook mentions which of course is for public figures, verified public figures. I'm just checking out my good friend Marcus Lemonis. We hang out Tuesday nights.

Nate: Marcus? First name basis?

Deanna: Me and Marcus; we hang out. When he airs new episodes of The Profit.

Nate: The Profit. It's a great show.

Deanna: He does a lot of live video, so if you have not yet subscribed to his live video feed. He has Facebook mentions. They are actually casting for one of his shows, so you should hop over there. Me and my buddy, Marcus. Maybe after this he'll actually hang out with me. Now that I've talked about him a bunch, Marcus Lemonis. Yeah. That's Stark Social.com, Marcus... If you ever wanna...

Nate: Alright, alright. He's not listening. It's getting awkward now.

Deanna: Sorry, it's like a bad date all of a sudden. Anyway, so we're talking about Facebook mentions. If you're a public figure, definitely take advantage of the video application. So that you can do your little live broadcast whenever you've got something cool that's going on with your business. We've covered a lot of ground with periscope and meerkat. We were talking about the best ways to utilize those. A lot of businesses, I think, for example, real estate

agents can take advantage of that in open houses, broker opens. It's a great way to encourage people to find you. You can turn on and off your location in periscope and meerkat. So people can find you and say like, "I'm going to stalk you and come to your open house."

Nate: I think it's good to do a behind the scenes sort of thing. That's what's really useful.

Deanna: Right. Well, that's what I'm talking about.

Nate: Yeah.

Deanna: Yeah. Welcome to the program.

Nate: Hi!

Deanna: Hey. Thanks for coming. He's like playing with his glass ball on the table on the table.

Nate: Hey, leave me alone.

Deanna: Nate's here in spirit.

Nate: I'm here.

Deanna: So we talked about different ways you can use it. So if you're a restaurant, for example, one of the cool things I love... We have a local business, Newhall Refinery, every time they have a new item that they are adding to their menu. They change their food menu so amazingly. Every so often, they take pictures. I think a great way to boost that would be to do a quick periscope of "Here is Chef So-and-So with his new creations, and he's going to explain what each one is. They will be on the menu for a limited time, so make sure that you come in and try them."

Nate: Man, I could really go for some Refiner's fries right now.



Deanna: I know, they've got some amazing food there.

Nate: Yeah.

Deanna: But the same thing would go, for example, if you're a brewery or a winery, if you're a tasting room of some kind. You could take care of the new things we have on tap, here's the new stuff that we just got in, and you can do a quick tour of all the new items you have in your store. So it doesn't have to be anything like a webinar or a training where you're getting in depth and out of control.

Nate: If you're a butcher shop, you probably shouldn't do a behind the scenes.

Deanna: I think you should!

Nate: You think so? They say you don't want to see how the sausage is made!

Deanna: I'm not talking about making the sausage. I'm talking about you know, how to prepare lamb chops.

Nate: I was like talking about. There's going to be a bloody mess back there.

Deanna: Well, yeah. I still think there might be an audience for some of that. I think that there's room for that, maybe. There's an audience for that, I'm sure.

Nate: Yeah... Well, you know.

Deanna: Audio Guru is shaking his head yes, so...

Nate: He likes it?

Deanna: yeah.

Nate: He wants to see it.

Deanna: He wants to see butchers so get out there and butcher some meat on periscope, people.

Nate: Or if you got, you know what's gross, and everyone is obsessed with right now?

Deanna: Oh god, what?

Nate: These like zit videos. Have you seen this?

Deanna: No, 'cause I'm not a man... and I have better things to do with my time.

Nate: I was watching one earlier.

Deanna: Guys like that stuff, guys love it. Every dude friend of mine that I have asks me about like the grossest stuff. And I'm like, "No, why would I watch that?"

Nate: Here, watch this video!

Deanna: "Have you seen this? It's so gross!"

Nate: It just keeps coming out when he squeezes it.

Deanna: If the first sentence out of somebody's mouth is, "This is so gross, have you seen this?" I generally walk the other direction.

Nate: How about no?

Deanna: Click away, click away.

Nate: But-but--No.

Deanna: SO there are a lot of really fun ways you can use periscope. Please

do not send me pictures, videos of you doing anything horrifying to your face. So there's a lot of great ways to use periscope and meerkat. I think what really it boils down to as you get those subscribers, you want to look through the subscribers. We have, I think, 313 subscribers on periscope. And what you wanna do is go through those subscribers and see which ones maybe of value and potential connection. Because what really what this boils down to it's not just about having fun, using a video app, it's also about building that sales funnel. Making connections and building relationships.

Nate: Right.

Deanna: So we did tangent in the first half of the show, and I failed to mention that cause we were talking about cute meerkats.

Nate: Oh yeah the meerkat thing with the English.

Deanna: Yeah yeah, so periscope and meerkat both have a lot of similarities. But the big things that stand out to me is, I mentioned before, is meerkat has a desktop application. Periscope does not. Periscope allows users to view your videos once they've been shot for up to 24 hours. Meerkat lets you download them and make them available as you see fit. Periscope was born of a fun relationship with twitter. So it's like their...

Nate: You sure they're not owned by twitter?

Deanna: That's what I mean.

Nate: Oh, okay. They were born and then twitter bought them, right?

Deanna: No.

Nate: Oh. Okay.

Deanna: Yeah, thanks for paying attention.

Nate: Well, it says on the app that it was developed by twitter.

Deanna: That's what I said.

Nate: Oh okay.

Deanna: Thanks for paying attention, Nate. Other applications that people ask a lot about... So we've got Snapchat. And I was not at like, "Oh Snapchat's awesome" until I started to see how big brands are starting to build stories on snapchat. And if you want to find me on snapchat, for any reason, snap at me. I always thought that was funny... Like you wanna snap at me for whatever reason. It's Deanna.Stark. And what I really love is you go to the snapchat application and you go to discover, and there are a lot of brands that are building stories. And what they're doing with these stories is they are sharing valuable content for their audience that is in the form of how-to videos, articles that are hot topics, you've got BuzzFeed on here, you've got comedy central. They are sharing snippets of different shows, they're sharing highlights of different things that's going on. You've got CNN, you've got Tastemade. You've got Cosmopolitan. Which is a magazine I used to subscribe to on a regular basis. Are you periscoping? Hi periscope world, hi! You've got I heart radio, ESPN, Vice, which is something that Nate enjoys. He's periscoping so we're not going to hear from him like at all. Food Network, People, Box Fusion, but if you go through these, I actually got to see some really cool tutorials from Refinery 29. So I'm sort of getting addicted to Snapchat. Personally, which I've actually never done before, which is so cool, because I'm always building strategies for other people. And I forget to do fun stuff for me. Which is really hilarious. So what you can do with snapchat, which is really neat, is you can build a story. SO you can build a story for your brand and you can do it in a similar way that these other brands are doing it. And I honestly I think it's so smart the way that snapchat has developed these things. You know, this whole program in a way that allows these brands to connect with an audience that is really Instagram friendly. They're the brand awareness like representatives that they need. Because they aren't the facebookers, these are the instagrammers.

Nate: Instagrammers and facebookers.

Deanna: And facebookers.

Nate: This is the first time I've heard this used. I like it.

Deanna: You like it?

Nate: I do. Instagrammers.

Deanna: I'm sure somebody else has said it.

Nate: So twitterers?

Deanna: Twitterers... Tweeters!

Nate: Oh tweeters.

Deanna: Tweeters. So if you haven't yet got on snapchat to check out, I would definitely take like 20 minutes, set up your account, and play with it a little bit. Then develop a strategy. And I think that's really the important thing about any of these video applications. If you're going to be using any of the video apps, you want to sit down with your marketing person or yourself and a glass of wine.

Nate: Unless you're driving. In which case pull over.

Deanna: Pull over. And you really want to develop a strategy. If you've got that content calendar. Everybody who has taken a webinar or a training of mine knows how big I am on the content calendar. IT doesn't have to be online, you can literally print out a blank calendar and write in, "Here's the different things that are happening this month, here's when I want to do this, here's what my tweet schedule is gonna look like, here's what I've got buffered, or whatever put out there. And I want my -- I want to do this for snapchat, I want to do this for periscope. You don't have to use all of them to be successful. Definitely make sure that you're picking the one that works best for you and your

audience, and the people that you're looking to speak to.

Nate: Yes.

Deanna: Right?

Nate: Exactly.

Deanna: Are you done periscoping?

Nate: I am done. We had Mike Bjorkman. He looked at our periscope.

Deanna: Yeah, I know.

Nate: Hi Mike,

Deanna: HI mike. Mike is in the bear of the big this weekend.

Nate: He's up in the big bear?

Deanna: Yeah, he's snowboarding I think.

Nate: Nice!

Deanna: Man I want to go snowboarding.

Nate: Well clearly he's not, he's watching our periscope.

Deanna: Yeah, I wonder if Marcus Lemonis is ever going to watch our periscope.

Nate: Ok, let it go.

Deanna: Alright, we've talked about periscope, we've talked about meerkat. They're very similar and as far as I know there's a lot more applications that will be coming out. We've talked about Facebook mentions, which is strictly



for public figures, verified public figures. It's those people that have the cute little blue checkmark next to their name. It will also say "public figure" instead of community, or blog, or whatever it is. Then we also just now talked about snapchat. The other thing I wanted to talk about is Instagram continues to create more and more ways for you to utilize video basically through your Instagram account. So they are coming up with a ton of partner applications that are supposed to enhance and make your Instagram experience better. And one of those is a tool that they created called Hyper Lapse, So I had somebody who, it was really cute. Just a friend, not a client or anything. They had utilized periscope to do a video of an event, and they videoed the whole event and it was like this long 45 minute video. And she was like, "Hey, how do I speed this up so it looks like those cool videos?"

Nate: What?

Deanna: Yeah, so you know like you've got a video, and you speed it up. So it's like all the people coming in, all the people going out, all the people going in.

Nate: So a time lapse?

Deanna: Yeah, a time lapse video.

Nate: Well that's not speeding it up.

Deanna: So that's what she said to me, and I was like, "Uhh...Isn't your husband like an editor at warner brothers? Go ask him!" But for those novices, like us, like me...who dabble in several things. Hyper lapse is a really cool tool that integrates with your Instagram application. And what you can do is shoot video, and you can -- Let's see, I'm going to shoot a video of Nate doing something. Ok, I'm going to shoot a video. What are you doing?

Nate: I'm looking at applications.

Deanna: He's looking at applications.

Nate: I'm looking for your application.

Deanna: He's looking up applications right now. He's looking up hyper lapse as I'm videoing him, hyper lapsing.

Nate: Yes.

Deanna: That's amazing! So then what you do when you're in the app is you can speed it up, or slow it down. Then you can post it to Instagram directly from the hyper lapse tool. So I really love it, I think it's fun. If you want to do a cool event video, like I have a big audience coming in, I have a big audience going out. You can string them together and it makes it much easier than doing it like post production, or I have to figure out how to do a time lapse from all this video I have. It's really fun to use, I've used it a bunch of different trainings. And I really dig it because you can actually post from the app to Facebook, or you can post it to your Instagram account. And then it just, it's just I love it. It's cool, it's fun. But if you haven't yet checked out the Instagram suite of tools that they're putting together, there's a lot of different things. They've got a new editor that's coming out, they've got the hyper lapse, and they've got a bunch of things. So check out their blog, just google.

Nate: Google it.

Deanna: Google Instagram blog, and they've got tons of updates on all the cool things they're doing. So they're trying to remain competitive with all of the other video apps that are coming out. And I think it's really important that you educate yourself before you pick an application for anything.

Nate: It might not be for you.

Deanna: It might not be for you.

Nate: But you gotta try it out.

Deanna: I like to try everything so that way I can give my honest opinion to

clients when they ask about stuff.

Nate: So we're sure that snapchat is not really just chat roulette?

Deanna: It's not the tinder of video applications, I promise. You can, I like how you can make things public, you can make things private. You can send things directly to one person. You can send things directly to a bunch of people.

Nate: Right.

Deanna: So it's cool. There are specific types of brands that I think are going to be using snapchat. Like let's see, what brands can we recommend? What businesses can we recommend? If you are looking to build your story on snapchat, I would recommend maybe a restaurant, a clothing store, a cool boutique every time you get something in that's new. Maybe you are a professional make-up artist, you can share different things as you do them. Like tips, Like I had, I was looking at Refinery 29 has how to apply lipstick. I thought that was neat. I was like, "Wow, I already know how to do that. But when she did like a step, I was like, "that's cool.""

Nate: I don't need this information.

Deanna: Yeah you do. Then you've got the food network, so if you are... oh there it goes, it's playing. This guy is putting his face in pie.

Nate: That's brilliant.

Deanna: Yeah, so this is really cool right?

Nate: Yeah.

Deanna: So you can hear it, right? So there's a tutorial on this Nutella brown butter pie, how to make it. So if you have thoughtful information to share with your audience... We'll probably start using it to do like when I'm doing the quick tips. I'll do some stuff maybe, quick tips.

Nate: Quick tips.

Deanna: YouTube channel. Check it out. Stark Social Media. Just dropping it out there, Marcus Lemonis. If you ever want to hang out.

Nate: You're going to get a cease and desist. Alright, stop!

Deanna: I'm not following him. It's not like I'm going to Chicago anytime soon.

Nate: Likely story.

Deanna: That's right, I know what city he lives in. There...never.

Nate: Someone's got a crush.

Deanna: I have the most ridiculous crush.

Nate: It's true.

Deanna: Hey, John Goodman.

Nate: I know. What's that about?

Deanna: He's amazing. Oh my 'Lanta.

Nate: She's one quirky lady.

Deanna: So video apps. Let's go back to video apps. So I have some really cool links that I'm going to share. We have beginners guide to meerkat that was actually shared on Yahoo Tech. And then I have something about Facebook Mentions that I will share. But if you're looking for tips or ideas you can always email us: [hello@starksocial.com](mailto:hello@starksocial.com) is the best way to get in touch with us. I will reply if you put podcast in your subject line. Make sure that you ask me specific questions because I get confused sometimes. It's pretty easy. But there are a lot

of different video applications out there. And I've actually got some questions that I wanted to answer. Cause I just think that they're special and fun. So, how often do I need periscope or meerkat? As often as you want to, it doesn't have to be every day. WE did have somebody that we were following that was literally periscoping every single day, every single thing that they did.

Nate: Oh man.

Deanna: Getting in the car,

Nate: I got off the periscope because of it, for a while.

Deanna: I am going for a run. I am eating ice cream. You don't have to do that to draw attention to your brand.

Nate: It's not a personal documentary.

Deanna: Be thoughtful about it. If it's once a week, it's once a week. If it's once a month that you have something going on and you're periscoping, then it's once a month.

Nate: Just make sure it's good.

Deanna: I think if and somebody said, "Do I have to snapchat on a regular basis? How do I build my audience?" I'm actually going to put together a training on building an audience, using snapchat. SO if you want to get inside information on when that training is coming out, email me. Or go and subscribe to our email list and we'll send that out.

Nate: Yes. [Starksocial.com](http://Starksocial.com)

Deanna: [Starksocial.com](http://Starksocial.com). So that training will be coming up in the next few weeks, how to build an audience with snapchat. And build your sales funnel. I have some great tips and information, so I'm not going to spill them all here. We've only got a few minutes left, Audio Guru keeps giving me the fingers. So



snapchatting, you don't have to do it every day. Building an audience can be a little challenging but I recommend starting with your contacts. If you have friends that are already on snapchat, I would start practicing doing it with them. And then you know, definitely make sure that you announce that you're doing something different on Facebook through your business page. Make sure you announce it on twitter. Make sure you let people know on Instagram. Wherever you are regularly posting, make sure you encourage people to connect with you on whatever video application it is that you're using so that you can make sure that you're building an audience of people that are already your raving fans.

Nate: Raving fans.

Deanna: Raving fans, that's what it's all about. Becoming a subject matter expert and making people happy.

Nate: Yes.

Deanna: Happy, happy, happy.

Nate: That's what we do.

Deanna: That's what we do, we try. Alright, we are on [YouTube](#) if you want to search start social media agency, we are there. [You can subscribe to the podcast, thesociallifepodcast.com](#). At [starksocial](#) on [twitter](#) on [Instagram](#), [facebook.com/starksocial](#). Thanks so much for joining us again today on the social life. We talked today about does your biz really need a video app? Some of them do, some of them don't. Go back and listen to the whole thing all over again. Make sure you send us your questions, comments, or concerns at [hello@starksocial.com](mailto:hello@starksocial.com). Make sure you put podcast in the subject line and I'm more likely to respond. Thanks so much and have a great day. We'll see you next time.