

# **Twitch Live Streaming for Business – Everything You Must Know**

There are many ways to market your brand or products. Television and magazines have been used by most entrepreneurs. Today, most businesses are now relying on digital marketing methods. These methods have become common because most people now spend time online.

That said, one of the best ways people are marketing their products or services is through Twitch live streaming. Live streaming social media has brought significant results to them. Can it fit to market your brand? Probably that's the question in your mind now.

Twitch is an Amazon-owned platform aiming to build communities across the world. Initially, it was a platform for gamers, but it is now shifted to lifestyle topics. That makes it an enticing content marketing opportunity for brands.

Here's how live streaming on Twitch can help your business thrive.

## **What's Twitch?**

Twitch is a live streaming platform launched in 2011. As an interactive platform, it is geared towards gamers and other social content in real-time. In other words, the platform works as a live TV. In 2021, Twitch had over 6.7 million streamers who publish their content each month and even market their content on Youtube, where those are the only content creators. They may even use websites like [YouTubeStorm](#) to boost results. Overall, the platform has over 140 million active users.

When using this platform, your stream can last between one minute and eight hours. You can interact via questions, suggestions, or comments with instant feedback. And like other social media, you can like or follow different channels and get a notification after new content is released.

It comes with emojis and emoticons to show support for streamers. The platform has a chat badge to identify who you are – either a broadcaster or a VIP.

Besides the free version, there are a few subscriptions to give users access to bonus channels and exclusive in-game content.

It can be said that it's not everything about streaming. The platform is about creating connections. It allows fans to interact with online streamers.

### **Who can use Twitch?**

Twitch has moved into more lifestyle content. However, most of the audience is from the gaming community. It has people from all age groups, but the largest group is teen males.

Your audience can be there but in small numbers. It offers great rewards even with smaller volumes. And the good thing, the platform has been powered by visual content. So, if it's something your brand will do well, it is worth exploring.

### **Tips for using live streaming Twitch in marketing**

If you want to consider Twitch to improve your brand and increase sales, this is the right platform. It can help you reap these benefits:



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#### **▪ Brand Awareness**

Twitch is a great platform with millions of users. It,

therefore, offers you excellent opportunities of engaging with potential customers. It has had various collaborations, including the 1,000 Dreams Fund. This was an opportunity for the audience to get to know about non-profit.

The partnership benefited female Twitch streamers who are still university courses with school expenses. It was a great cross-pollination on social media because it helped drive their brand awareness.

In 2018, Doritos and Twitch also did something similar but referred to as TwitchCon. It helped push branded content.

### ▪ **Influencer Marketing**

The platform focuses on community building and different connections. So, it has become an excellent platform for influence marketing.

If you want to market your brand, then you should partner with relevant Twitch influencers. It will help expose your brand to the influencer's loyal followers.

An example is KFC, where it paired with Sequisha, Sacriel, Dr. Lupo, and Anthony Kongphan. They created a chicken dinner challenge which helped the brand reach more audiences.

### ▪ **Lead Generation**

Twitch can help you generate more new leads to your website or business. It is something some brands have done and reaped the benefits. Head & Shoulders and Wendy's are among the businesses to get good results from Twitch streaming.

For Wendy's, it didn't end there. They went further to launch their channel that collaborated with Fortnite. The brand partnered with popular streamers who helped it generate views and was something more than what gamers view as "advertising."

In the campaign, Wendy's generated over 1.5 million views, where mentions increased by over 119% via social channels.

### ▪ Paid Media

Twitch is similar to other social channels like Facebook, YouTube, and Twitter. It plays video ads before streaming. The pre-rolling ads offer a great opportunity to brand awareness and increase sales.

You can utilize paid media in connecting talent and streamers via campaigns that showcase the products or services they offer to the market.

Paid media and pre-roll ads are about grabbing users' attention and generating click-throughs. You, therefore, should treat the platform like another social media channel to help your business reach a new audience.

### Can Your Brand Use Twitch?

Twitch is not an easy platform to get achievements for your business. It requires dedication and making the right decisions, particularly choosing an influencer.

It is an intimidating platform that makes marketers shy away. But those brands that take a risk to try the platform have achieved outstanding results. And if you have a small audience, there is a barrier to exploring Twitch.

### Conclusion

Twitch live streaming is essential for entertainment and making money. Whether you are a gamer or content creator, this is the platform for you.

Nevertheless, this is an excellent platform if you are a business owner and want to get more leads and increase sales.