How Coldwell Banker used Facebook Live to cover the Consumer Electronics Showcase (CES) for agents

In December 2015, Facebook opened Facebook Live to the masses -- and its popularity has yet to slow down, with everyone using it from your grandma sharing her top baking secrets to your next-door neighbor filming cool dog tricks all for friends to see in real time.Facebook Live was a risk, especially with users' allegiance to other apps (like Periscope), but Facebook's decision to push Live videos to the top of users' news feeds and even giving videos a separate tab on the mobile app shows that Live was a risk that paid off -- big time.Now, brands and businesses are jumping on the Facebook Live train and are figuring out how to get a piece of the more than 100 million hours of video watched on the platform each day (according to Facebook). An opportunity to cover CES in a new way Coldwell Banker, the company that's worked to become the real estate authority on all things smart home, is now gunning to be the industry leader in social media techniques, as evidenced by its Fa...

Source: click here