

Rackspace blog featured Maria Serbina, MBA as the marketing expert on live streaming – Periscope mobile application.

## **Getting Ready for Twitter Wednesday** (Excerpt from the original article)

BY JULIETTE FAIRLEY\_TRENDS NOVEMBER 17, 2015

<http://www.cmodigitalforum.com/2015/11/17/getting-ready-for-twitter-wednesday/>

Although it's a newer and undeveloped avenue, Periscoping is another way to fully capitalize on Twitter Wednesday. The live-streaming video *mobile* app Periscope was reportedly acquired by Twitter for \$86.6 million earlier this year.

"Periscopers shed light on the actual deals that brands are posting on Twitter with bargain shoppers who host live broadcasts from various retail stores in their city and state," said Maria Serbina, a social media influence strategist and author of *If I Can't Find You in 3 Seconds, You Don't Exist: Being Findable Online for Ultimate Visibility & Profits*.

"The video segments are then posted on Twitter and Facebook through Katch.me where other people can view the periscoper's video evaluation."

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For now, these video bloggers that are affiliated with Periscope aren't paid but that could change in the future.

"It's a dual Twitter Wednesday strategy for retailers to invite these Periscope video bloggers into the store to feature their product sales and to promote that the general public should follow the retailer," said Serbina.