Live Content as a Tool for Promoting Intangible Services: A&K American Educational Consulting Case

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Abstract: *The article is dedicated to the study of the effectiveness of live content as a tool for promoting intangible services under conditions of high information asymmetry and an extended deal cycle. The relevance of the work is determined by the steady growth in the popularity of live streams in digital marketing, as well as the proven increase in audience engagement when using live formats. For companies providing intellectual services, such as visa and educational consulting, it is crucial not only to generate attention but also to establish trust through the demonstration of processes in real-time. This study aims to develop and validate the systemic LIVE framework (Live Storytelling, Interactive Engagement, Value Demonstration, Evidence) on the example of A&K American Educational Consulting, to increase trust levels and accelerate clients' decision-making processes. The novelty of the work lies in the inclusion of live content in classic Customer Journey and AIDA models, as well as the introduction of the post-live action rate metric, which enables the quantification of the impact of live broadcasts on business performance. The author's case-A&K American Educational Consulting-serves as the primary empirical source, supplemented by data from industry reports and platform analytics. As a result of implementing the LIVE framework over sevenquarters, the total community audience of A&K grew by 80% on VK, by 90% on YouTube, and by 70% on Telegram, while the engagement rate increased by 160-170%. The conversion rate of incoming inquiries exceeded 2%, which, combined with a stable average service check, resulted in a twofold increase in revenue and higher profitability. The framework proved capable of integrating the live formats into a unified marketing architecture that continually nudges the audience from attention to action while reducing perceived transaction risk. With the introduction of a broadcast planning system and post-live action rate metric, results became sustainable and repeatable. This article will benefit marketers, SMM managers, and company executives offering intangible services who want to increase audience trust and conversion through systematic utilization of live content.*

Keywords: live content, intangible services, digital marketing, trust, engagement, AIDA, Customer Journey Map, live streams, case of A&K American Educational Consulting, post-live action rate

1. Introduction

Live formats have established themselves in the digital marketing agenda as one of the few channels that combine simultaneous content delivery, interactivity, and social proof, a trend that has become particularly noticeable following the pandemic-driven shift toward screen-based communication. In 2024, the total global streaming hours increased by another 21% (HubSpot, 2025), and live broadcasts collect on average 10% more engagement than recorded video (Kumar, 2023). The psychological factor of presence amplifies the marketing effects, as the viewer experiences a here-and-now sensation, which reduces distance and increases trust, particularly toward personal brands and niche services.

For companies offering intangible, predominantly intellectual services, the issue of trust is critical: the client invests funds in expertise that cannot be touched or tested before purchase. High information asymmetry and a long sales cycle intensify audience skepticism, especially when the service involves a high cost of error, as in the case of visa and educational consulting. Live content partially materializes such a service: demonstrating the process in real time turns abstract promises into observable actions, and personalized interaction-answering questions on the spot-closes cognitive barriers. Social media studies indicate that the feeling of personal care and relevance makes a brand's content twice as memorable for the user as trending posts or thematic campaigns (Gronek, 2023). Thus, the systematic

integration of live formats allows not only to attract attention but also to perform subtler tasks, such as reducing perceived deal risk, confirming the team's competence, and accelerating the transition to action in complex B2C scenarios, making them particularly applicable to cases like A&K American Educational Consulting.

2. Materials and Methodology

The study of the role of live content in promoting intangible services, based on the example of A&K American Educational Consulting, is grounded in an analysis of 10 key sources, including industry reports, statistical reviews of user behavior, and practical recommendations for conducting live broadcasts. The primary source of empirical data is the author's case-the company A&K American Educational Consulting. The theoretical base includes HubSpot information on the increase in worldwide streaming hours (HubSpot, 2025) and Kumar's study, which demonstrates greater participation in live video than in pre-recorded content (Kumar, 2023). To support the mental impact of being there and the belief, results on how much content can be remembered from true stories were used (Gronek, 2023), as well as data on people's likes for live streams on Instagram (Saini, 2025). Additional empirical basis was provided by reports on the impact of video marketing on the sale of intangible services (Parker, 2024), analysis of interactive content trends (Rani M., 2024), and research on Instagram audience habits (Ghosh, 2025). The methodology encompasses both the quantitative collection

of metrics (ER, post-live action rate, and growth of subscribers and leads) and the qualitative analysis of content formats and broadcast scenarios.

Methodologically, the work combines several main approaches. First, a content analysis of actual A&K live broadcasts was conducted, examining recordings of stories, live streams, and video blogs. The structure of the script, duration, and main elements of Live Storytelling (L) and Interactive Engagement (I) were evaluated. Second, a comparative analysis of engagement was conducted based on platform analytics, measuring ER indicators before and after the introduction of live formats using reports from Saini (2025) and Balter and Corrado (2025) for calibration of expectations. In addition, to assess the effectiveness of Value Demonstration (V), clicks on the 'Analyze Your Case' form and the growth of leads in A&K's CRM system were analyzed in correlation with live review dates (Kumar, 2023). Third, a contrastive review of Customer Journey (CJM) and AIDA models: points of live content inclusion were compared with stages of the acquisition and conversion funnel, based on Ghosh's data (Ghosh, 2025) on user behavior and Naianzin's findings (Naianzin, 2024) on community growth dynamics.

3. Results and Discussion

The LIVE framework represents a systemic model based on the sequential combination of the elements Live Storytelling (L), Interactive Engagement (I), Value Demonstration (V), and Evidence (E). Such an approach enables the construction of a unified scenario for promoting intangible services through live formats, minimizing the fragmentation of publications, and creating a stable funnel of interactions. In the context of A&K American Educational Consulting, this model ensures a smooth transition from merely raising awareness to convincingly confirming expertise and issuing a formalized call to action.

Live Storytelling (L) in this context means regularly and effortlessly immersing the audience in the atmosphere of Anton's real life, from morning coffee on campus to a visit to the consulate. Publications are designed to evoke a sense of immediacy and presence in the key events of the visa acquisition process. This technique is based on the principles of narrative marketing: all else being equal, people remember and trust stories in which they see genuine emotions and nuances, rather than staged visuals. Research shows that 82 % of users prefer watching live video rather than regular posts, which facilitates capturing attention and retaining the audience (Saini, 2025). In the A&K case, this is expressed through daily stories in which Anton demonstrates everyday details of life in the USA, thereby implicitly conveying his competence and immersion in the subject.

Interactive Engagement (I) focuses on instantaneous feedback, where viewers ask questions, participate in polls and votes, and receive answers in real-time. For the A&K case, this is implemented in weekly live broadcasts where subscribers ask questions about document preparation, clarify program costs, and discuss nuances of visa policy. Such dynamics reduce perception barriers: according to

research, live streams on Instagram increase brand engagement by 70% compared to recorded content (Saini, 2025), and the live format, on average, generates 10% more interactions than pre-recorded video (Kumar, 2023). As a result, a potential client not only receives information but also feels part of the process, significantly shortening the deliberation time before purchasing the service.

Value Demonstration (V) consists of showcasing expertise and the work process. In A&K, this is realized through live case analyses, such as a live broadcast of the DS-160 form completion stage or an online consultation with a real client preparing for a consular interview. In these broadcasts, Anton discusses key document details, provides insights into common mistakes, and shows how to handle unexpected situations. This format relies on the concept of accounting for hidden costs in purchasing decisions: when a person sees and understands all steps of the process, uncertainty decreases, accelerating decision-making. Statistically, 67% of viewers who witness a live demonstration of a product or service tend to trust the brand more strongly and are more likely to make a purchase promptly (Kumar, 2023).

Evidence (E) implies providing objective proof of success, such as client video diaries, firsthand interviews, and live accompaniment of students at the airport. In the case of A&K, this is expressed through live inclusions where graduates share their first impressions of studying and adapting. Visual confirmation of results creates social proof: the audience sees real people who have gone through the journey with the company, which is more impactful than any text reviews. It is amplified by the fact that after the broadcast ends, users can ask additional questions in comments or private messages, which generates a cascade of trust. Other research has shown that the probability of conversion increases by 45% when client stories are presented in a live format, as skeptical audiences and feedback perceive that transparency is provided in real-time (Kumar, 2023).

A content calendar and format allocation play a significant role in maintaining systematics and regularity. A&K presents this set at the following rhythm: daily stories with Live Storytelling elements, one full-length stream per week focusing on Interactive Engagement and Value Demonstration, and video blogs on YouTube once a week, summarizing key moments from the most recent live broadcasts, along with analysis of the most frequently asked questions. Quick updates and announcements are shared in Telegram, where Evidence is published as a chat, complete with links to broadcast recordings, review screenshots, and brief client case studies. Such systematization ensures constant presence in subscribers' feeds, avoiding gaps and sharp declines in engagement.

Thus, the LIVE framework creates a cyclical structure in which each element complements the others: Live Storytelling maximally captures attention, Interactive Engagement maintains contact, Value Demonstration strengthens trust, and Evidence closes the cycle with proof of results. It is precisely this systematics, underpinned by a clearly defined content calendar, that turns live content into an effective tool for promoting complex intangible services

and becomes the key to improving metrics within A&K American Educational Consulting's marketing strategies.

Transitioning from the description of the LIVE framework to its analytical examination requires correlating each touchpoint with classic marketing models to measure not only reach but also the contribution of live content to audience movement through the funnel. At the AIDA level, live storytelling, featuring daily short stories and Reels, serves the function of Attention. The combination of unpolished footage and cultural insights about life in the USA captures the feed and generates peak engagement. Element I-weekly live Q&A sessions-translates attention into Interest. Although engagement for videos under one minute is higher than for longer videos (see Fig. 1), a ten-minute video with a lower engagement rate still receives more total watch time than a one-minute video with a higher engagement rate (Balter & Corrado, 2025).
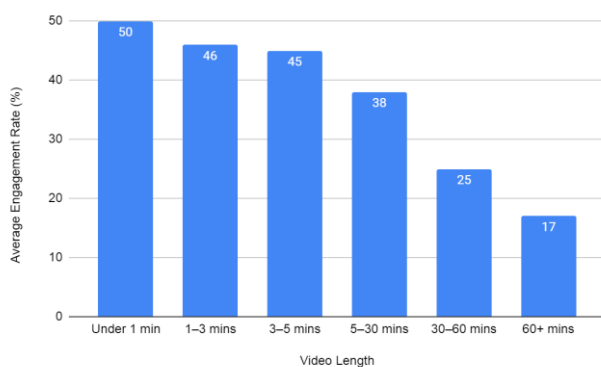

Figure 1: Average Engagement Rate by Video Length (Balter & Corrado, 2025)

Desire is formed through the V-block: live breakdowns of real cases with the applicant's screen give users a sense of involvement in the expert kitchen; internal company logs record an increase in clicks on the form to analyze your case. The E-component reinforces the final Action stage: live inclusions of clients from the airport or campus serve as real social proof and push skeptics toward application; after each such broadcast A&K records an increase in leads, which correlates with data on a 45% increase in conversion when using client stories in a live format (Saini, 2025).

If the same logic is unfolded in the temporal dimension of the Customer Journey Map, live content is distributed as a series of beacons that reduce subjective uncertainty. At the Discovery stage, short story sketches serve as a digital signal of topic relevance and initiate subscription. Approximately 70% of Instagram users view Stories daily (Ghosh, 2025), and the average time spent on Instagram increases each year, as shown in Figure 2.
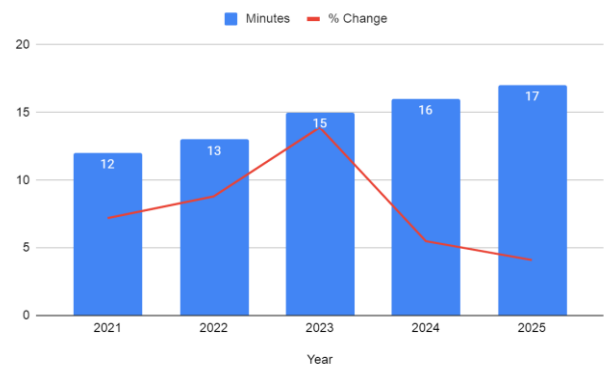

Figure 2: Average time spent per day with Instagram (Ghosh, 2025)

Consideration begins with an open discussion in the chat, where the member receives a prompt and clear answer. A comparative report (Rani M, 2024) demonstrated that parts of fun draw in more people by up to 80% compared to still posts. A form's live demo enhances the decision-making process. When an applicant witnesses the practical accomplishment of the DS-160 form, their concerns about making mistakes decrease, and the average time to complete a deal for hot applications shortens. After service payment, the Onboarding stage is supported by a closed Telegram chat with micro-streams, which provide short updates to maintain control over the process and reduce support load.

From the inbound approach perspective, A&K's live channels form a self-sustaining cycle of attract - engage - retain. At the attraction stage, the SEO-optimized YouTube vlog title plays a crucial role - in combination with active Reels traffic, it ensures a steady influx of audience. At the delight stage, the company utilizes an alum club model, granting access to closed livestream sessions only to clients who have completed the program. This approach extends the contact lifecycle and ensures cross-sales of advanced training courses.

Synchronization of LIVE mechanics with AIDA, CJM, and inbound strategy demonstrates that live formats do not function as disparate engagement boosters but as a linking element of the entire communication architecture. They gradually move people from merely knowing about them to taking action, while making the risks seem smaller and demonstrating their skills. The result is not just more leads and a better chance from application to contract, but also a stable system that can be scaled without losing its effectiveness, through a clear display of LIVE points in marketing models. The entire customer engagement funnel process is shown in Figure 3.
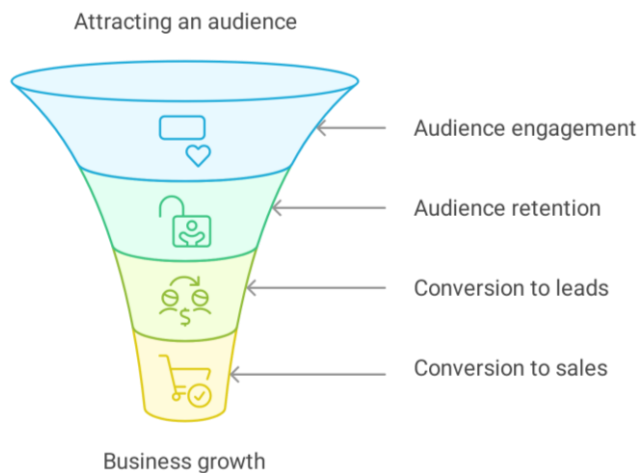
Figure 3: Customer Engagement Funnel (compiled by author)

Over the first sevenquarters after the implementation of the LIVE framework, A&K's total audience grew noticeably faster than the average rate of organic expansion of niche educational communities. According to the study (Naianzin, 2024), the Being American public page on VK increased to 144,000 subscribers, corresponding to approximately an 80% growth from the initial base; at the same time, the average engagement rate (ER) rose from 2.0 to 3.6, i.e., by 171%. The YouTube channel reached 74,000 subscribers (+90%), and ER increased to 2.9 (+160%). The Telegram community, which is closing the ecosystem, counts 99,000 active users (+70%) with an engagement rate (ER) of 3.2 (+168%).

The shift in audience metrics translated into business indicators. The average number of incoming visa support requests increased, and conversion rates rose above the average threshold of 2% for e-commerce, as recorded in the report (HubSpot, 2025). Given that the average service check remained stable during this period, consulting revenue nearly doubled, and profitability increased accordingly.

The key success factor was the authenticity of the presentation. The presence effect achieved through daily stories from the USA shifts the perception of Anton Naianzin from that of a distant expert to a peer-guide level: the audience sees everyday episodes rather than artificial staging. User behavior data confirm that 89% of people expect more video content from brands, and the live format elicits the highest level of trust (Parker, 2024).

Live client inclusions reinforce social proof: when a prospective student connects live from JFK Airport, the potential applicant receives confirmation of results without filters or editing. This triggers a localized effect of mutual identification. In the A&K ecosystem, such broadcasts form a significant portion of the referral flow, reducing lead acquisition cost and increasing the share of deals by recommendation.

Finally, strict script discipline plays a decisive role. The average business publishes about eighteen videos per month, often without a clear linkage to the funnel (Parker, 2024). In A&K's case plan, each live point is pre-linked to a stage of the CJM: during the day, story teasers are released; in the evening, a Q&A stream is held; two days later, a YouTube vlog analyzing mistakes is posted; and after payment, the client enters a closed Telegram chat with micro-streams. Such rhythm eliminates content gaps, supports predictable metric growth, and demonstrates that structured, rather than chaotic, use of live formats serves as a stable driver for promoting intangible services.

Companies facing pronounced audience distrust should begin working with live formats not by choosing a platform, but by mapping the customer journey and identifying points where emotional skepticism is maximal: communication breakdown most often occurs at the evaluation stage, when the user is already familiar with the product but has not yet received confirmation of its reliability. Therefore, it is logical to embed live content as a transparent window precisely in this risk zone: process demonstration, live Q&A, and involvement of existing clients close the gap between expectations and experience without increasing the advertising budget.

The next step is designing the broadcasts themselves. A&K's practice shows that pre-scripted timecodes retain an average watch time of over ten minutes, and clear calls to action placed twice-mid-stream and at the finale-increase instant conversion clicks to the landing page. The effect is amplified by multicasting: simultaneous broadcasting to multiple platforms allows for reaching segments that do not fundamentally overlap. This scheme reduces traffic costs compared to channel-by-channel delivery.

To measure the real value of live content, A&K introduced the post-live action rate metric-the share of viewers who performed the target action within the first 24 hours after the broadcast ended. Combined with the standard engagement rate, this pair of indicators shifts evaluation from the liked/did not like plane to the plane of business impact. In A&K's system, the threshold value of the post-live action rate serves as a trigger for returning to the same topic live or for revising the script if the indicator falls below it.

Thus, the sequential identification of distrust stages, scripted planning of broadcasts, fixing the post-live action rate, and adapting the LIVE structure to industry specificity make it possible to transform live content from an experimental format into a reliable growth lever for any company working with demanding and cautious clients.

4. Conclusion

To conclude, the use of the systemic LIVE framework in A&K American Educational Consulting proved very effective in marketing intangible educational and visa services. The components of Live Storytelling, Interactive Engagement, Value Demonstration, and Evidence enabled the development of a coherent script of audience interaction that covers the entire process from initial attention capture to trust building and action stimulation. The seamless transition from quotidian anecdotes to routine live-session streams to detailed case analyses, with social proof provided, shortened the gap between expert and client. Over the reporting period, A&K's total audience grew significantly faster than average indicators in niche educational

communities, and engagement and conversion metrics demonstrated a sustained positive dynamic.

The structured distribution of formats in the content calendar proved to be the key factor in systematics: daily short formats in Stories served as beacons at the awareness stage, weekly live streams provided immediate feedback and deep engagement, and YouTube vlogs and the Telegram channel reinforced expertise and created social proof. This combination allowed managing audience attention at all funnel stages: Live Storytelling generated attention (Attention), Interactive Engagement translated it into interest (Interest), Value Demonstration formed desire (Desire), and publication of client stories and live inclusions from real points (airport, campus) prompted target actions (Action). In turn, the introduction of the post-live action rate metric made it possible to capture not only the liking of content but also its real impact on progressive business results.

Quantitative indicators confirm the model's success: over seven quarters after the start of the LIVE framework, the Being American public page on VK increased its audience to 144 000 subscribers (about 80% growth), the YouTube channel grew by 90% to 74 700 subscribers, and the Telegram community reached 99 000 active members (+ 70%). At the same time, engagement rate across all channels grew by more than 1.5-2 times. Simultaneously, the average number of incoming visa support requests increased, and the conversion rate exceeded 2%. With a stable average service check, this led to almost a twofold increase in total consulting revenue and improved profitability. These data indicate that authentic presentation of the process and audience engagement through live formats not only strengthen trust but also exert a direct influence on business profitability.

The key conclusion is that for companies providing intangible and intellectual services, live content should not be regarded as a sporadic feed interruption tool but as the linking element of the overall marketing architecture. One should begin not with platform selection, but with a detailed mapping of the Customer Journey Map and the identification of points of maximal skepticism (most often at the evaluation stage). It is precisely in these risk zones that demonstrating the real process, answering questions in a live format, and involving existing clients create a transparent window that can substantially reduce perception barriers without increasing the advertising budget. A&K's practice of strict timecodes and clear calls to action enabled audience retention and increased instant conversion clicks to the landing page.

In the future, adapting the LIVE framework to the specifics of other niches and highly competitive markets for intangible services appears entirely justified. The unified structure that links Live Storytelling with classical marketing models (AIDA, CJM, inbound) can be scaled without loss of authenticity. Sequential identification of distrust stages, scripted planning of broadcasts, and regular measurement of post-live action rate will become fundamental tools for any company seeking not only to

increase reach and engagement but also to achieve a quantitatively measurable contribution to business results.

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