

# CHAPTER 9

---





Understand the business value using Snapchat for Marketing



Know how to create and optimize a Snapchat account



Understand the components of snaps



Implement a Snapchat content strategy

# LEARNING OBJECTIVES

# INTRODUCTION TO SNAPCHAT

## SNAPS:



Are picture or video messages taken and shared with friends on Snapchat in real time



They can be viewed for up to 10 seconds, depending on the duration the user chooses



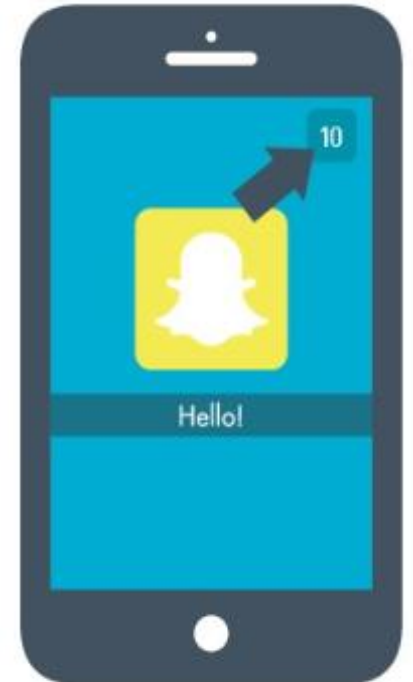
Users can choose to have their photo or video saved in their phone's photo gallery or just send it to friends

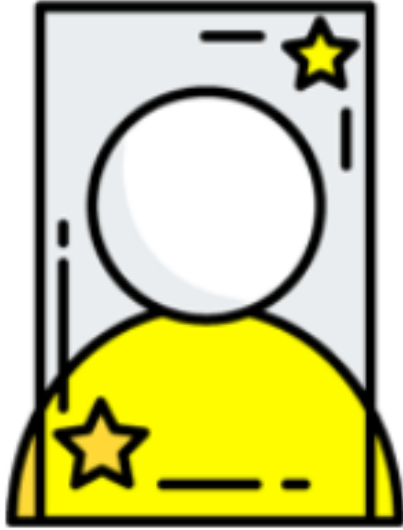


Each snap features an icon that indicates how much time you have left to view it before it disappears



Snapshots disappear from the screen once they are viewed (unless a friend saves it with a screenshot or another camera)





## Filters

Frames and artwork friends can add to their Snaps.



## Lenses

Augmented reality experiences friends can play with.



## Bitmoji

A personal mini-me to express yourself on Snapchat.

# INTRODUCTION TO SNAPCHAT

# Snapchat's Founding and Growth

---



Like many other successful social media platforms, Snapchat was founded on a college campus.



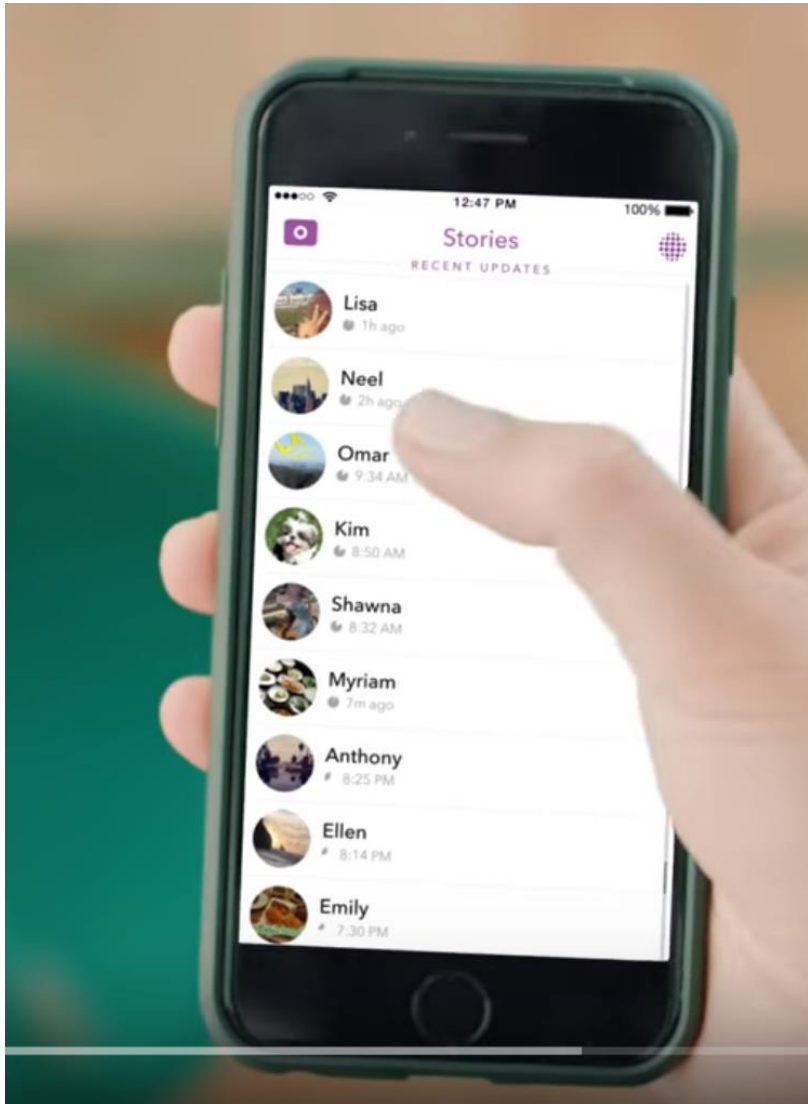
It was at Stanford University where Reggie Brown, Evan Spiegel, and Bobby Murphy first had the idea to create an app with disappearing pictures.



In July of 2011, they launched Snapchat as “Picaboo.”

It was then relaunched as **Snapchat** in September of that same year. Currently, Spiegel is the CEO of Snapchat and the only remaining founder involved in the company.

Today, more than **178 million people** are using Snapchat daily to create over three billion snaps every day. In fact, today more people watch Snapchat’s coverage of college events like football, political debates, or music awards than on television.



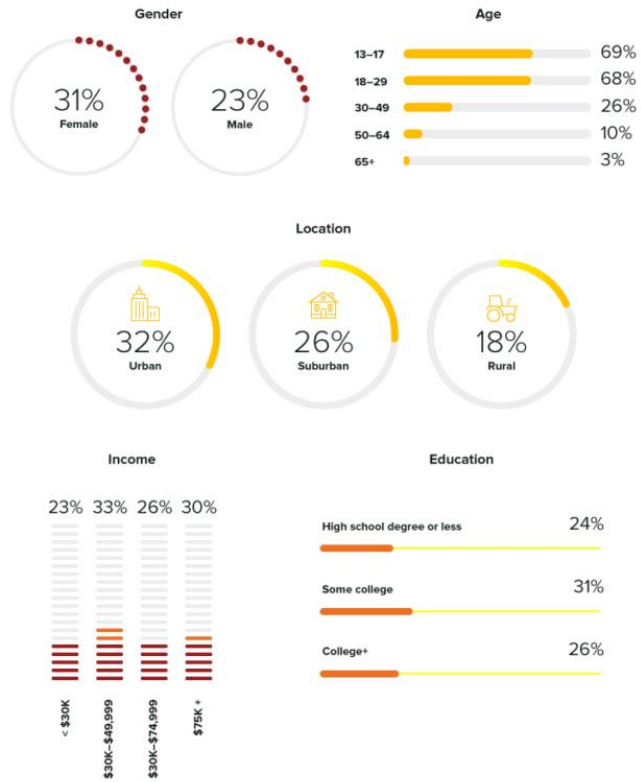
# What is Snapchat

---

- <https://www.youtube.com/watch?v=Hiv4KeoBeuo>

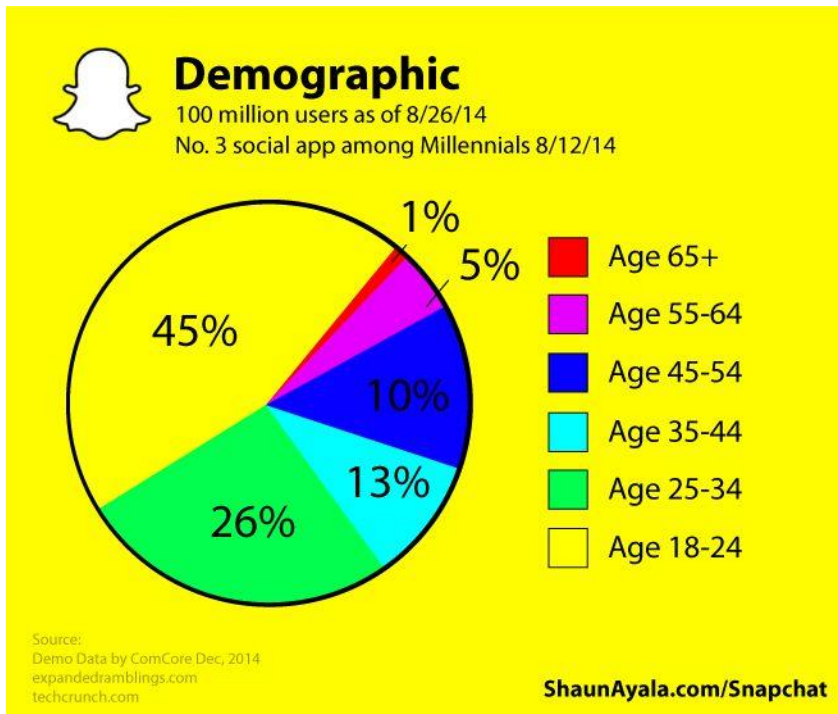


## Snapchat usage among key demographics



# Snapchat by the Numbers

# Great for Reaching Younger Demographics



- If your brand or business is trying to reach a younger demographic, Snapchat is the place to be.
- Snapchat is used by **69% of 13-17 year-olds** and **68% of 18-29 year-olds** (West).
- Half of all new users signing up for Snapchat are over the age of 25 (Snapchat).
- 31% of online women and 23% of online men use Snapchat.
- **77% of college students use Snapchat** daily
- Snapchat users open the app more than 25 times each day, spending over 30 minutes in the app every day (Snapchat).
- There are an average of 3.5 billion Snaps posted each day (Smith).



# Marketing with Snapchat

---



Today Snapchat helps businesses reach a **unique** audience, raise brand awareness, increase consideration, and drive action. Using Snapchat will not only increase a brand's "cool factor," but, as indicated, it is also a great way for businesses to reach a younger demographic as this is the social network where high school and college students are hanging out.



Snapchat is also a great platform for interacting and developing relationships with followers on a one-to-one basis with the ability to send snaps, direct messages or live video calls to individual Snapchat users.



Snapchat's advertising is also very effective. **Snap ads receive twice the visual attention of Facebook ads, 1.5 times more than Instagram ads, and are 1.3 times more effective than YouTube.**

# Why Your Business SHOULD GET **SNAPPIN'**



## **Snapchat is a low-cost marketing tool with a wide reach.**

Snapchat is free and houses millions of active, daily users.



## **Snapchat allows users to get creative.**

With a variety of colors, users can draw doodles with their finger to alter photos or videos.

The latest Snapchat update allows users to add video filters to slow down, speed up, and reverse Snapchats.



## **Snapchat offers a sense of urgency unlike any other platform.**

With a set time limit for each Snap, the fleeting nature of Snapchat is appealing to many users.



## **Snapchat users are big buyers.**

76% of Snapchat users purchased a product online in the last month.

What's your name?

FIRST NAME

|

LAST NAME

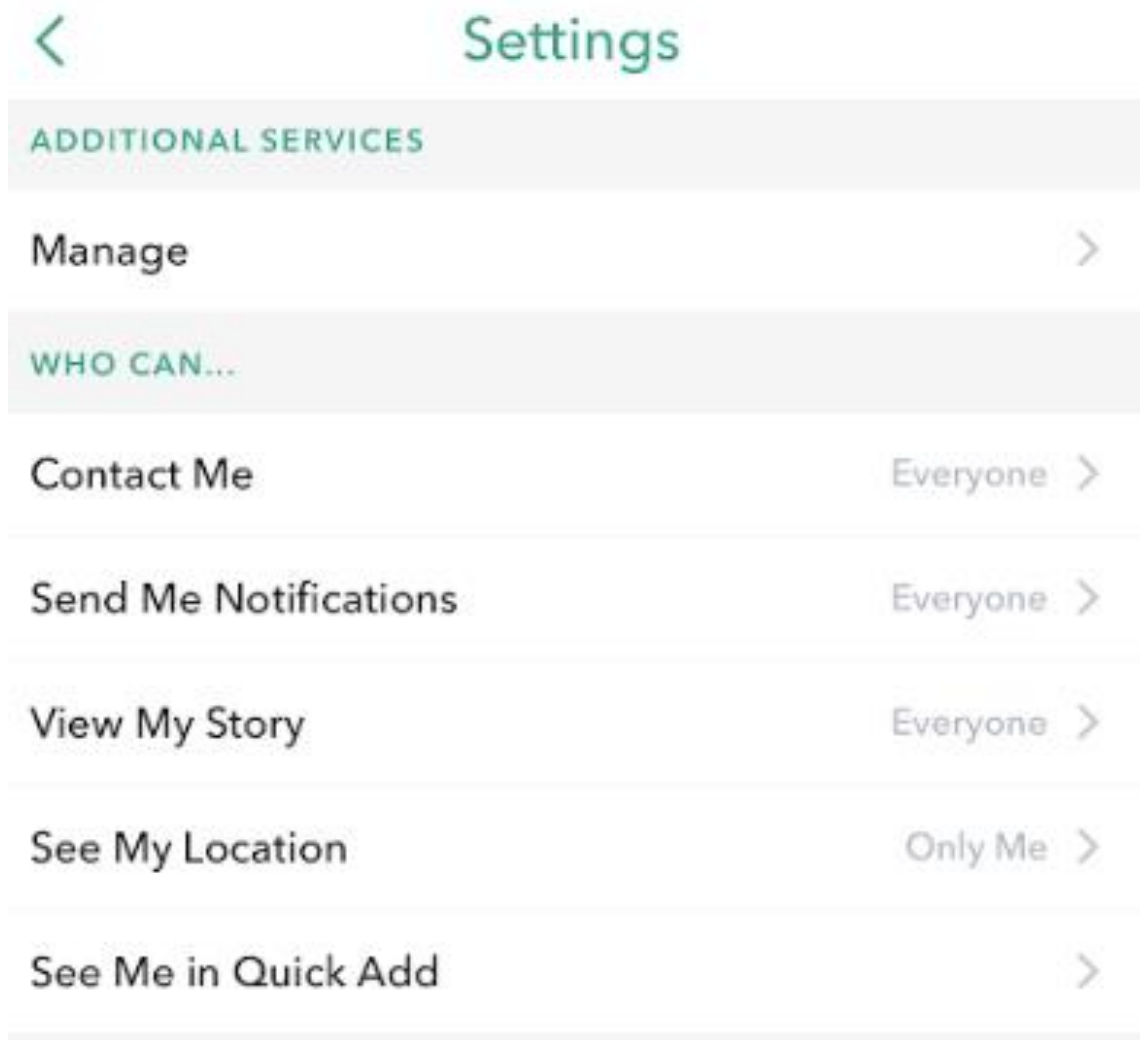
By tapping Sign Up & Accept, you agree to the  
[Terms of Service](#) and [Privacy Policy](#).

Sign Up & Accept

# Creating a Snapchat Profile

---

- To get started with Snapchat, **download the mobile app** from the app store and create an account.
- The **only way for users to find a brand on Snapchat is through a username**, so brands should create a username that matches the name of their company, using the same username for other social media profiles if available.



- Next, update the settings so that Snaps are public, allowing everyone to see and send the brand snaps. Under settings, click on “Who Can” and select “everyone” for who is allowed to contact the brand, send notifications, and view the brand’s story.
- By clicking on the ghost icon from the camera screen brands can add friends, find users, and create a Snapchat profile avatar.

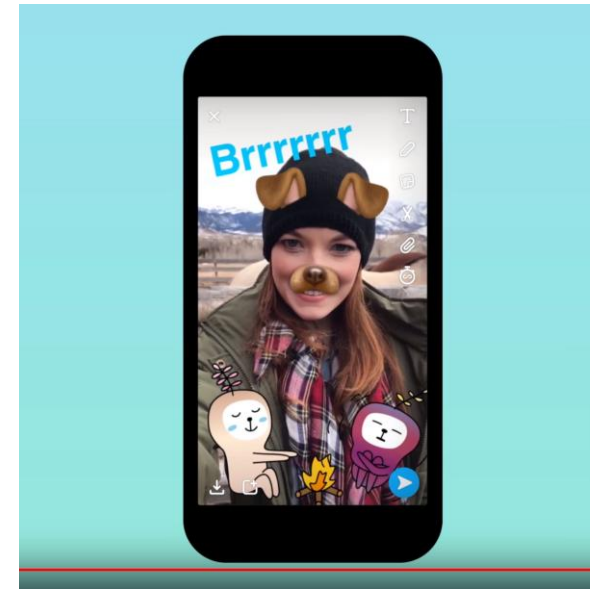
# Components of a Snap

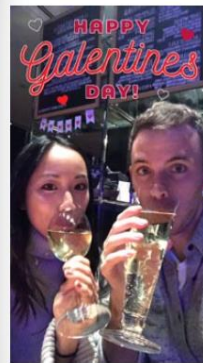
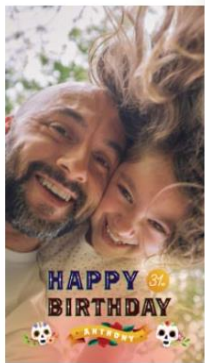
---

## Photo or Video

- From the camera screen, users have the option to tap once to take a photo or to hold down the camera button to record a video. After such photo or video snaps have been created with the camera, users can easily send the snaps to friends directly or add them to their story.

[https://www.youtube.com/watch?time\\_continue=9&v=oG78mWQnY1w](https://www.youtube.com/watch?time_continue=9&v=oG78mWQnY1w)





---

### Creative Tools

- After taking a photo or recording a video, users have the ability to **overlay text**, a drawing, stickers, gifs, URLs, and more directly on the image or video.
- You may easily customize the size and font colors of your text when composing within the app.
- You may also move stickers and gifs around on the photo or video by dragging them across the screen with your finger, or you may change the size of them by pinching the screen to zoom in or out.

### Filters

- Filters are static overlays that can be used to enhance a Snapchat image.
- Geofilters are location-based overlays available to Snapchatters based on their location.
- Geofilters are great for events, or for businesses with a physical location.
- After taking a photo, swipe right or left to choose a filter.
- Users can add multiple filters to a single snap by holding one finger steady on the screen and swiping with another finger to add another filter.



---

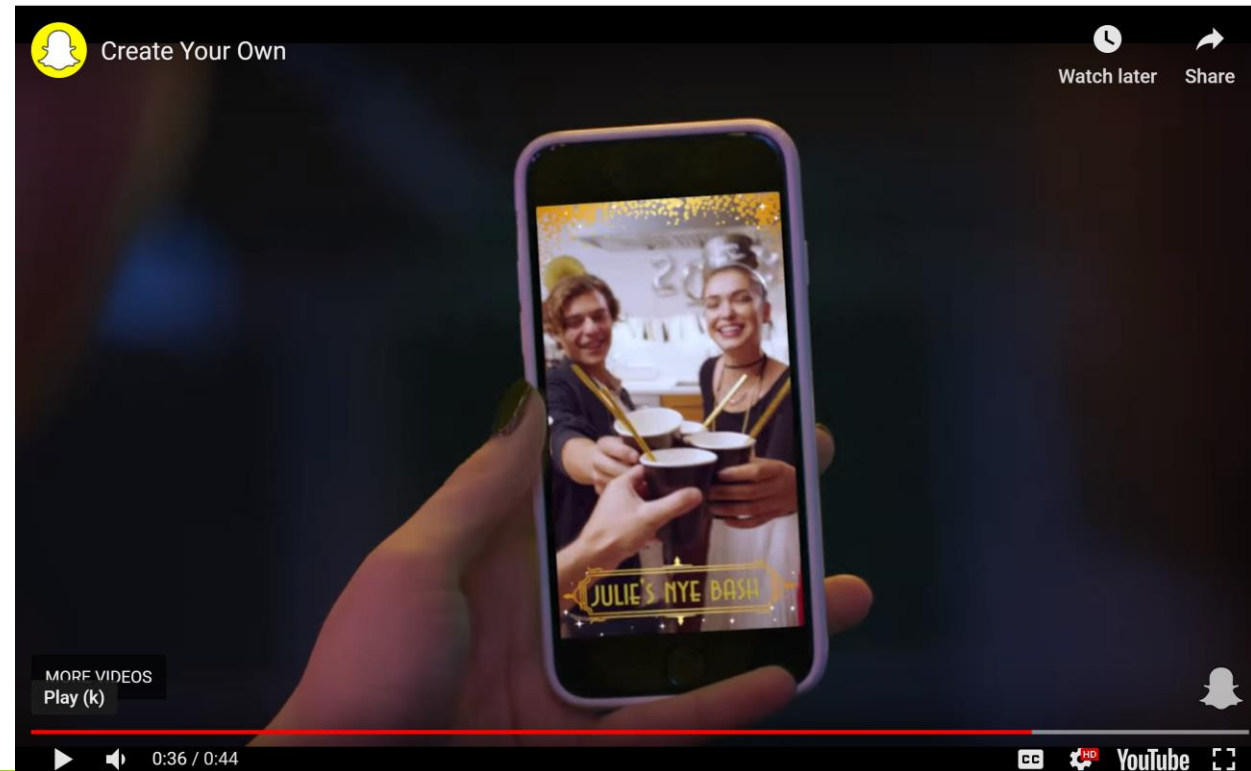
## Lenses

- The difference between a Snapchat filter and a Snapchat lens is that a filter is static and a lens is dynamic. Snapchat lenses add animations to your face when taking a selfie video or photo. Lenses use facial recognition software to track your face and apply animations to facial movements.



<https://youtu.be/-k5JLCk14QM>

- The video below showcases how users and brands can create and interact with lenses, geofilters and various creative tools on Snapchat.





---

## Music

- Snapchat also allows users to incorporate music into snaps by allowing users to load songs onto their music players (iTunes, Spotify etc.) on their mobile devices.
- When a user starts a snap, the song will continue to play in the background.
- Brands and users must be sure to pay attention to music rights as any music used must be licensed.

## Chat

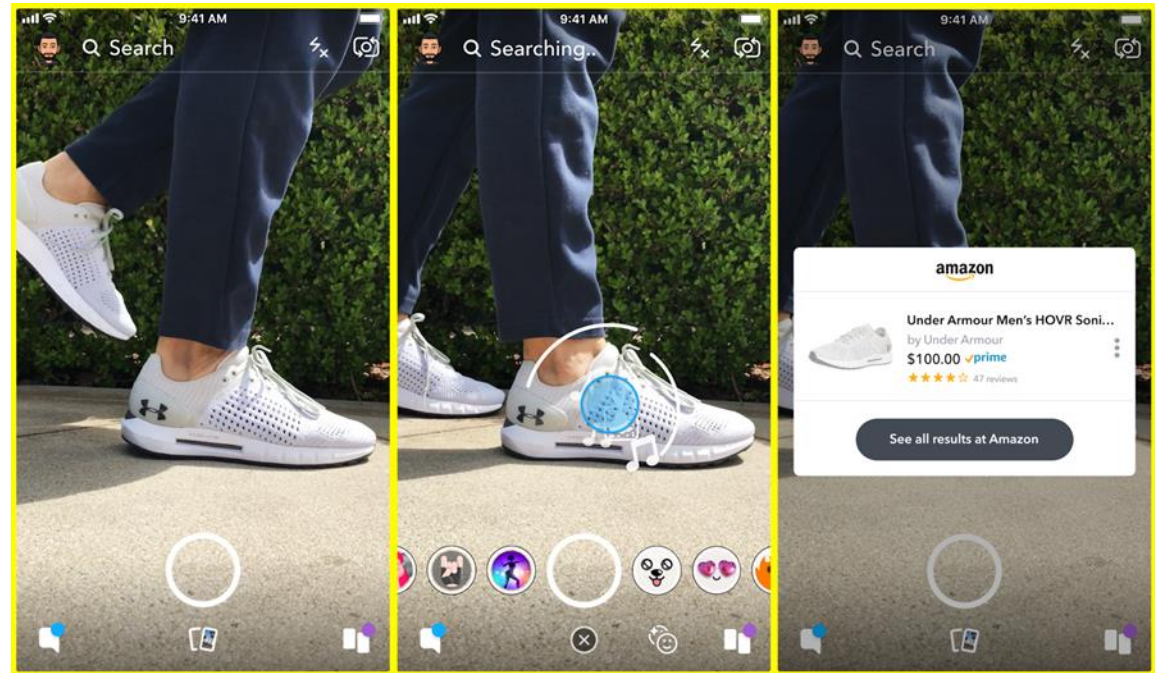
- Chat allows for Snapchat users to interact with one another through instant messaging, voice calling, video calling, stickers, and bitmojis.
- Like snaps, chats are immediately deleted from the conversation after they are viewed. Users can chat with a single individual or with a group of friends directly within the app.

# Other Snapchat Features

---

## Visual Search

- In 2018, Snapchat added a unique visual search capability that benefits both brands and consumers.
- The visual search feature allows Snapchat users to **simply point their camera at a product or barcode to find and purchase the product on Amazon.**
- Users can also share the product in a Snap Chat or text the link to a friend directly within the app. This feature not only brings a new revenue stream for both Snapchat and Amazon, but also for the brands whose products can easily be identified, searched for and purchased, all with the click of a button.



# Snapchat Algorithm

---

- In 2018, Snapchat made a drastic design and algorithm change that came with a lot of backlash from users. Previously, users could see snaps from friends, celebrities, and brands that they follow in chronological order, all within the same section of the app. The new design focused on separating branded media and celebrity content from friends' content, which now appear in two separate locations within the app.
- Branded content is now featured in the “**Discover**” section of the app, and content is played automatically one after the other in a randomized order, so Snapchat users can be watching content from their favorite celebrity, followed by content from the Wall Street Journal next. With the change, some brands and publishers have seen large spikes in viewers, while others have seen drastic declines.
- The algorithm used for the design change **is similar to Facebook's algorithm** in prioritizing what content shows up at the top of the feed. Snapchat looks at metrics like how long users watch or read a publisher's content, completion rates, and user loyalty to prioritize content. Snapchat has not, however, made public how the new algorithm works, so brands are trying to navigate on their own.

# Snapchat Content Strategy

---

## **Post Short, Fun Content**

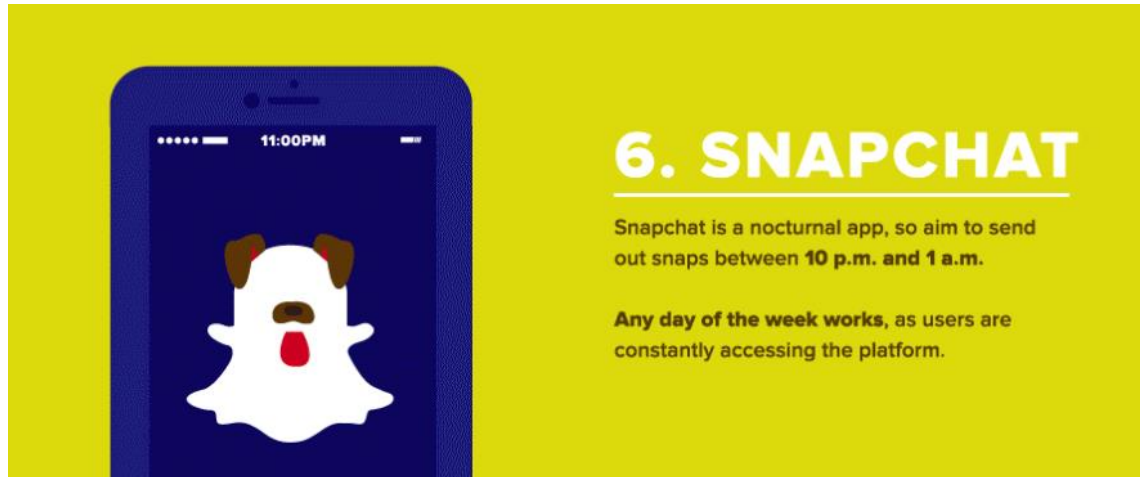
- Since Snapchat caters to a younger demographic, pictures and videos should not be focused on capturing the highest-quality moments.
- Instead, brands should have fun with snaps even when posting business content.
- Users interact on Snapchat to share quick and funny moments, so brands must also capitalize on this by sharing quick in-the-moment content.
- Limit Snapchat stories to under two minutes unless you are covering an event or telling a story.
- Talk to the camera to provide a personal perspective with the content you are sharing.
- Use Snapchat's various creative tools to express your brand's personality and in interacting with customers.

---

## Post Daily and at Optimal Times

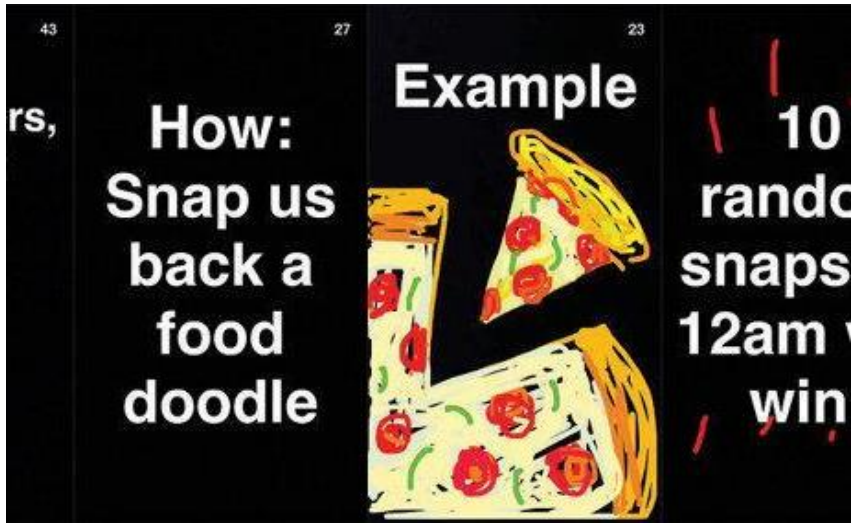
- Like with other platforms, it's important to post often and at the right time.
- It is recommended to post daily content.
- When it comes to the time of day, think about when your target market is more likely to be online.
- Since the majority of Snapchat's demographic is made up of teenagers and college students, you will want to post **before and after school hours**.
- Students are more likely to access the app once they are finished with homework or lying in bed, so evenings and late nights are typically the best time to post; however, Snapchat stories are available for 24 hours after posting.

# Tell a Great Story



- Snapchat is great for storytelling, as the interface allows for users to share multiple snaps in a row. Keep users entertained by posting a series of sequential photos or videos that tell a story or build anticipation for an event or product launch.
- During London Fashion Week, Burberry used storytelling to tell the tale of two models planning to break into its flagship store on Regent Street in London. Their Snapchat story featured security footage, references to heist films, and entertaining moments of the two models trying to break into the store to find the locked fashion collection. The campaign received a lot of press coverage and is a great example of how brands can win with storytelling by creating fun and exciting ways for followers to engage with the brand.





#SnapHunt Entry Examples



# Hold Snapchat Contests

- Snapchat contests are a great way to encourage users to engage with your brand. For example, Grubhub — a company that offers food delivery in select neighborhoods — hosted a week-long scavenger hunt contest. Every day of the week the company posted a new challenge for followers to compete for a chance to win daily prizes such as free takeout.





---

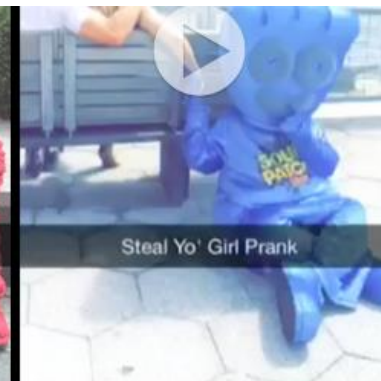
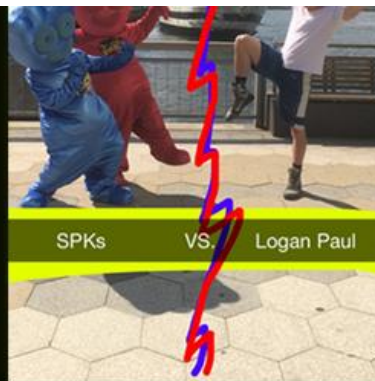
#### Holiday Sales

- Consumers have come to expect brands to provide discounts and sales around major holidays. Holidays are a great way to keep a brand top of mind by offering coupons or deals to customers on Snapchat and other social platforms. Brands can also capitalize on popular social media holidays like "Eat What You Want Day," "Just Because Day," or "Give Something Away Day" to keep followers engaged throughout the year.

#### Use Influencers

- Capitalizing on an influencer's follower base is a great way to increase the number of brand followers and brand awareness. Snapchat is the perfect platform for influencer takeovers to promote specific content for a brand.
- Sour Patch Kids launched a five-day Snapchat campaign titled "Real-life Sour Patch Kid," recruiting social media influencer Logan Paul to take over the brand's Snapchat account. Each day of the week, Logan, alongside two Sour Patch mascots, posted a Snapchat Story to the Sour Patch Kids' account, documenting pranks with real people around New York. The campaign was highly successful, gaining 120,000 new Snapchat followers with the fifth story, and capturing more than 6.8 million story views (Mondelez International, VaynerMedia).

# SOUR PATCH & LOGAN PAUL PRANK CAMPAIGN DAY 3





---

### Ask Questions

- Questions allow for brands to engage in conversations directly with followers. Brands can engage with fans by asking them to weigh in on their next product or to provide input on what they like most about their favorite product or service. Brands can then choose to respond to questions in real time via live snaps or by chatting directly with users through direct messaging. The earlier example from NAIT showcased how the technical training school was able to interact with students by having them snap interview- or job-related questions for HR students to answer back live in real-time.

### Provide Access to Live Events

- Brands can use Snapchat stories to provide followers with direct access to live events, trade shows, or product launches. This type of content produces fans with an authentic view of event happenings. For example, The NBA uses Snapchat in a variety of ways to provide live access to the NBA draft, all-star game, slam dunk contest and even the NBA finals. Fans are able to watch videos from their favorite NBA athletes and teams up-close and personal.



# Snapchat Advertising

---

- Snapchat lenses and geofilters are great tools for turning followers into brand evangelists as users are given something fun to share with followers and brands are provided with boosts in engagement and brand recognition.
- In 2017, Pepsi Canada reached 8 million Snapchatters with one of the largest Lens activations in Snapchat history, printing exclusive illustrated Snapcodes across all its 20oz bottles and 12 pack cartons. Watch the video below to see how Pepsi Canada achieved such success.

[https://www.youtube.com/watch?time\\_continue=8&v=ROSFEuo7Ueo](https://www.youtube.com/watch?time_continue=8&v=ROSFEuo7Ueo)

