Snapchat Case Study: GrubHub

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PR News Social Media Summit with Taste of Tech
What is GrubHub?

How it works

Search...
Search your favorite local restaurants

Order...
Order directly through our websites or apps

Eat!
Restaurant prepares and delivers your food
Why Snapchat?

Snapchat is good for so much more than sexting.

Or so we’ve been told...

College Students
Engagement
Surprise and Delight
Brand Voice

Source: Sumpto.com
Case Study: Exclusive Offers/Sneak Peeks

**Tips:**

- Stay true to Snapchat
- Sneak peaks and surprises work great in 10 seconds

Want this? Watch @grubhub on Twitter.

15% Off an Order of $10+

**USE CODE:** GINGERSNAPS

Terms and Conditions: http://goo.gl/dGRwXx
Case Study: Stories & Discounts

Tips:
- Unveil discounts
- Surprise fans
Case Study: Stories

Tips:

➡ Tell a story: beginning, middle, end
➡ Keep it short & surprising
➡ Engage fans, ask a question

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Case Study: #SnapHunt Scavenger Hunt

How it worked:

- Held first ever interactive scavenger hunt
- Posted five unique snap challenges
- Awarded 10 random winners $50 in Free Grub for each challenge
- Leveraged TW/FB and email to boost awareness
Case Study: #SnapHunt Scavenger Hunt

Day 1: Food Doodle

Day 2: Food Bombing

Day 3: Screenshot & Share on Social

Day 4: Food 4 Thought

Day 5: Food Selfie

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Case Study: #SnapHunt Scavenger Hunt

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Case Study: Two-Way Engagement

Don’t forget to engage with fans!
Case Study: Two-Way Engagement

Make it personal

It's my bday:(

Make it personal

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A Simple Snap Back = An Engaged Customer = A Loyal Customer

thanks!

pizza, i love u more!

Dancing pizza, will you be my boyfriend?

y/n
Case Study: #SnapHunt Screenshot Game

How it worked:

> Asked users to screenshot “Bacon”

> Posted five quick snaps of word shirts, one of which said “Bacon”

> Fans emailed screenshot for chance at Free Grub
Case Study: Intern Recruiting

Tips:
- Not just for marketing!
- Recruit young talent in a fun and creative way
Case Study: GrubHub IPO

Tips:

- Real time/Event Marketing
- Behind the scenes look
- No posed photos unless it’s with a giant pizza and Jim Cramer
Snapchat Tools

- Native Snapchat App
- SnapHack
- Tripod
- Photoshop
- Food Costumes/ Delicious Delivery Food/Random Props

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Snapchat is labor intensive!

Manual process, no brand interface

WOM spreads across platforms

New platform with limitations - monitor often to make sure you don’t miss snaps
Key Takeaways

- Use the platform as it’s intended
- Create content similar to what your customers are sharing
- Respond to snaps and engage with fans
- Make your fans feel special
- Test and have fun!
Thank you!
Questions, comments, high fives?

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