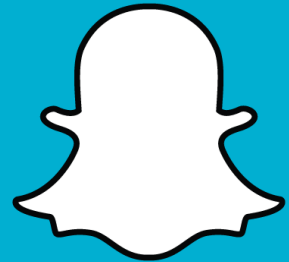


How to Use Snapchat to Enhance your Brand's Messaging & Reach New Audiences

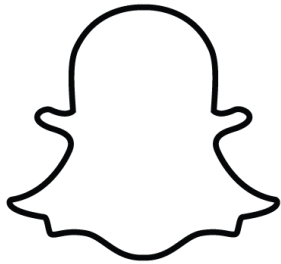
Kelly Bennett
Manager of Social Media and Marketing Strategy
Miami University (OHIO)
Kelly.Bennett@MiamiOH.edu



Agenda

- Develop fresh content that speaks to Snapchat's core audience
- Build brand trust through a deeper understanding of millennials
- Create games and contests that are effective and engaging

Who is using Snapchat?



@KellyABennett



#socialsummit16

Audience

- 200+ million users
- 71% are under age 34
- 77% of college students daily

Information Overload



- **Emails**
- **Texts**
- **Google Calendar**
- **Facebook**
- **Twitter**
- **YouTube**
- **Pinterest**
- **Instagram**
- **Periscope**
- **Vine**
- **Netflix**

Oh Snap! It's Monday

Weekly, exclusive, 24-hour
newsletter only available on
Snapchat

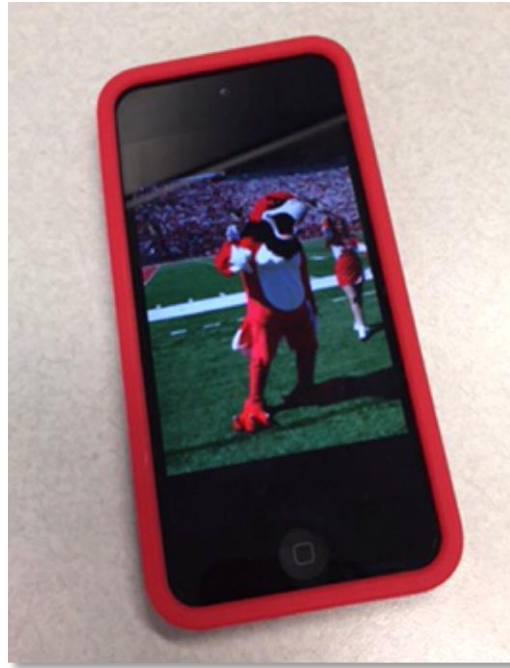
Oh, Snap!



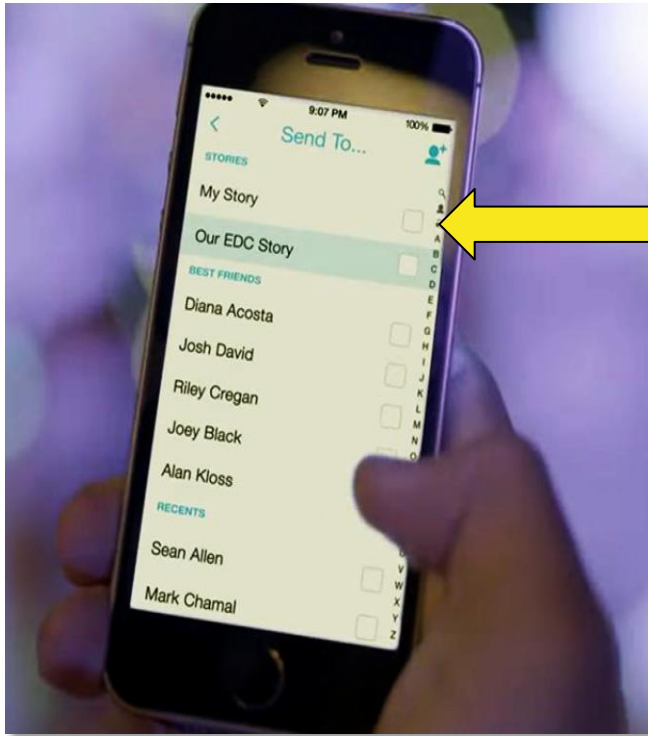
**ALL YOU NEED TO
KNOW FOR THE WEEK.**



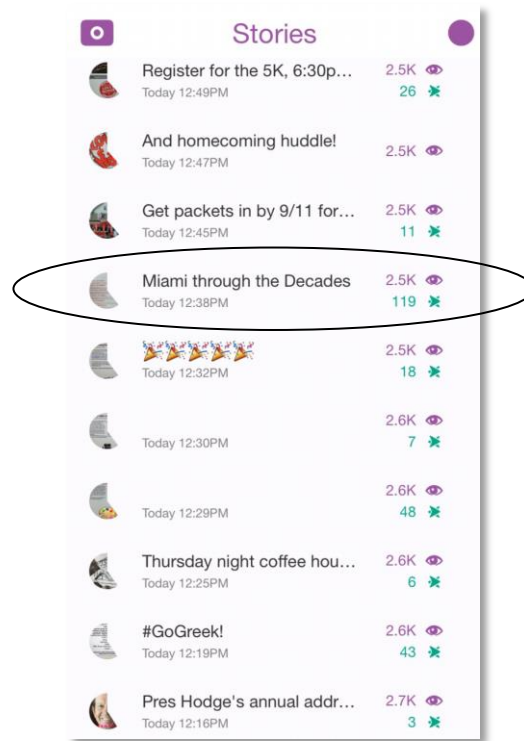
Step 1 // Collect images



Step 2 // Save images on an iPod Touch



Step 3 // Take a photo of each image and add to "My Story"



Step 4 // Track views and screenshots

Why is it effective?

- Weekly
- Exclusive
- 24-hour



Snapchat Discover

How do you market to millennials?



Millennials

- Trust what feels authentic
- Appreciate thought leadership
- Want to influence future products



Authentic

Example: Miami Student Takeovers

- CEO takeover
- Company picnic
- Customers using product

Thought Leadership

Example: Huffington Post Beauty

- Tips from the experts
- Behind the scenes interviews
- VIP events
- Fun Fact/Did You Know



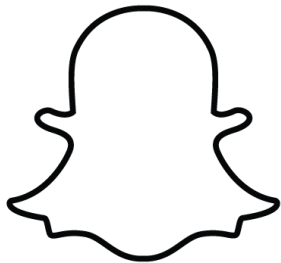


Influence

Example: Taco Bell asks for input

- Poll your audience
 - “Screenshot your favorite...”
 - “Write in your response”

How do you make a game?



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Step 1 // Identify a theme

Want **to** send a
Miami **Valentine?**



Screenshot
the next
screen!



TO:



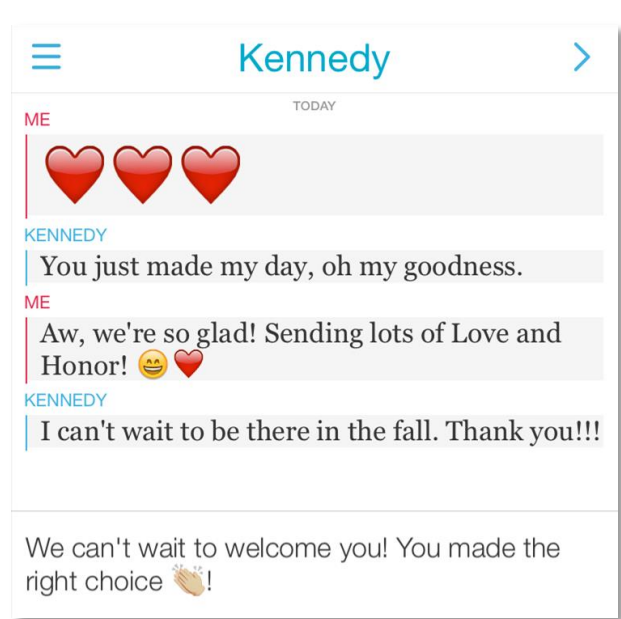
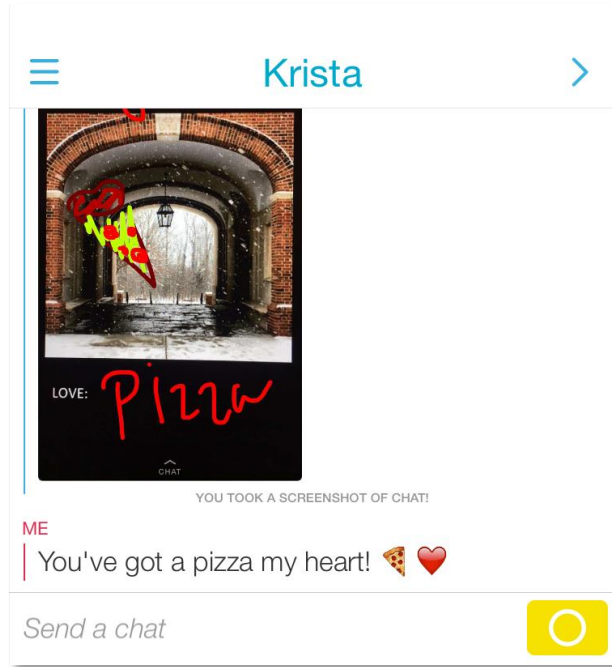
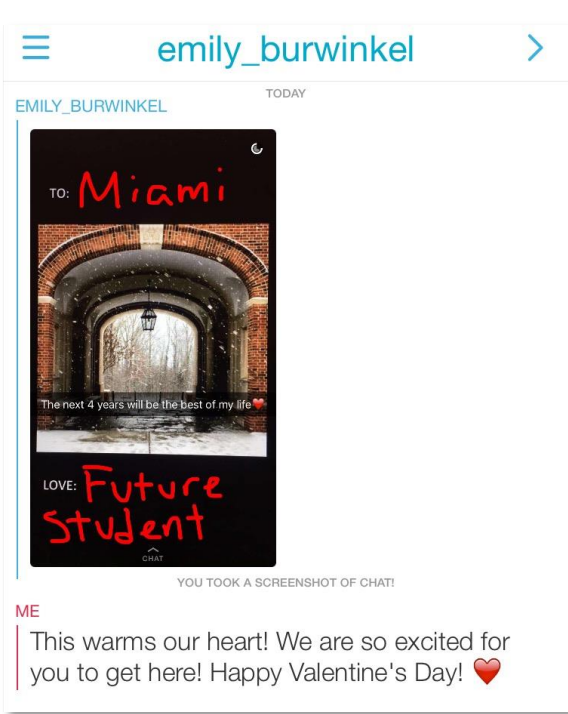
LOVE:

Write **your**
love **note...**

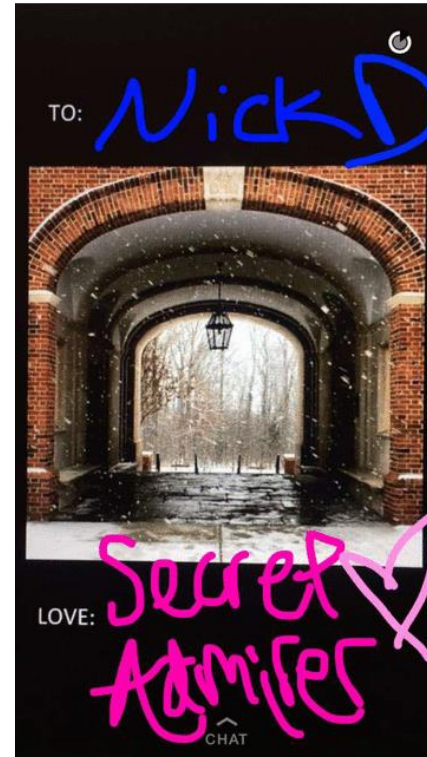
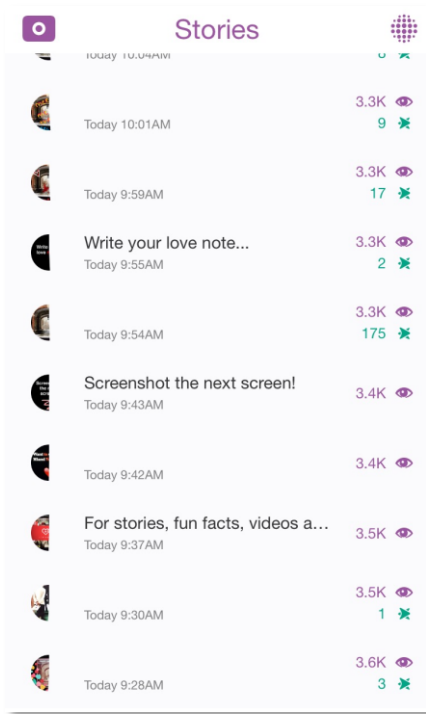
Step 2 // Create your game



Step 3 // Show examples for inspiration

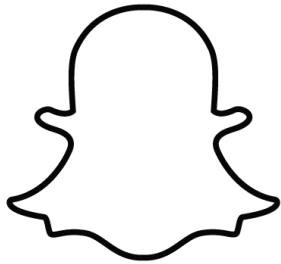


Step 4 // Interact through messaging



Step 5 // Track views, screenshots, & participation

How do you run
a contest?



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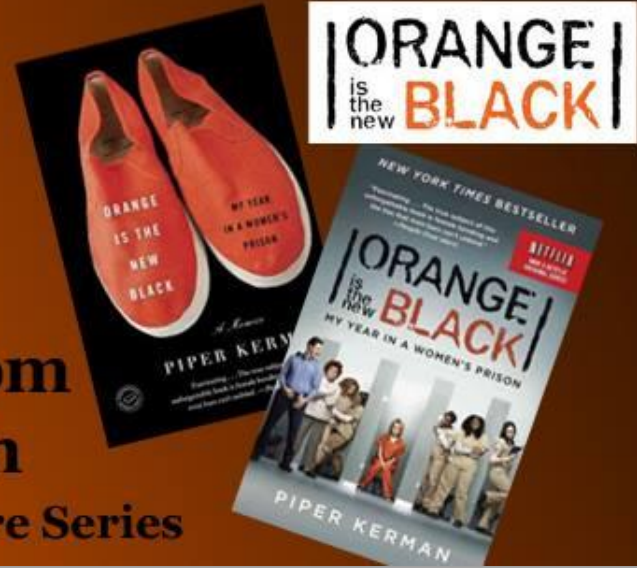


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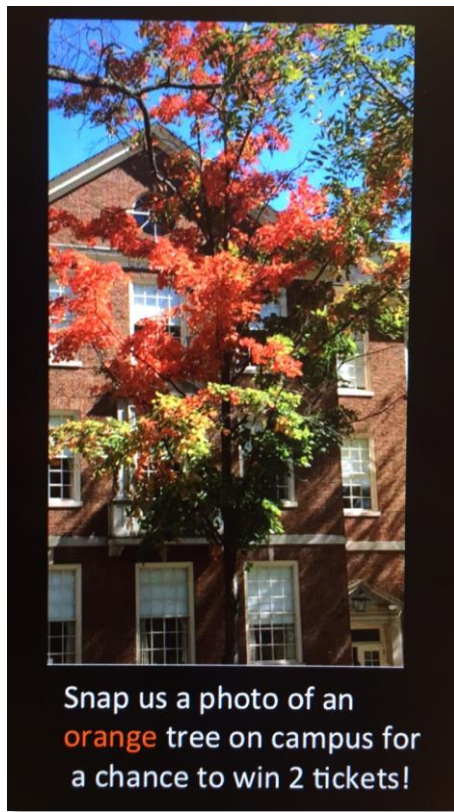


Piper Kerman
Author
Orange is the
New Black
September 29, 7pm
Hall Auditorium

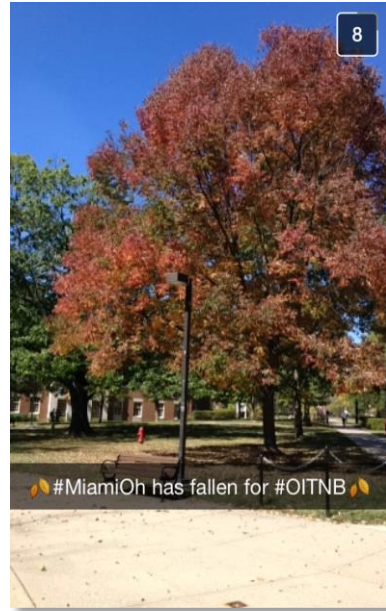
Sponsored by Miami University Lecture Series



Step 1 // Have something to promote & something to offer



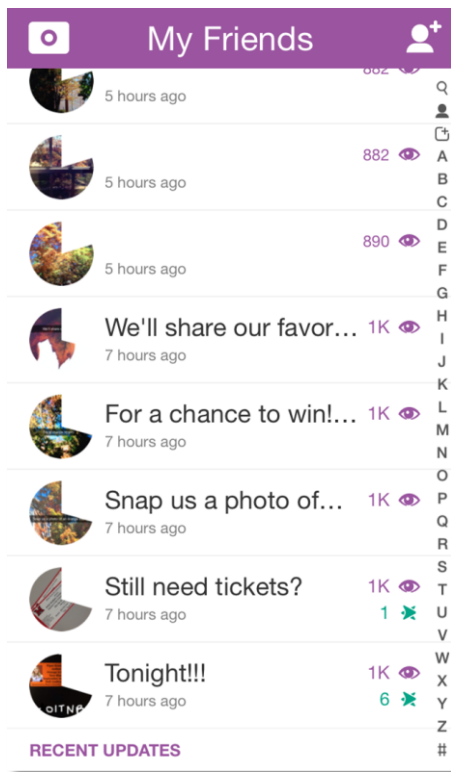
Step 2 // Ask for participation in a creative way



Step 3 // Add submissions to your story

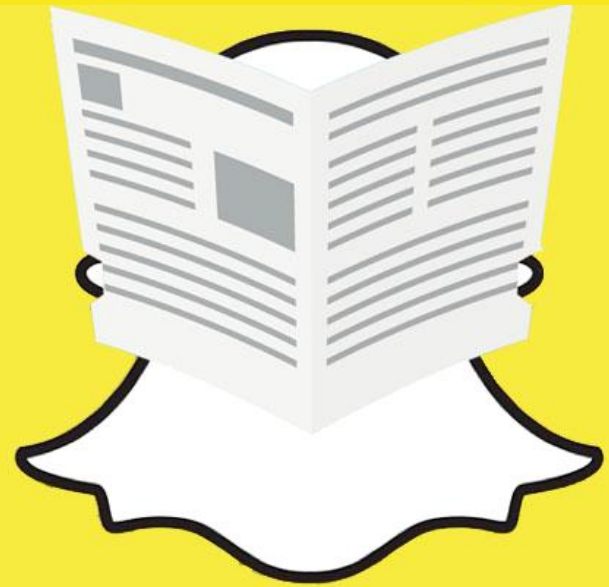


Step 4 // Identify the winner



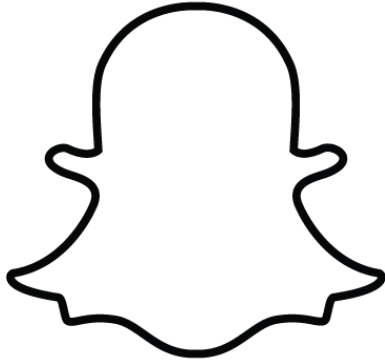
Step 5 // Track view and screenshots

How else can
organizations
use it?



Only 2-3%
of businesses
are using Snapchat

Ideas:



Coupons

“Screenshot this for 25% off next purchase”

Unique URLs

Track who is coming to your site from Snapchat

Sneak Peek

Preview of new products, upcoming sales

Recruitment

Announce if you're hiring - show where to apply

Key

Takeaways

- 71% of Snapchat users are under the age of 34
- The 24-hour limit of a Snapchat story increases urgency to check it
- It's a platform for exclusive and authentic content
- The most successful accounts are creative and engaging

Additional Resources

<http://www.businessinsider.com/how-college-kids-use-snapchat-2014-2>

<http://blog.hubspot.com/marketing/marketing-to-millennials>

<http://www.prnewsonline.com/water-cooler/2016/01/20/4-reasons-why-snapchat-may-be-right-for-your-organization/>

<http://www.business2community.com/social-media/creative-ways-brands-can-use-snapchat-01196922#pWgHF8ovmk1kYKyc.97>