

# Case Studies: Snapchat Campaigns That Hit the Mark

Frankie Greek, Snapchat Influencer



@wtfrankie



@frankiegreek

#Social16

# Who am I?

- What's an influencer in 2016
- Old media to new media
- Social media manager
- Thrillist, Fox TV, Direct TV, The Shorty Awards, Fuse TV, Revolt Style Studio, Zingara



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# What works on Snapchat?

- Storytelling
- Live event coverage
- Interviews
- News
- Skits

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# What DOESN'T work on Snapchat?

- Heavily produced content
- Third party uploads
- Content that doesn't utilize sound and video
- Boring content

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## 5 Reasons Your Brand Sucks on Snapchat



I don't need to tell you that most major brands are on Snapchat, or that Snapchat is the new frontier for content marketers or that Snapchat has over

[snapchatstrategy.com/@frankiegreek](https://snapchatstrategy.com/@frankiegreek)

# #BallDrop

- LiveX / Times Square Alliance
- Official Snapchatter of New Years Eve in Times Square
- Launched 9 days prior
- **Result: 150k+ total views/ impressions.**



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# #BallDrop

- **How did I do it?**
  - Daily takeovers by influencers
  - Consistent content
  - Cross promotion, user generated content
  - 23, 627 impressions on #BallDrop week prior



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# #BallDrop

1-800-#BALLDROP  
1-800-#BALLDROP



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# #BallDrop

 **frank**  
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GUYS @RyanSeacrest JUST TRIPPED OVER ME AND I GOT IT ON @timessquareball SNAP #BallDrop



When Ryan Seacrest interrupts your interview

0:08

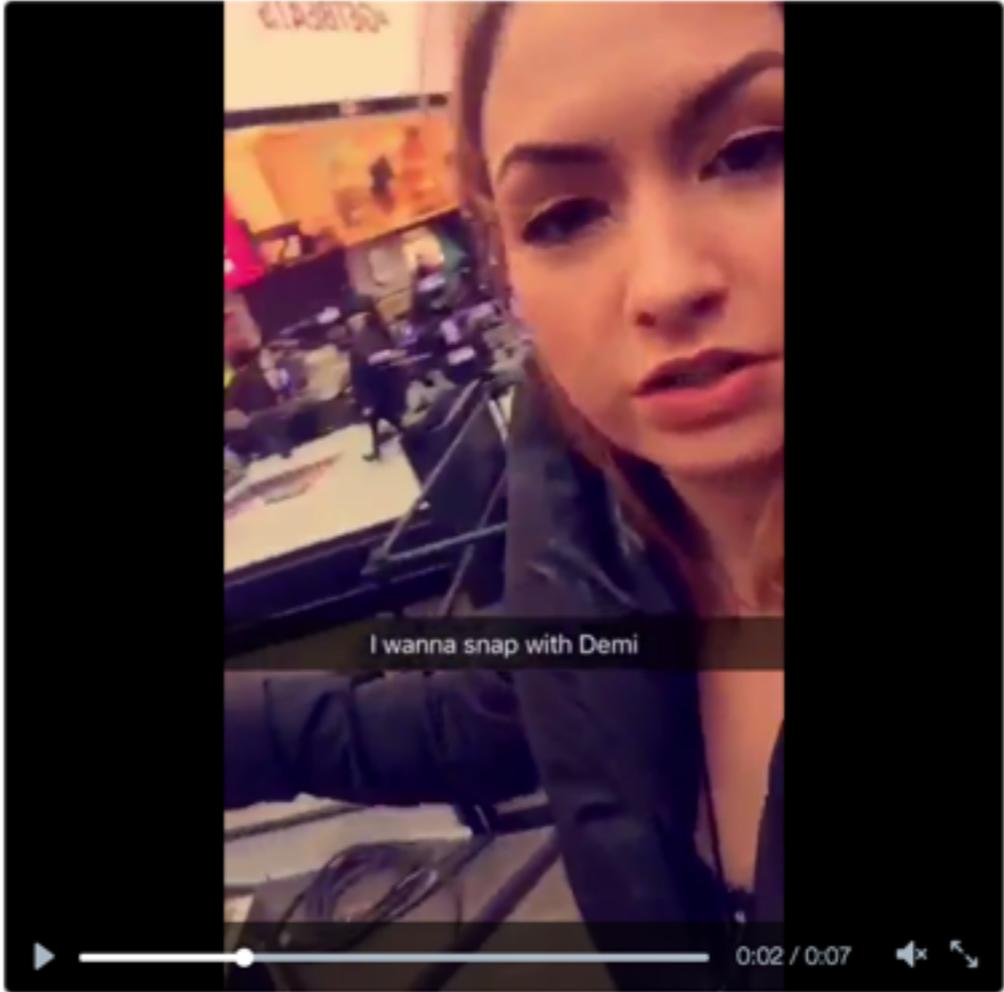
RETWEETS 4 LIKES 13



4:51 PM - 31 Dec 2015

 **frank**  
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Guys how do I get @ddlovato on the @timessquareball snapchat? #BallDrop



I wanna snap with Demi

0:02 / 0:07

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# #BallDrop

- Analytics provided by Delmondo ([delmondo.com](http://delmondo.com))
- Grew account 433% in the week leading up to NYE
- 190 posts, 15 minutes of content
- 150k+ impressions
- 93% retention rate

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# The Shorty Awards

#ShortySnap



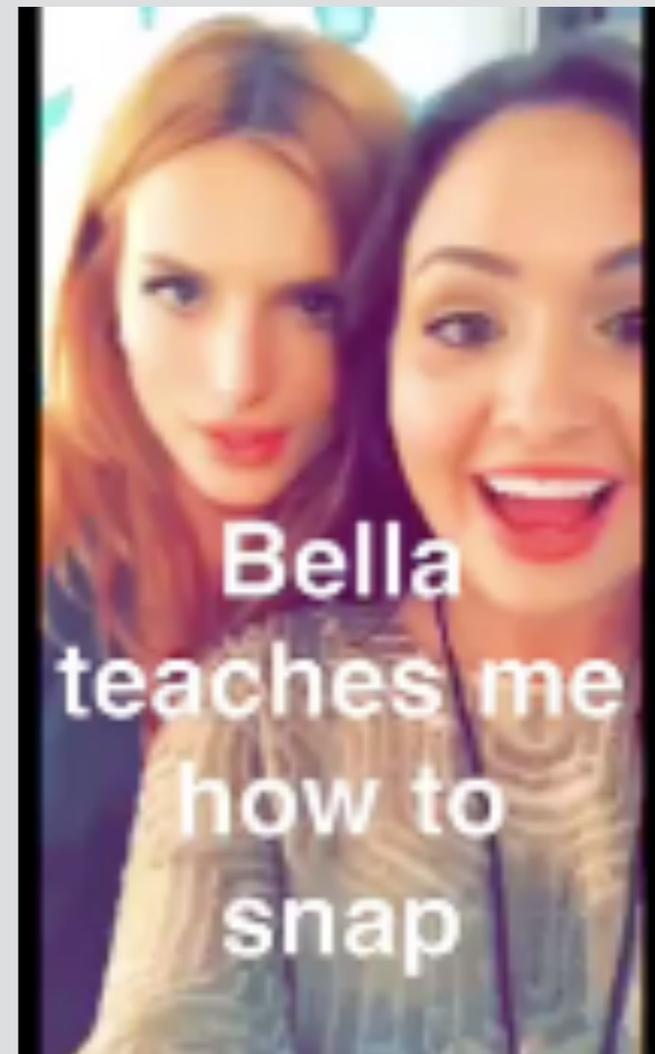
# #ShortySnap

- The “anti” campaign
- Launched account in April of 2015
- Countdown to The 7th Annual Shorty Awards

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# #ShortySnap

- Day long takeover showing prep
- 10 second mini interviews on the red carpet
- Engage with followers directly
- Continued coverage from the show and after party



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**Bella  
teaches me  
how to  
snap**

# #ShortySnap

- What's next?
- Recap show engaging with followers
- WWW. weekly talk show
- Event coverage: #ShortyStories, Conventions, Industry events
- Scheduling as many takeovers as possible, think like a network

Join @shortyawards + @nataliezfai on Snapchat

**ASK A SOCIAL MEDIA EXPERT:  
NEW YORK FASHION WEEK EDITION**

**THURSDAY, SEPTEMBER 3RD  
@5PM ET**

SUBMIT YOUR QUESTION  
USING #SHORTY SNAP ON TWITTER



#SHORTY SNAP

**HEY SHORTY,  
IT'S A FRIDAY**

WITH @JENELLEHAMILTON FRIDAY ON  
THE @SHORTYAWARDS SNAPCHAT



#SHORTY SNAP

**BREAKFAST WITH BRI**  
TUESDAYS ON THE SHORTY AWARDS SNAPCHAT



# #ShortySnap

- The growth of WWW.
- Consistency is key
- Heavy cross promotion on Twitter and Instagram
- Collaborating with other creators as co-hosts

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# #ShortySnap



Danny Berk  
David Infante  
Elle Radan  
Garrett Green  
Nik Aliye  
Jack Bethmann  
Erin Weaver  
Adam Rose  
Jena Prats  
Megan Frantz



# #ShortySnap

- #ShortySnapWithGary
- 3 month campaign launched by @shortyawards followers
- 20k+ hashtag impressions



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# #ShortySnap

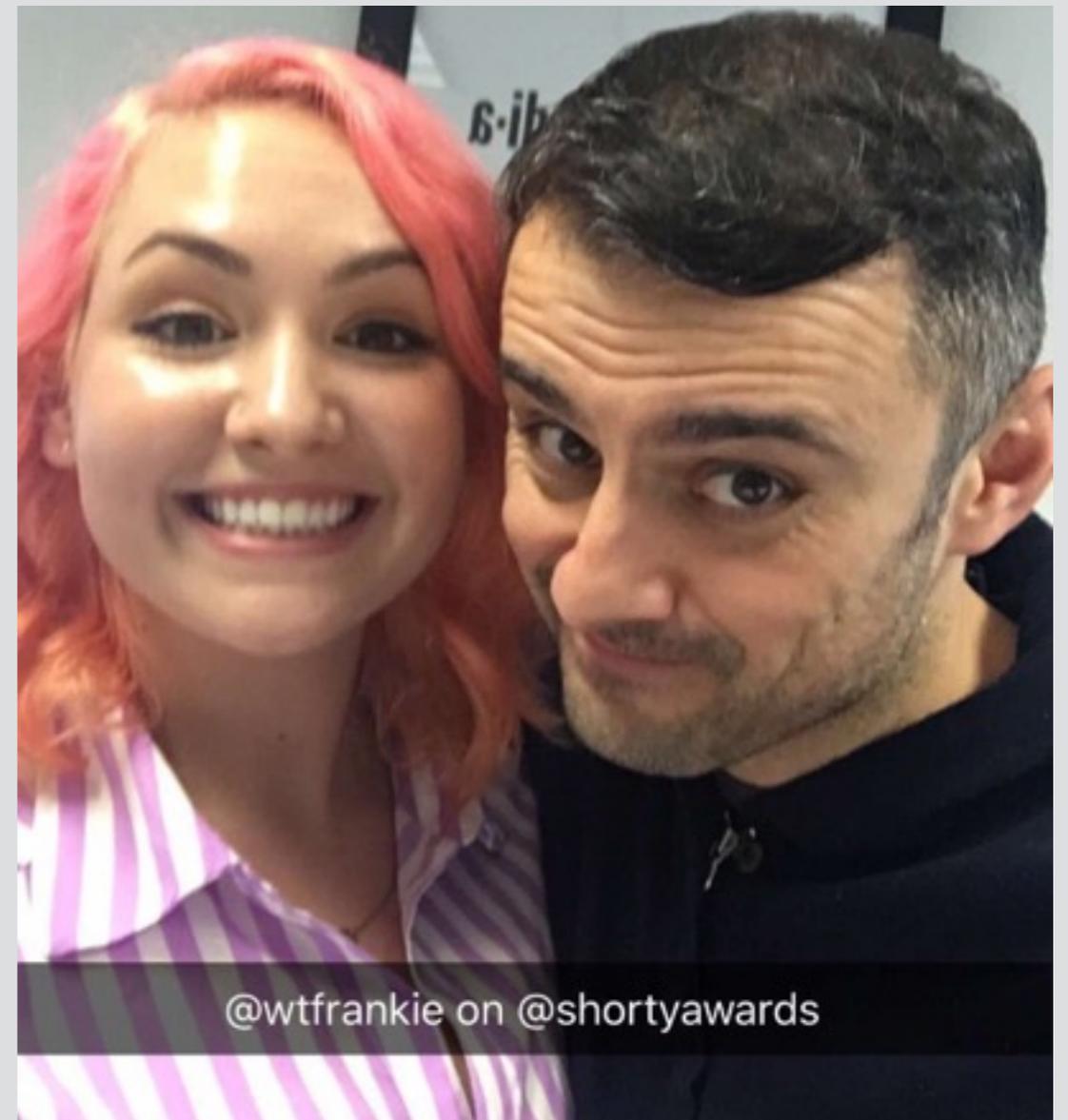


**WWN** 

A SNAPCHAT SHOW ABOUT  
**THE INTERNET**  
HOSTED BY @WTFRANKIE  
SPECIAL @GARYVEE EDITION!

**APRIL 4TH**  
ON THE @SHORTYAWARDS SNAPCHAT

**#SHORTYSNAPWITHGARY**



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# #ShortySnap

- The 8th Annual Shorty Awards
- Called for volunteers on snapchat
- 100+ responses, assembled team of 25
- **Goal: Make The Shorty Awards an event that can be experienced on social media**

# #ShortySnap

- Daily takeovers leading up to #Shorty8 hosted by employees
- Share the process of producing an awards show
- Night of: pre-show, red carpet, show, after party.
- Custom geo-filters

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AND THE  
**SHORTY AWARD**  
GOES TO...



# Snapchat + the music industry

- Challenges
- Festival Season 2016
- Interviews
- Sharing the experience



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# Takeaways!

- Take risks
- Tell stories
- Engage with the people who are engaging with you
- Work with influencers but don't be afraid to be your own influencers
- Don't overthink it

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