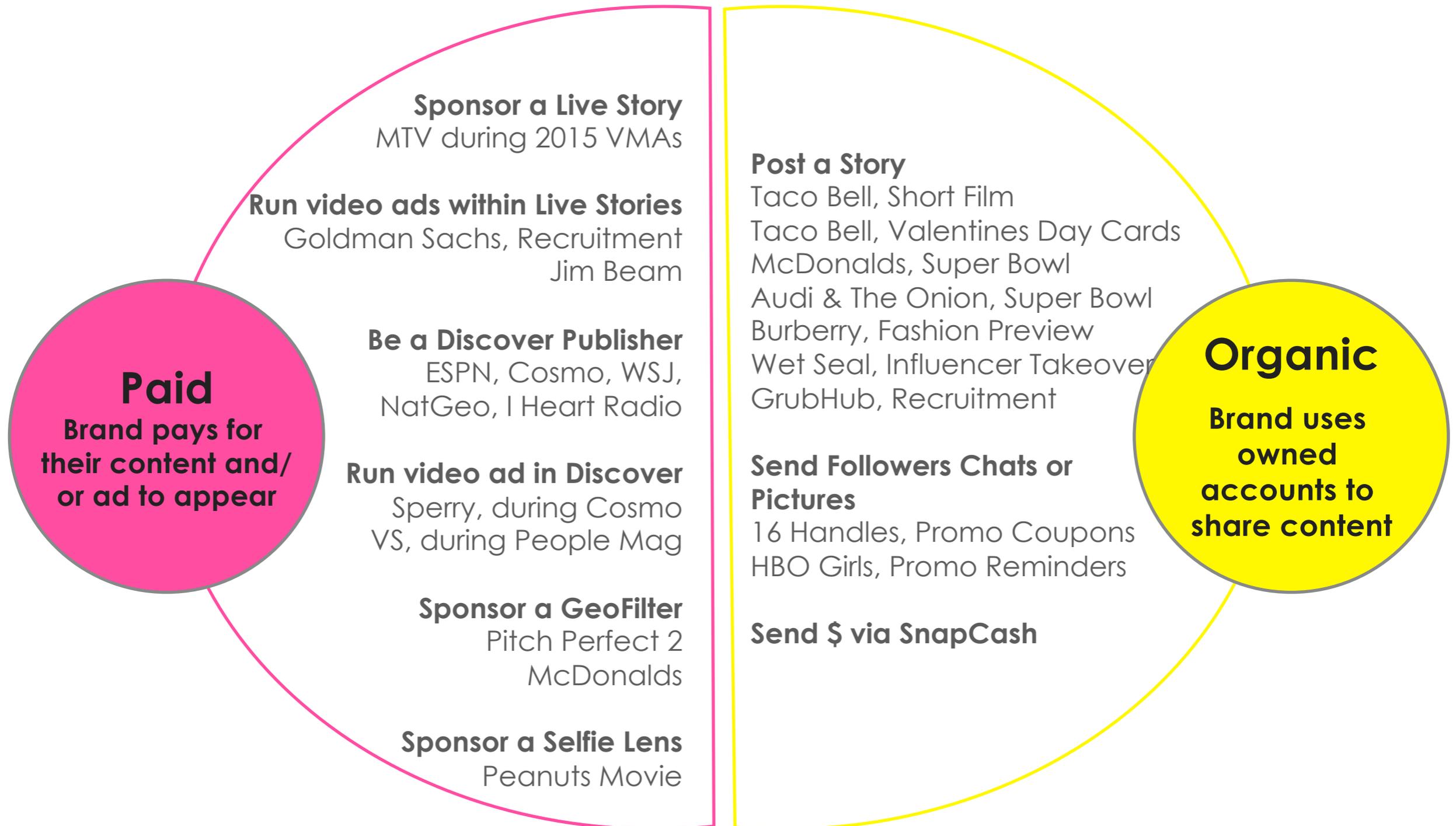


BRAND OPPORTUNITIES



HOW BRANDS USE: PRO TIPS

B2C > B2B due to the younger millennial demographic

Mix & Match: try stories, features, ads, Discover sponsorships

First Impressions Count so launch in a big, creative way

Cross-Promote from other social media channels

Time Matters: only 24 hours until your Story will disappear

Relax because it's a new platform and you should experiment!

HOW BRANDS USE: PRO TIPS

