grubHub®

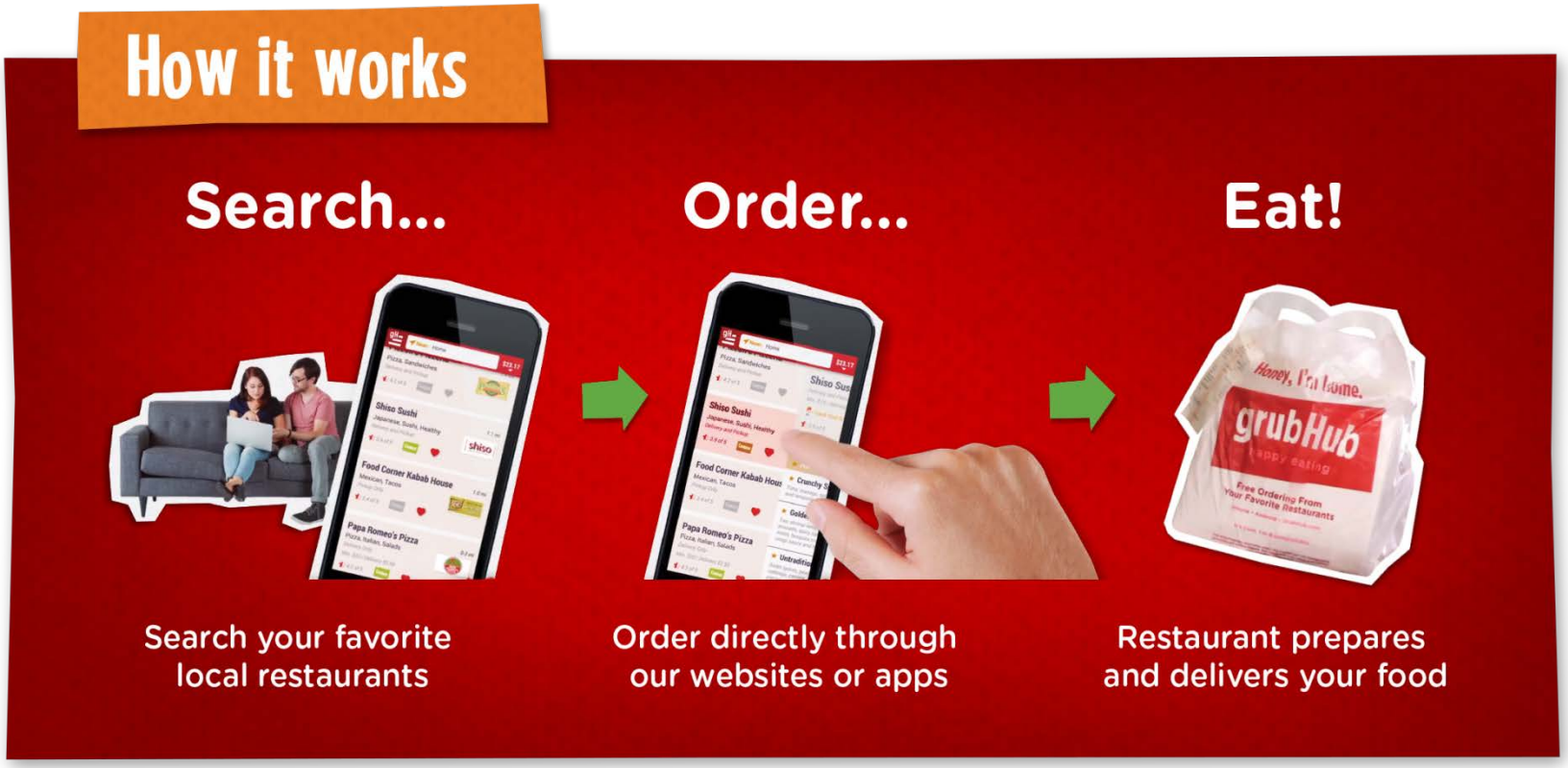
Snapchat Case Study: GrubHub

KC Geen
Senior Manager, Social Media
@kcgeen

PR News Social Media Summit with Taste of Tech

What is GrubHub?

#PRNews
@kcgeen



Why Snapchat?

- College Students
- Engagement
- Surprise and Delight
- Brand Voice

Source: Sumpto.com

grubHub happy eating
seamless
MENUPAGES
allmenus

Case Study: Exclusive Offers/Sneak Peaks

#PRNews
@kcgeen

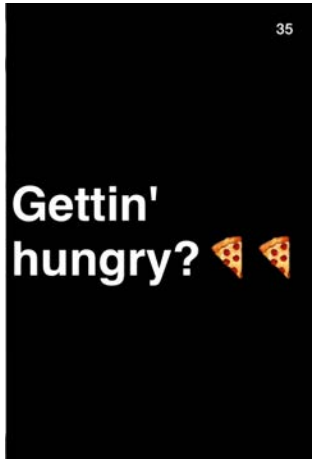
Tips:

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

grubHub happy eating seamless MENUPAGES allmenus

Case Study: Stories & Discounts

#PRNews
@kcgeen



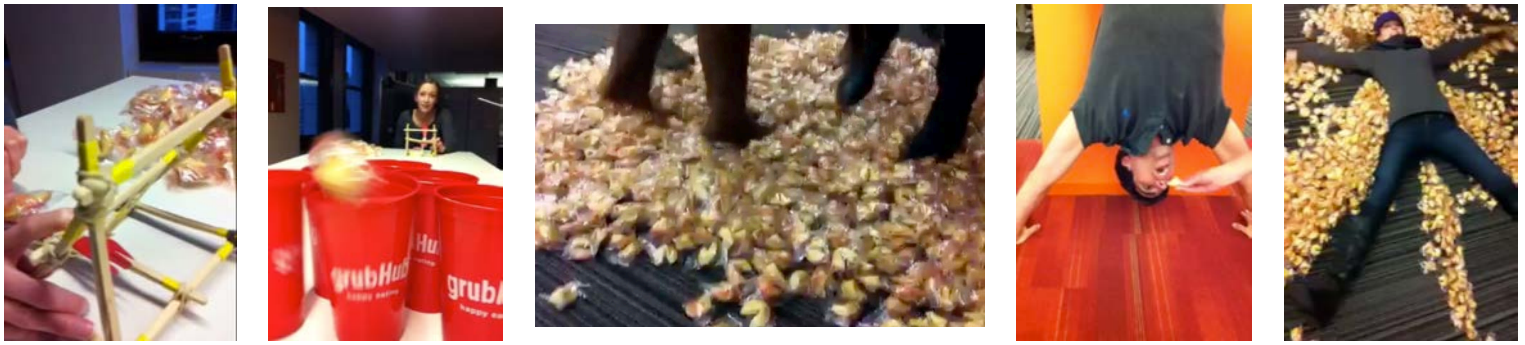
Tips:

- Unveil discounts
- Surprise fans

grubHub happy eating | seamless | MENUPAGES | allmenus

Case Study: Stories

#PRNews
@kcgeen



Tips:

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

Case Study: #SnapHunt Scavenger Hunt

#PRNews
@kcgeen

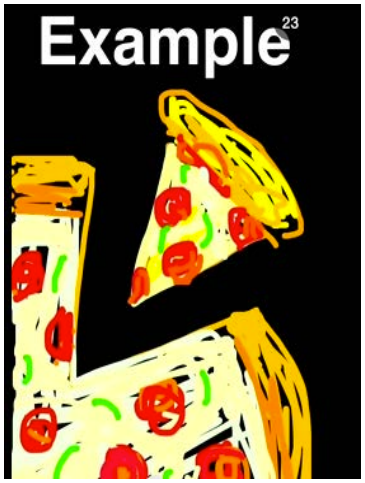
How it worked:

- 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

#PRNews
@kcgeen

Day 1: Food Doodle



Day 2: Food Bombing

Day 3: Screenshot & Share on Social

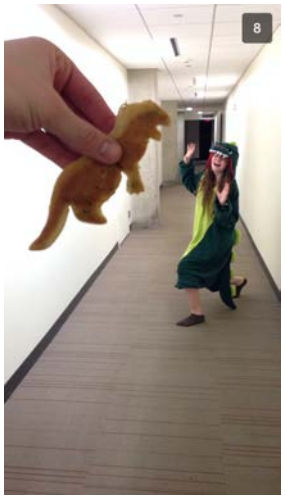
Day 4: Food 4 Thought

Day 5: Food Selfie

grubHub happy eating · seamless · MENUPAGES · allmenus

Case Study: #SnapHunt Scavenger Hunt

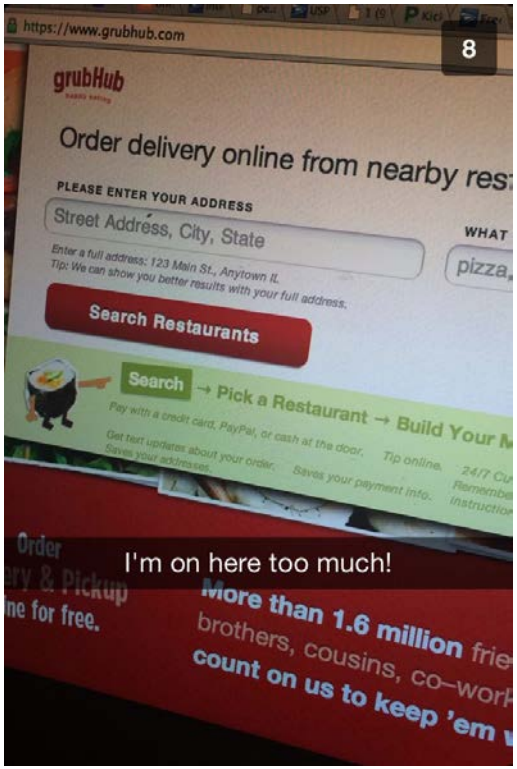
#PRNews
@kcgeen

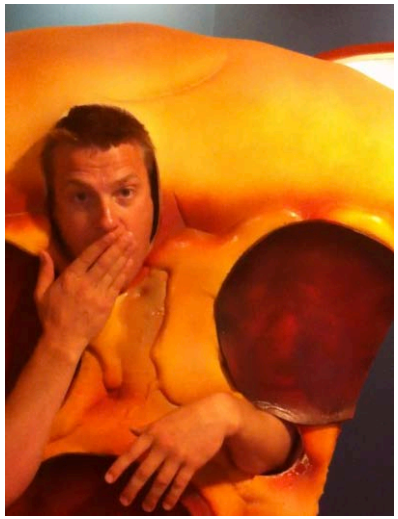


grubHub happy eating · seamless partners with grubhub · MENUPAGES · allmenus

Case Study: Two-Way Engagement

#PRNews
@kcgeen





Don't forget to engage with fans!

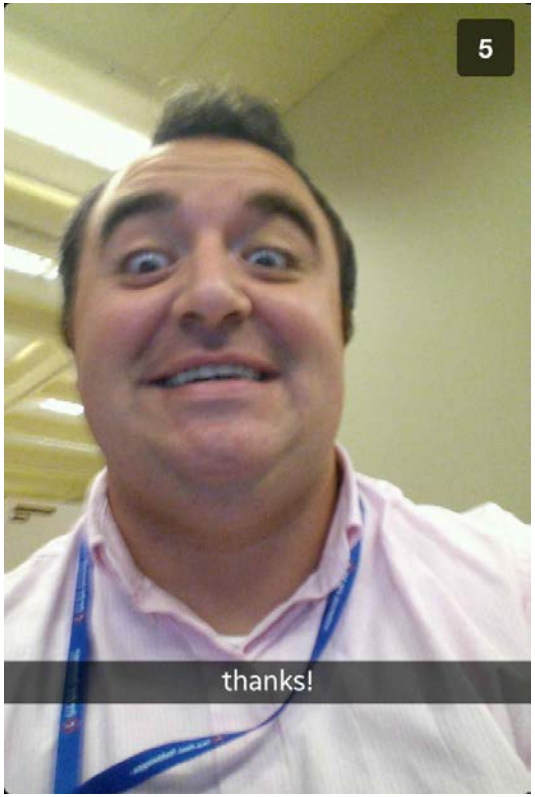
Case Study: Two-Way Engagement

#PRNews
@kcgeen

Make it personal

grubHub happy eating
seamless partners with grubhub
MENUPAGES
allmenus

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



Case Study: #SnapHunt Screenshot Game

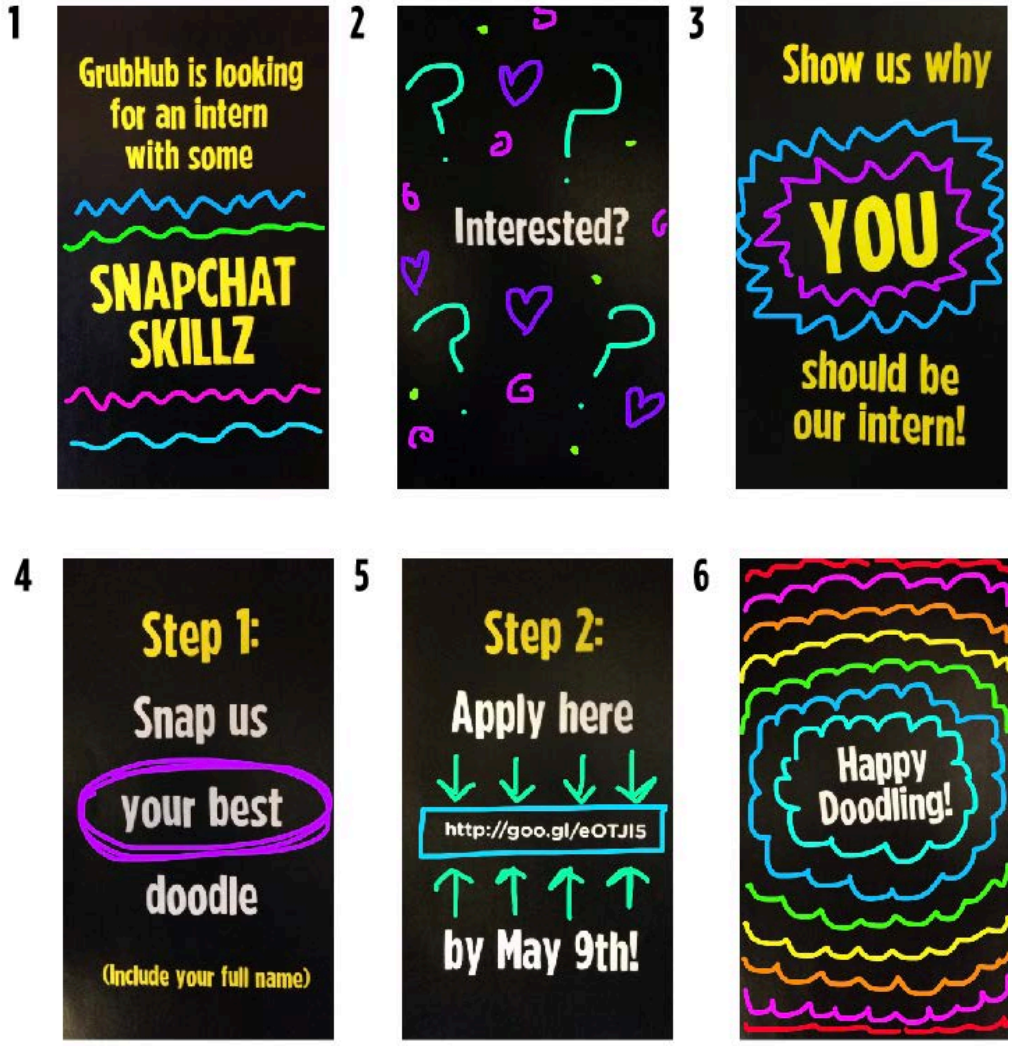
#PRNews
@kcgeen

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

#PRNews
@kcgeen

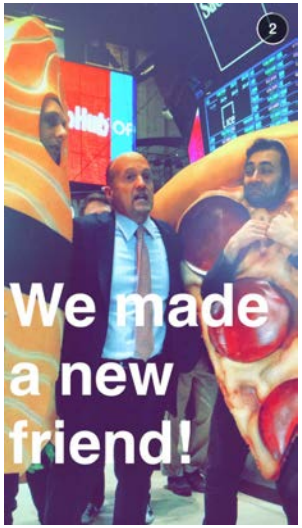


Tips:

- **Not just for marketing!**
- **Recruit young talent in a fun and creative way**

Case Study: GrubHub IPO

#PRNews
@kcgeen



Tips:

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

grubHub happy eating seamless MENUPAGES allmenus

Snapchat Tools

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

grubHub happy eating
seamless partners with grubHub
MENUPAGES
allmenus

Food for thought…

#PRNews
@kcgeen

- **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**

grubHub happy eating seamless partners with grubHub MENUPAGES allmenus

Key Takeaways

#PRNews
@kcgeen

- **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!**

grubHub happy eating seamless partners with grubHub MENUPAGES allmenus

Thank you!

Questions, comments, high fives?

kgeen@grubhub.com

@kcgeen