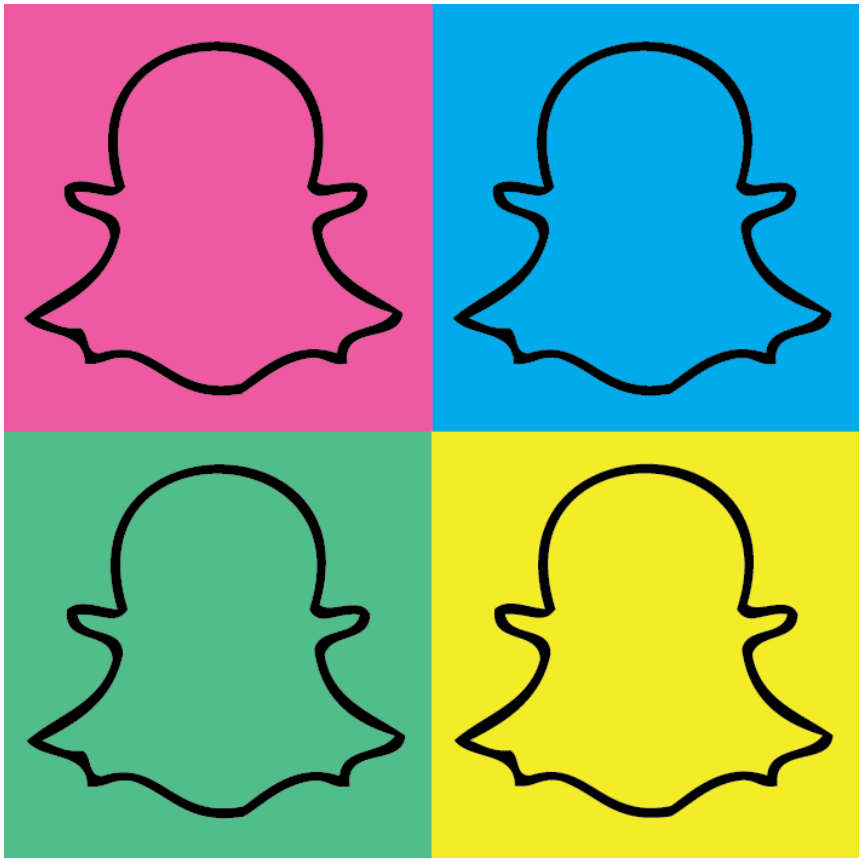
Snapchat Overview and Opportunities for B2B

Agenda

- Audience and Usage
- Demographics
- Key Features
- Can Snapchat Work for B2B?
- Examples
- Q&A



Snapchat Demographic

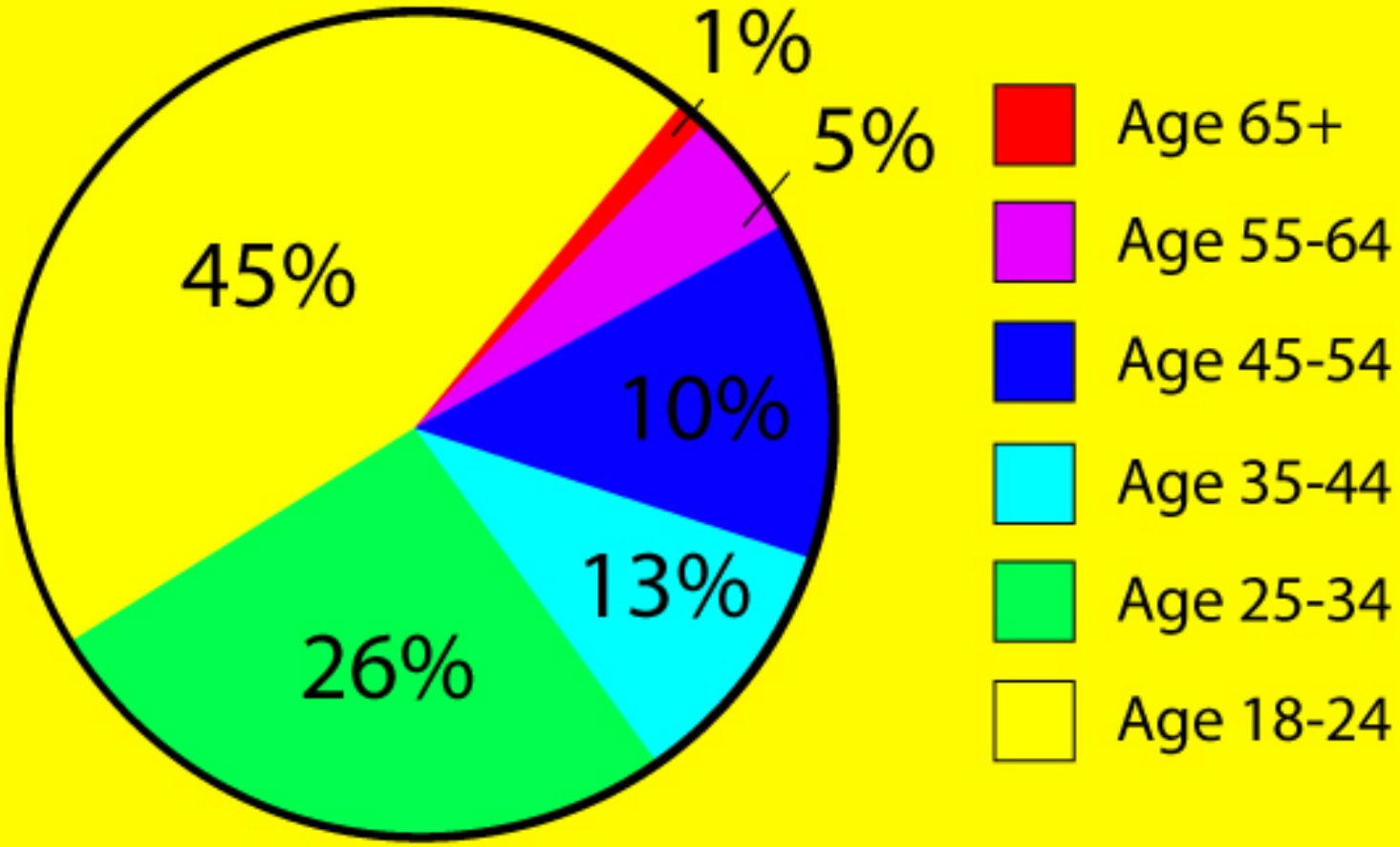
Usage and Audience

- **More photos shared** daily than Facebook and Instagram combined
- **71%** of users are under age 25
- **58%** of college students say they're likely to purchase a product from brands that send information via Snapchat
- Users age 18-29 spend an average of **20 minutes a day** on Snapchat, while 30-44 year-olds spend just nine minutes on average
- Yet, **only 1% of marketers** are currently using Snapchat!
- Lack of familiarity preventing adoption

Demographic

100 million users as of 8/26/14

No. 3 social app among Millennials 8/12/14



Key Features

- **Discover**
  - Page within the app
  - View multimedia clips from a variety of different media properties
  - ESPN, CNN, Buzzfeed, etc.

- **Stories**
  - Live for 24 hours
  - Can be viewed again
  - Once the 24 hours is up, they are automatically deleted
  - Longer than a regular Snap
  - Highlight events throughout your day

- **Geofilters**

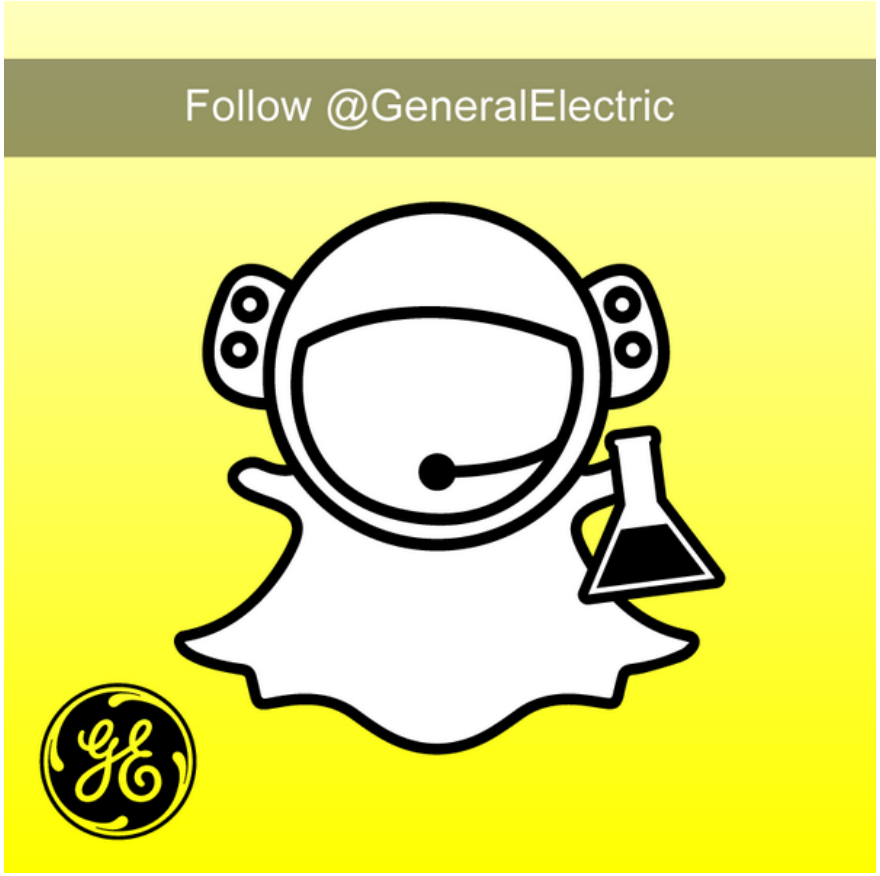
How to use Snapchat For Business

Can Snapchat work for B2B?

- Some **subset** of your target audience is active on Snapchat
- **Segment** your existing social audience to determine if they're likely on Snapchat
- Start with a **pilot** program
- Stories at large **industry events** are an ideal launch pad
- **Location, location!** Test Geofilters

General Electric

- **Snapchat ID:** GeneralElectric
- Aims to reach a **younger audience**
- Celebrates rich history and **love of science** with periodic posts
- Recently promoted **National Engineers Week**
- Content to attract future employees and customers



GE Snapchat Campaigns

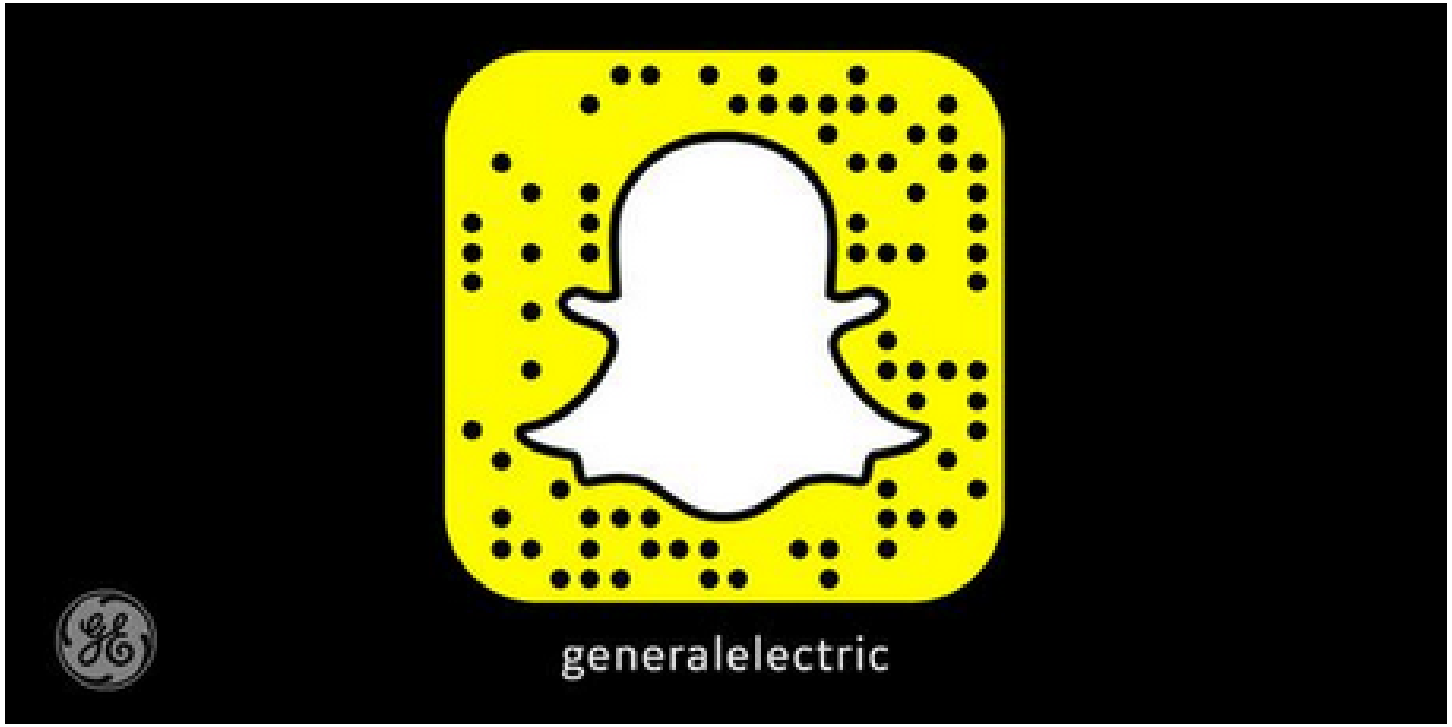
General Electric
@generalelectric

Follow

On Snapchat? Follow @generalelectric for all things geeky & get an exclusive transmission from Buzz Aldrin tomorrow!

General Electric @generalelectric · Jan 29

On Snapchat? Follow us at the drop of a tap! Just update the app, point the camera at this image, and tap the screen.



RETWEET 1 FAVORITES 3

4:21 PM - 29 Jan 2015 · Details

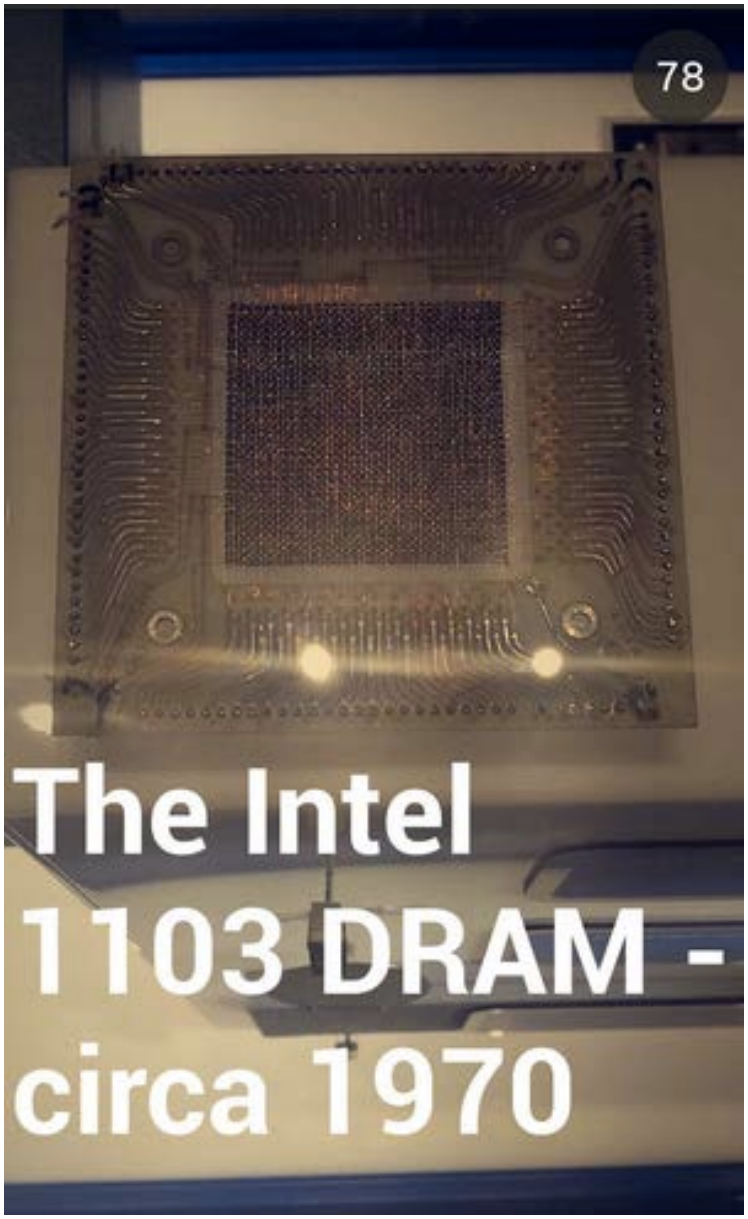
Promoted by General Electric ✕ Dismiss

Collapse

Intel

- **Snapchat ID:** Intel_Inside
- Early adopter
- Utilized **stories at events** like CES
- Focused on **brand building** and connecting with a younger audience
- Campaign to **share history** of the company

Intel History Campaign



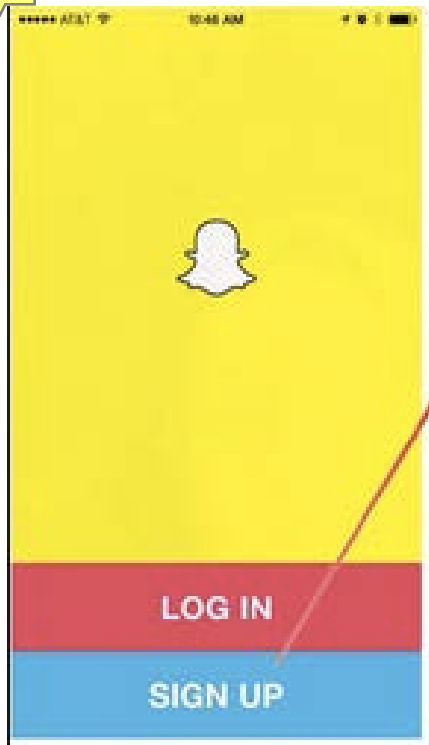
Key Takeaways

- Assess your audience
- Pilot and test at key events
- Determine your brand's visual stories
- Experiment with content
- Announce Snapchat presence through other social communities

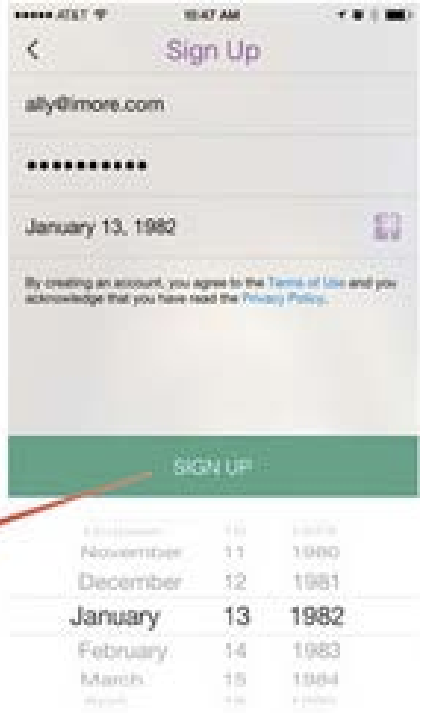
Thank You!

LEWIS PULSE

Appendix


LOG IN
SIGN UP

SIGN UP


Sign Up
ally@imore.com
January 13, 1982
SIGN UP
November 11 1980
December 12 1981
January 13 1982
February 14 1983
March 15 1984

SIGN UP

Ally
Added Me
Add Friends
My Friends

Add

Add from

Add Friends
Add by Username
Add from Address Book

SNAPCHAT
CONTEST
3.24.2014 - 4.12.2014
Step #1:
In Snapchat, search for "umhblibrary" and add us as a friend!
Step #2:
Create a video (10 sec or less) in Snapchat telling us what book changed your world view and why.
Step #3:
Send us your video in Snapchat by April 12.
For more details on contest rules, visit this URL:
bit.ly/snapchatcontest
1st Place: $50.00 Visa gift card
2nd Place: $25.00 Starbucks gift card
WINNERS WILL BE ANNOUNCED ON:
APRIL 16, 2014