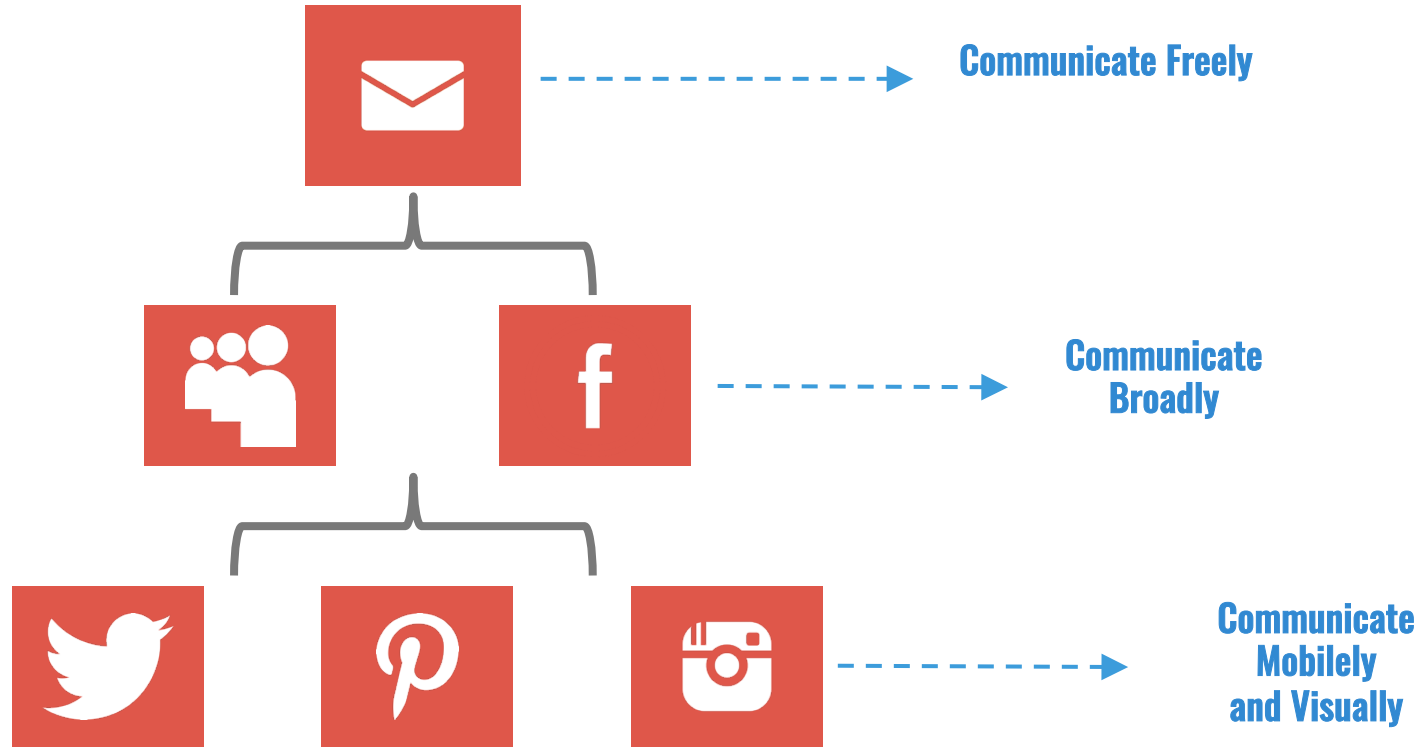


ALL ABOUT SNAPCHAT

PRESENTED BY  FINN PARTNERS

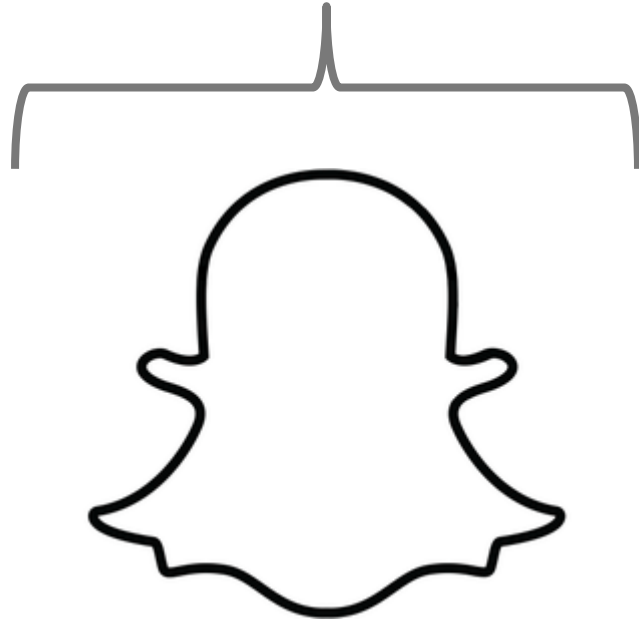
JUNE 3, 2015

WHERE DO SNAPS COME FROM?



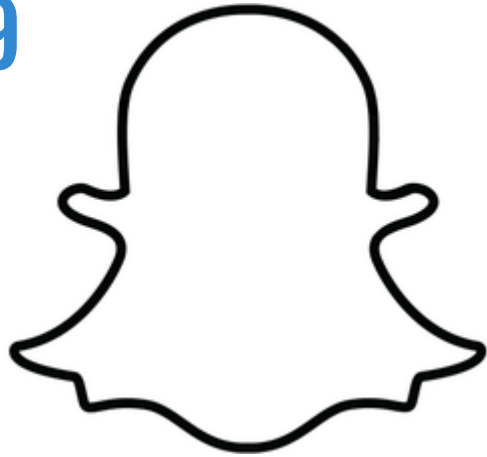
THE DEMAND HAS CHANGED

- 1 MOBILE-FIRST
- 2 ~~PAPER TRAILS~~
- 3 HYPER VISUAL



WHAT WE KNOW ABOUT SNAPCHAT

**26% of smartphone
owners ages 18-29
are active on
Snapchat**



**30% of users are
older than 25**

USER ACTIVITY IS STRONG

**400
MILLION**

**SNAPS ARE SENT
PER MONTH**



AND YET ONLY 1 PERCENT OF BUSINESSES ARE EMBRACING THE CHANNEL

IS IT RIGHT FOR YOUR BRAND?

1

Are you interested in targeting the platform's demographic?

2

Does your brand have the resources to produce creative content?

3

If you have the resources, what kind of content will you produce?

TELLING YOUR BRAND'S STORY

**Allocate
Resources**



?

**Who's going to manage
Snapchat?**

?

**What's the process for
approving snaps?**



**Create Snapchat
Visual Strategy**



?

Illustrated or photo-based?

?

**Special characters -
emoji, stickers?**



**Build a Sustainable
Resource Plan**



?

Create a content calendar

?

Cross-promote Snapchat presence

SETTING REALISTIC GOALS



VISIBILITY



ENGAGEMENT



CONTENT CURATION



CONVERSIONS

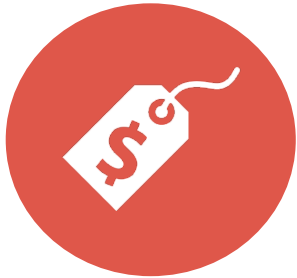
ATTRACTING THE RIGHT EYEBALLS

30% OF ALL SNAPCHAT
USERS ARE OVER AGE 25

70% OF SNAPCHAT USERS
ARE WOMEN.

100 MILLION MONTHLY
ACTIVE USERS

DISCOVERING YOUR STORY



**SPECIAL
OFFERS**



**OFFLINE
EVENTS**



**USER-GENERATED
CONTENT**



IDEA EXCHANGE



ANNOUNCEMENTS

BRANDS THAT SET THE BAR



MCDONALD'S



GENERAL ELECTRIC



TACO BELL



SOUR PATCH
KIDS



FREE PEOPLE



NY JETS



PHILADELPHIA
ZOO



ACURA



INTEL

KEY TAKEAWAYS

- Assess whether Snapchat is right for your brand - ask questions about the demographics, and what you expect as a return
- Establish campaign-specific goals, and overall channel goals
- Implement Snapchat content as part of your broader editorial calendar
- Set a clear objective for each piece of content - is it a deal, an opportunity to curate user-generated content?
- Take content cues from your other marketing channels