



VS.



*Tell your brand's story.*



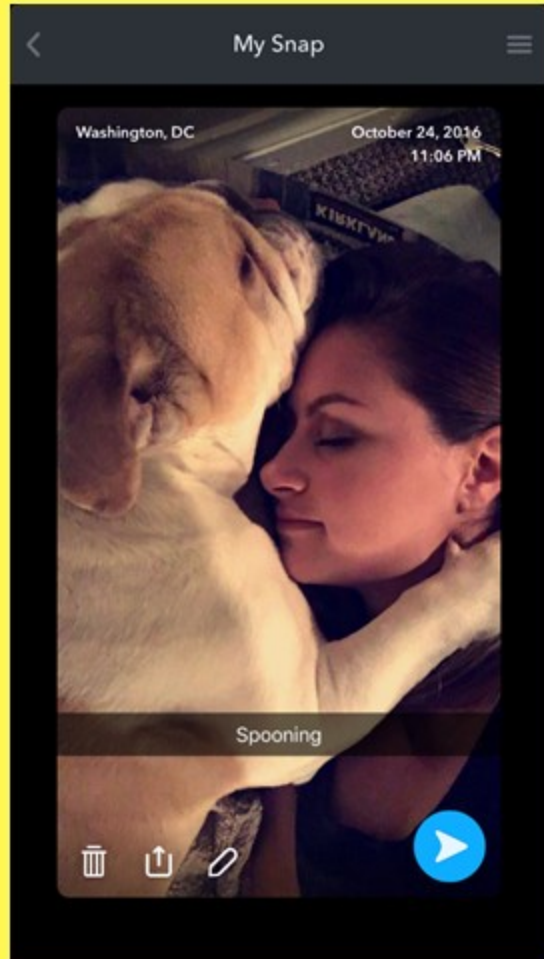
# McKenzie Stough

DIGITAL MEDIA  
ASSOCIATE,  
@GEORGETOWN

@MCKSTOUGH

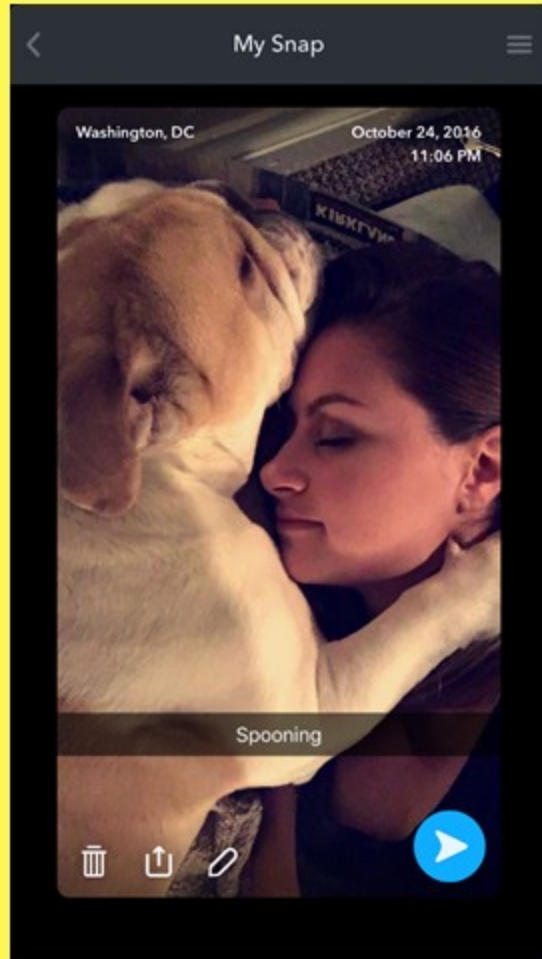


What I'm actually doing...





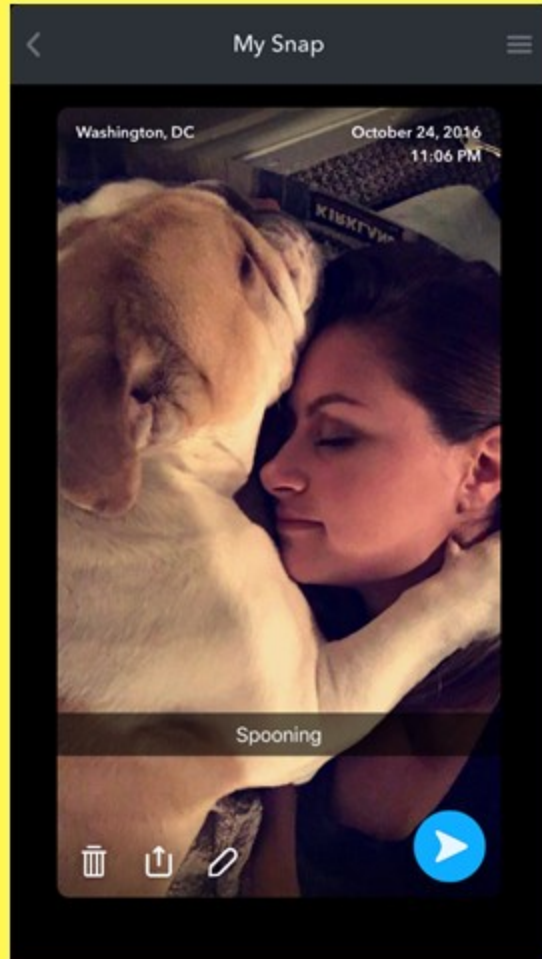
What I'm actually doing...



What I want my friends & peers to think I'm doing...



What I'm actually doing...



What I want my friends & peers to think I'm doing...



What I want my family to think I'm doing...



*Discrete  
peer-to-peer  
communicating*



*Photo sharing*



*Community*





## KEY DIFFERENCES OF EACH PLATFORM

- Lenses
- Geolocation
- Audiences must seek you out!
- Underground Culture
- Spectacles



- Built-in audience
- Competition
- Upload
- LIVE!
- Fancier pen tool
- Boomerang
- Account Interactions



- Built-in audience
- Upload, no time limit!
- Lenses + filters







## CONTENT STRATEGY: SNAPCHAT

1. IDENTIFY YOUR AUDIENCE.
2. USE ON-DEMAND GEOFILTERS!
3. WHO IS BEST TO TELL YOUR STORY?
4. USE A CTA AND TRACK IT.



## I. IDENTIFY YOUR AUDIENCE

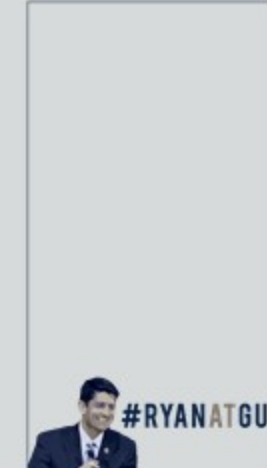
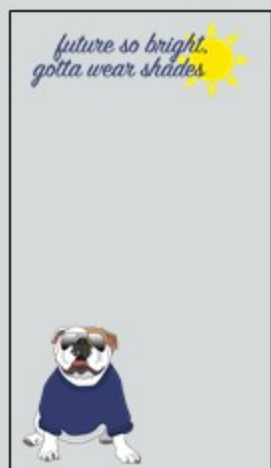
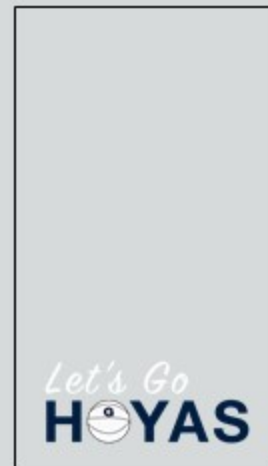
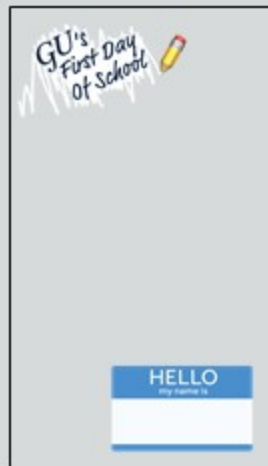
WHO RELATED TO YOUR BRAND IS ON SNAPCHAT?

WHAT CAN YOU OFFER THEM?

WHAT DO YOU WANT TO SAY TO THEM?



## 2. MAKE USE OF ON-DEMAND GEOFILTERS

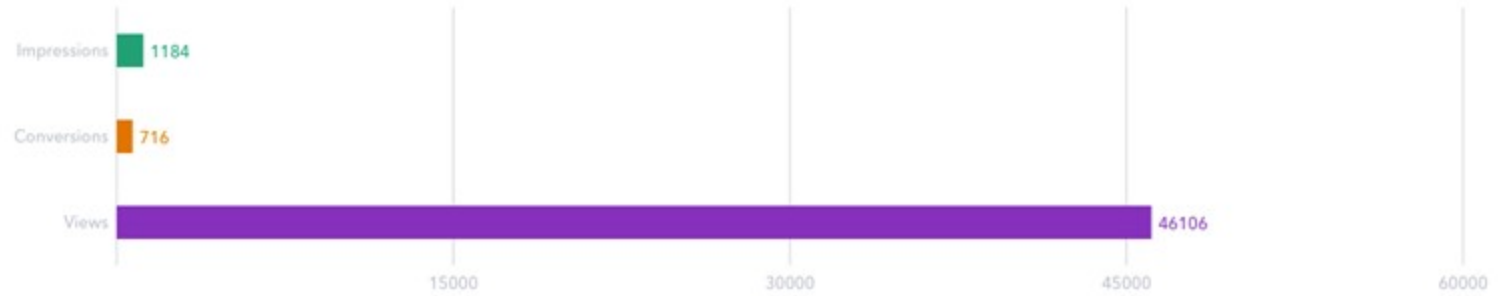




**HRC**@GU



Metrics

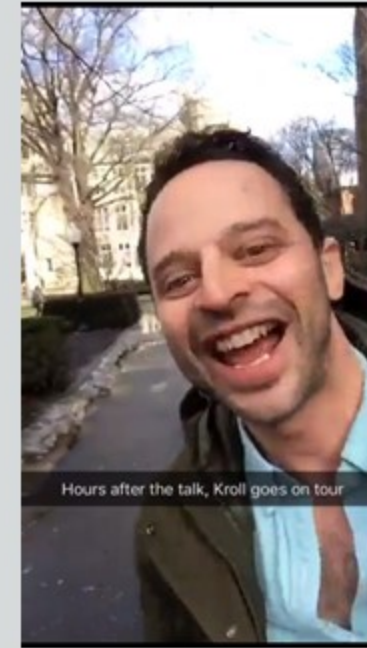


>46,000 views for \$13  
756 uses in a venue that seats 700.





### 3. WHO IS BEST TO TELL YOUR STORY?



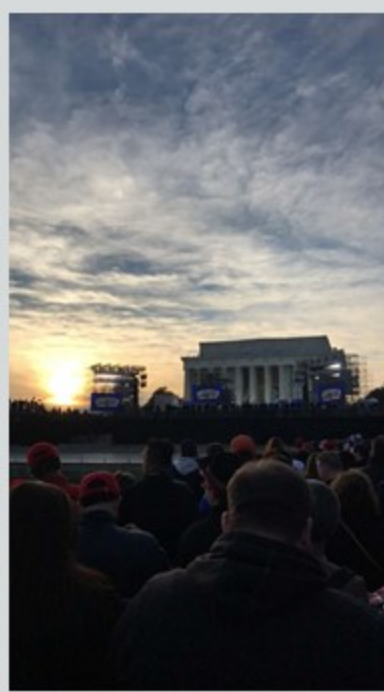
#PRNEWS

@MCKSTOUGH





### 3. WHO IS BEST TO TELL YOUR STORY?





## 4. USE A CTA AND TRACK IT.



77 screenshots | 30 entries | Cost to us: \$100







## CONTENT STRATEGY: INSTAGRAM

1. LEVERAGE YOUR CURRENT AUDIENCE
2. PARTNER WITH INFLUENCERS
3. WAIT + CURATE!
4. WE'RE DOING IT LIVE!



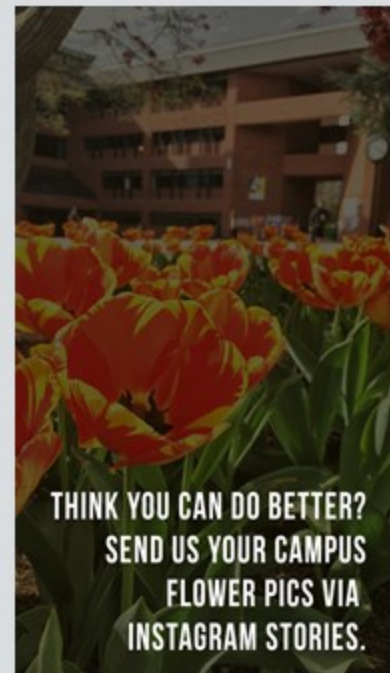
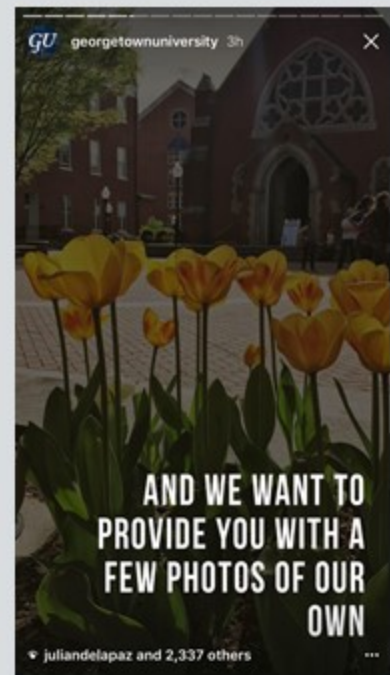
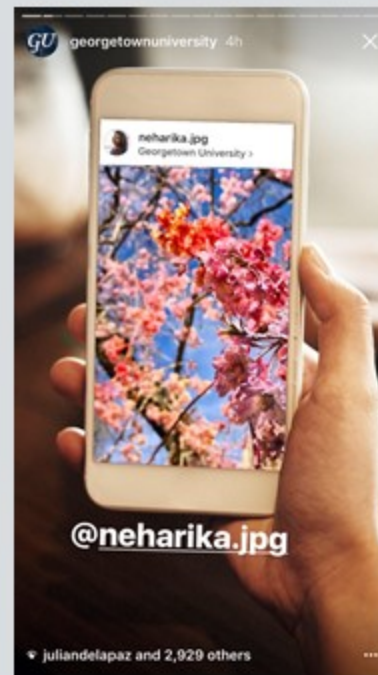
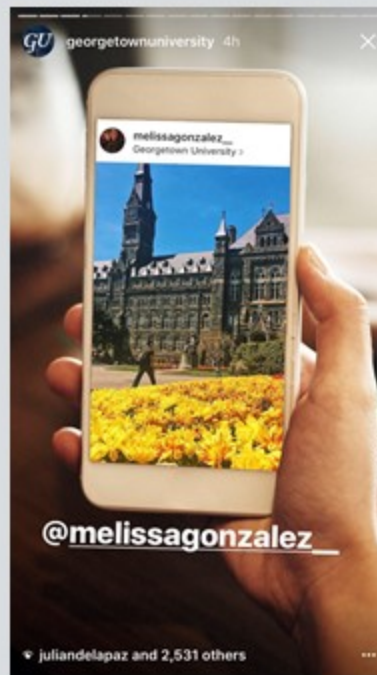
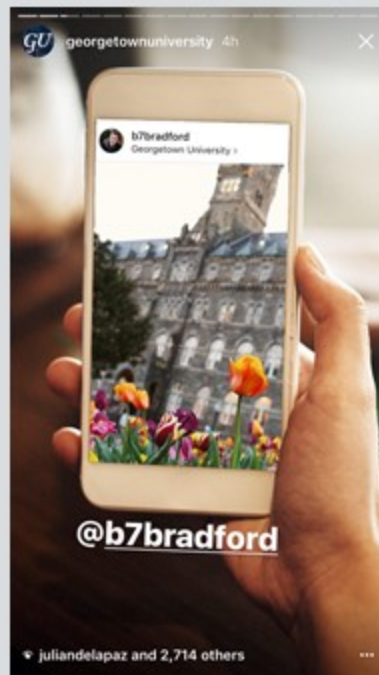


## I. LEVERAGE YOUR CURRENT AUDIENCE

WHO ARE YOUR INSTAGRAM FOLLOWERS?

WHAT ARE THEY TALKING ABOUT?

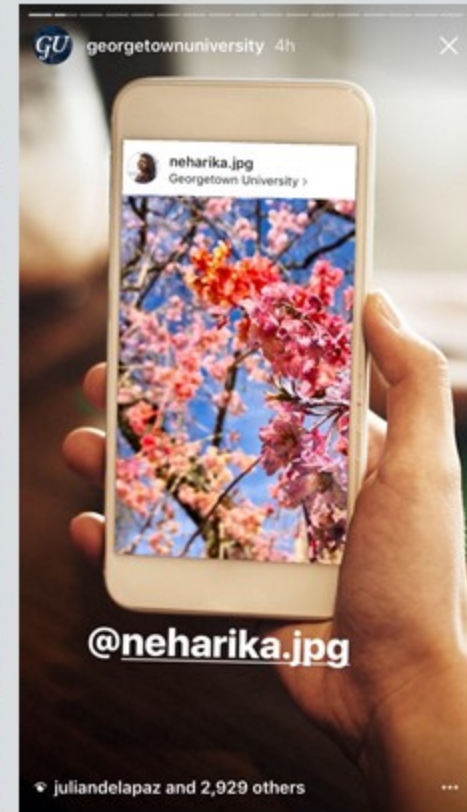
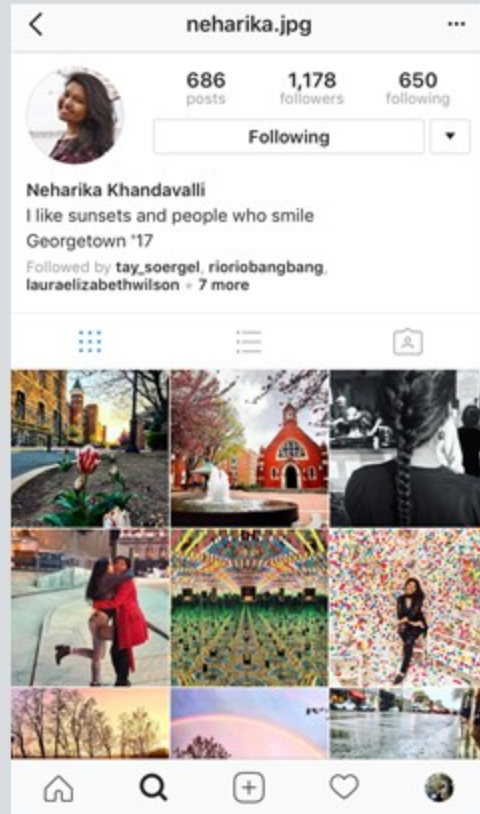
HOW ARE THEY DIFFERENT FROM SNAPCHAT?





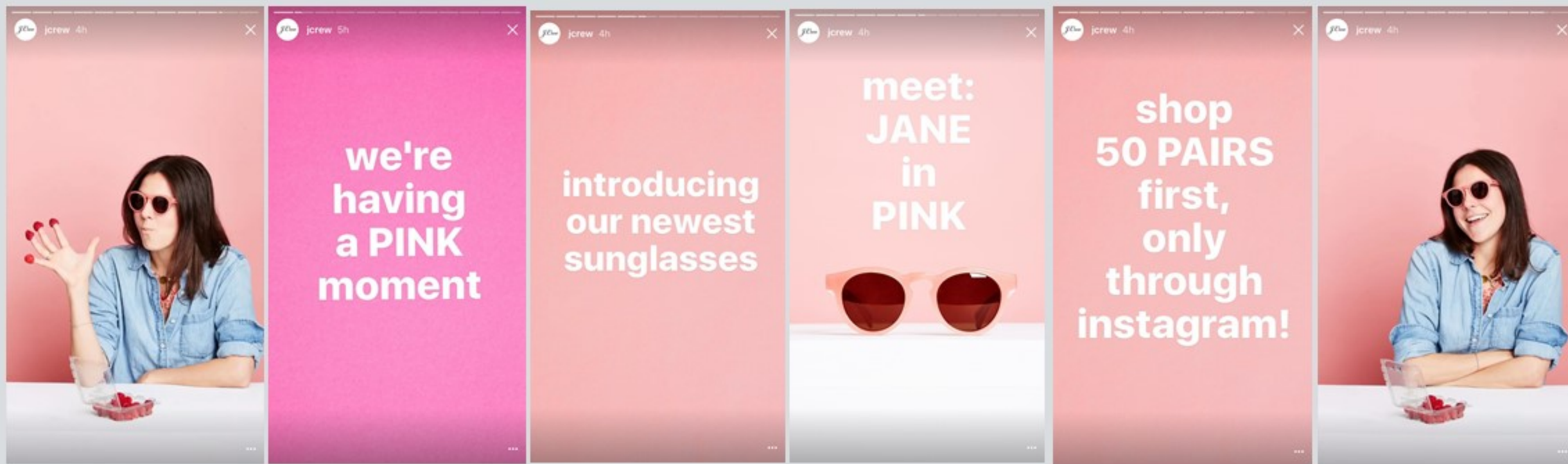


## 2. PARTNER WITH INFLUENCERS





### 3. WAIT + CURATE







#### 4. WE'RE DOING IT LIVE!



- Have a contingency plan
- Prep your talent (and choose it wisely)
- Audio is key!
- Acknowledge your Q's and comments





*Thank you!*

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