

How do you **create games and contests** that are effective and engaging?

How can we use various Snapchat tools to create **original and attractive messages**?

How can we **measure the success** of our Snapchat efforts?



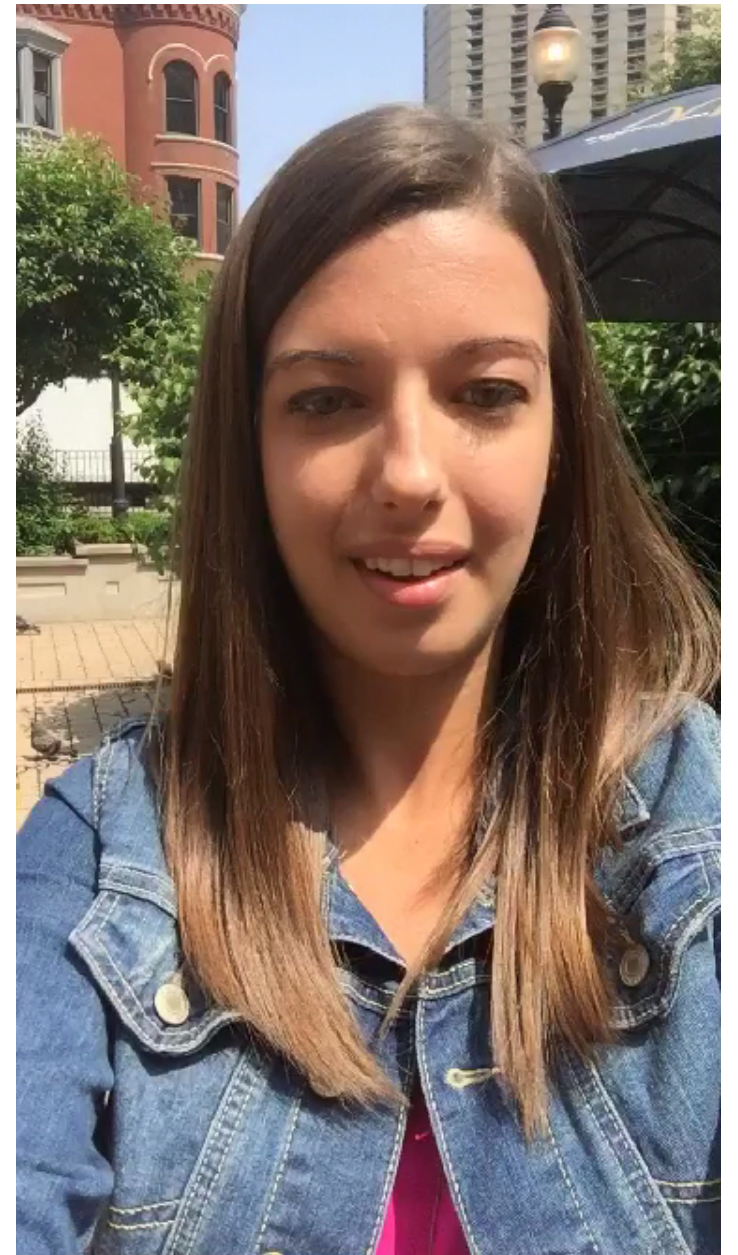
PLAY

- Provide Clear Instructions
- Make Requirements Broad
- Invite Creativity
- Short Participation Window
- Sufficient Staffing
- Engage Back!



CREATE

- No Third Party Apps
- Practice Makes Perfect
- Learn Some Tricks
- Tell a Story
- Think Outside the Doodle
- Utilize UGC



MEASURE

- No Analytics Tool? No problem
- Collect Your Data
- Determine Important Metrics
- Analyze Data
- Identify Trends in Content Performance

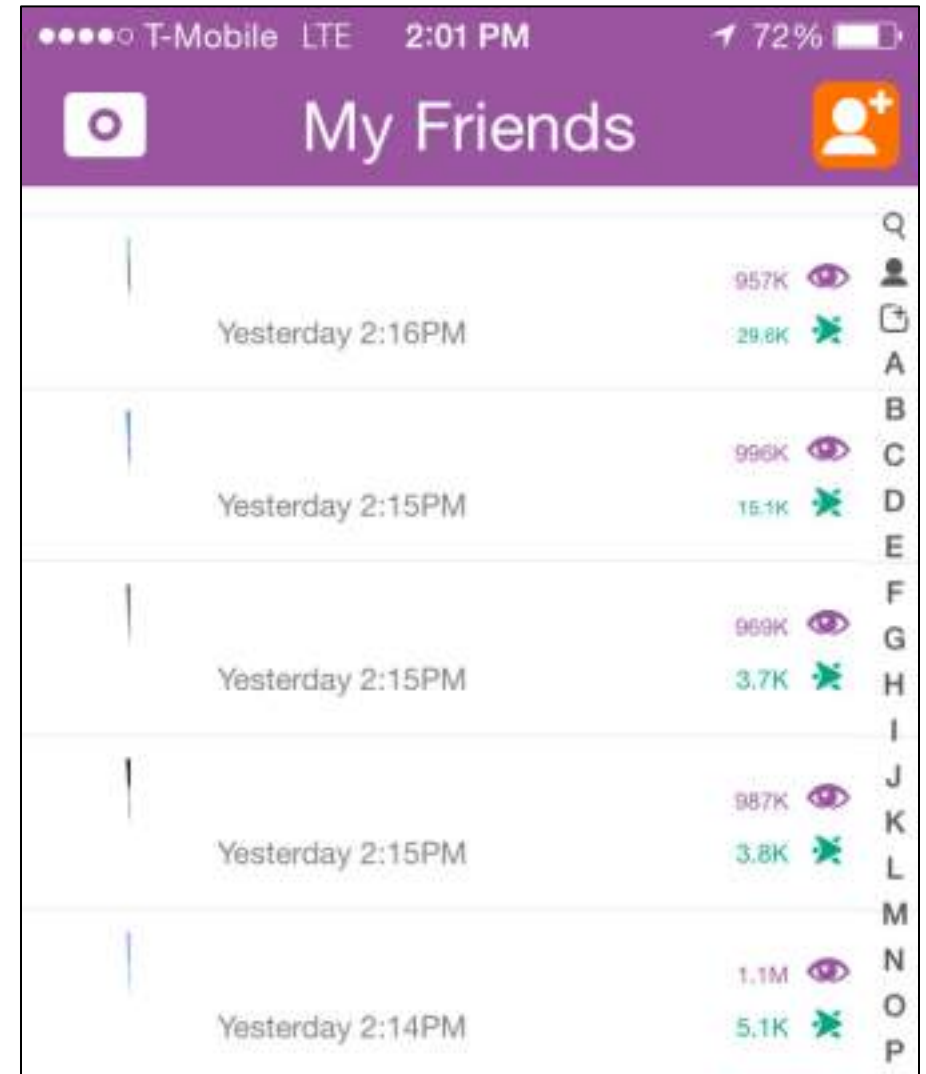


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