

Is Snapchat Right for Your Organization?

Gavin Donovan
Digital Strategy



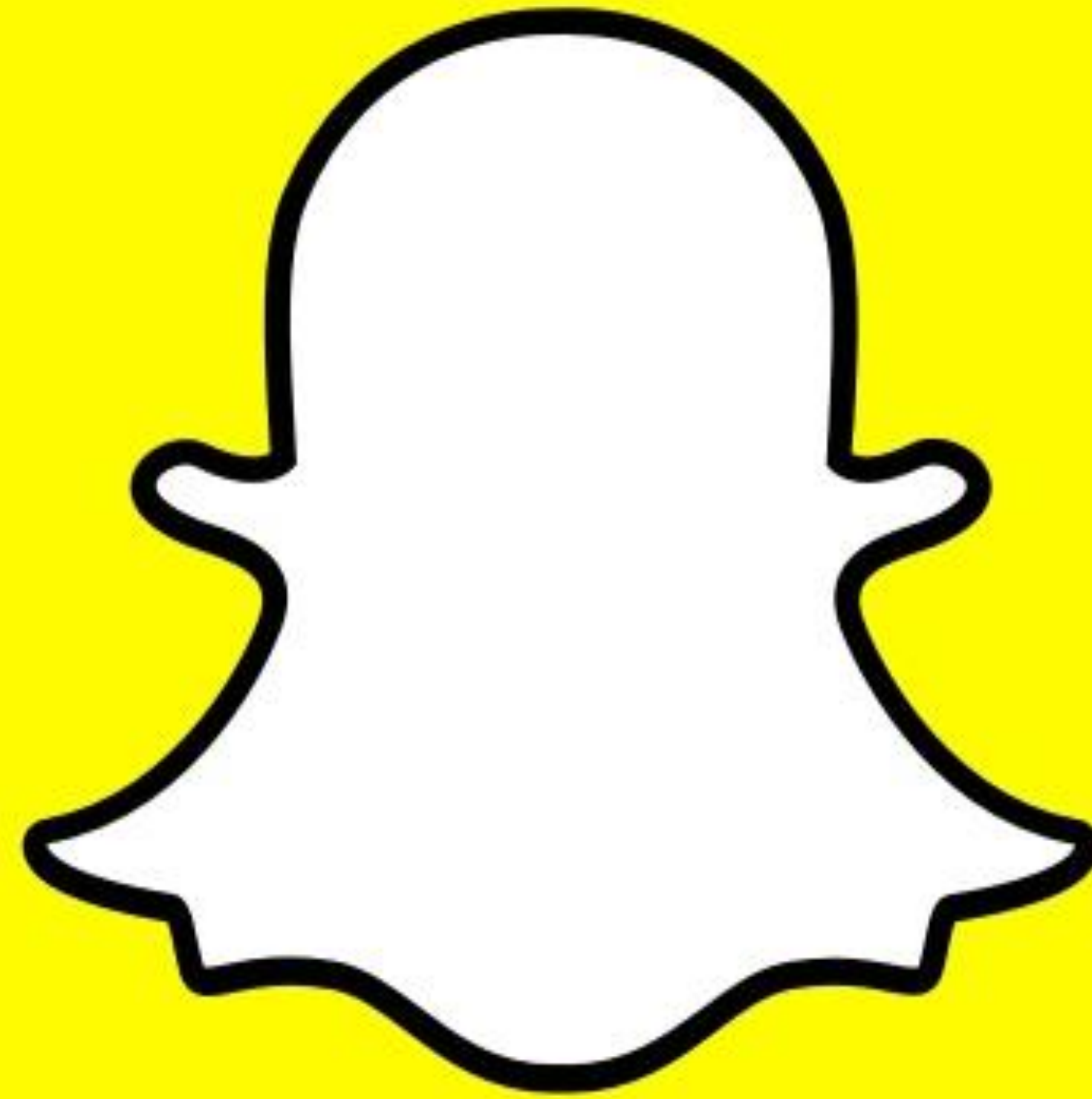
Send a funny snap to [gavincd](#)
Heckle me at [@GavinDonovan](#)



#social16



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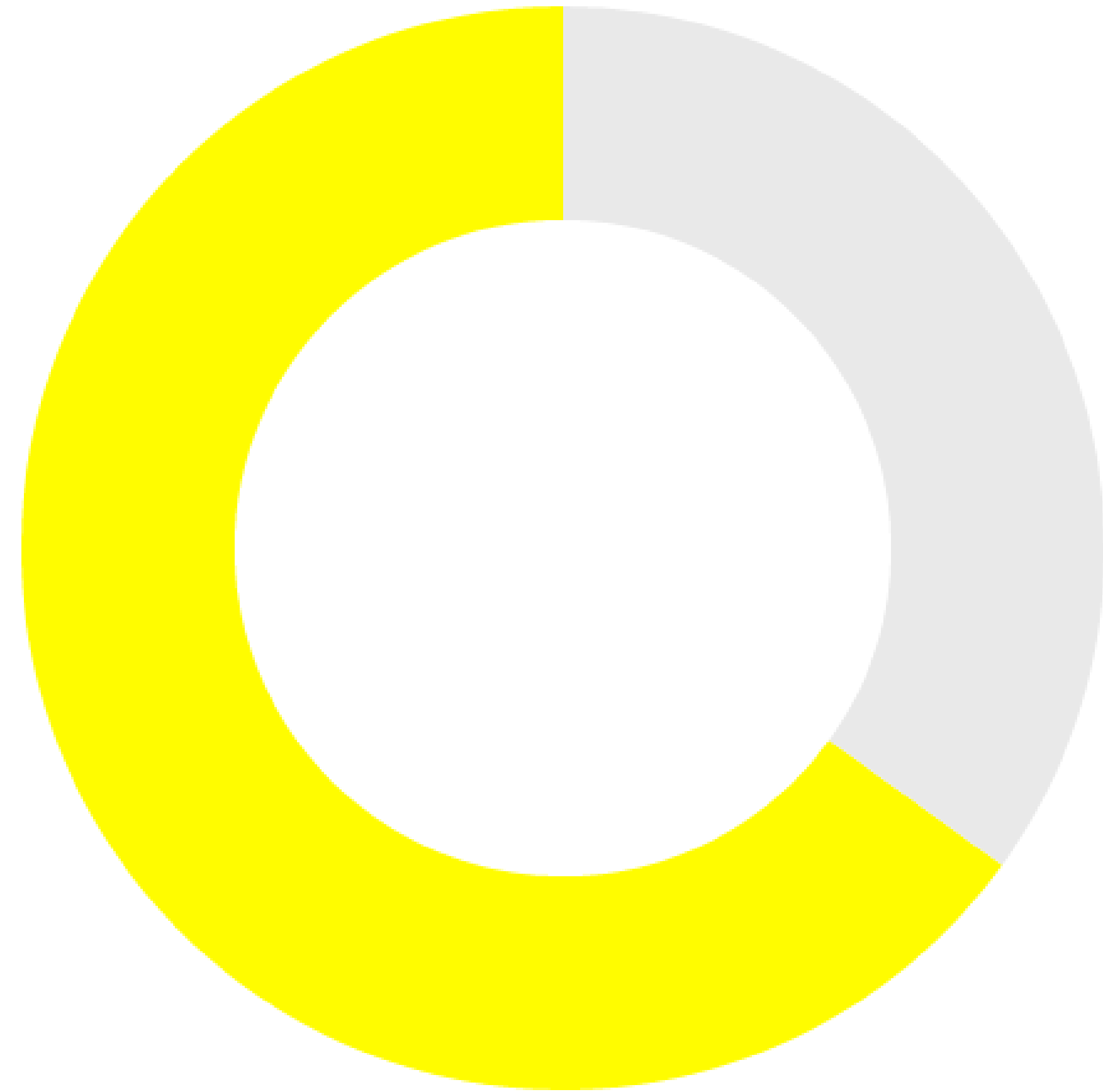


Snapchat is here to stay.

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Snapchat is the best way to reach 13 to 34 year-olds.

More than
60%
of U.S. 13 to 34
year-old
smartphone
users are
Snapchatters.



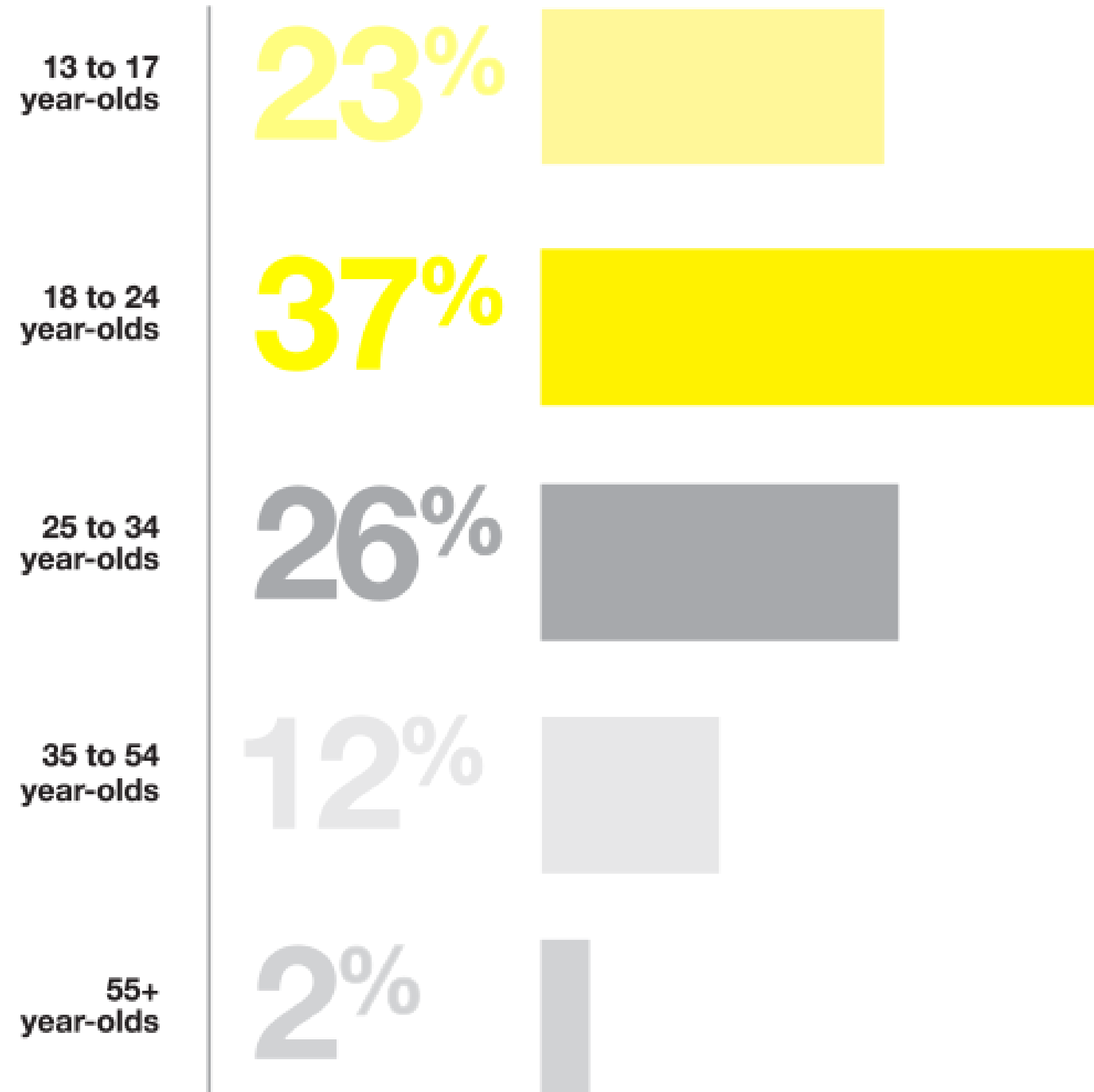
Derived from Sources: U.S. Census—Projections of the Population by Sex and Age for the United States: 2015 to 2080; comScore mobilens February 2015; Snapchat internal data



10+
Billion
video views
every day on
Snapchat.

A young audience.

Snapchat Monthly U.S. Users



Source: Snapchat internal data

I like it because it's an easy way to **share moments with friends** without sending lots of texts.

- @TR_Tweets

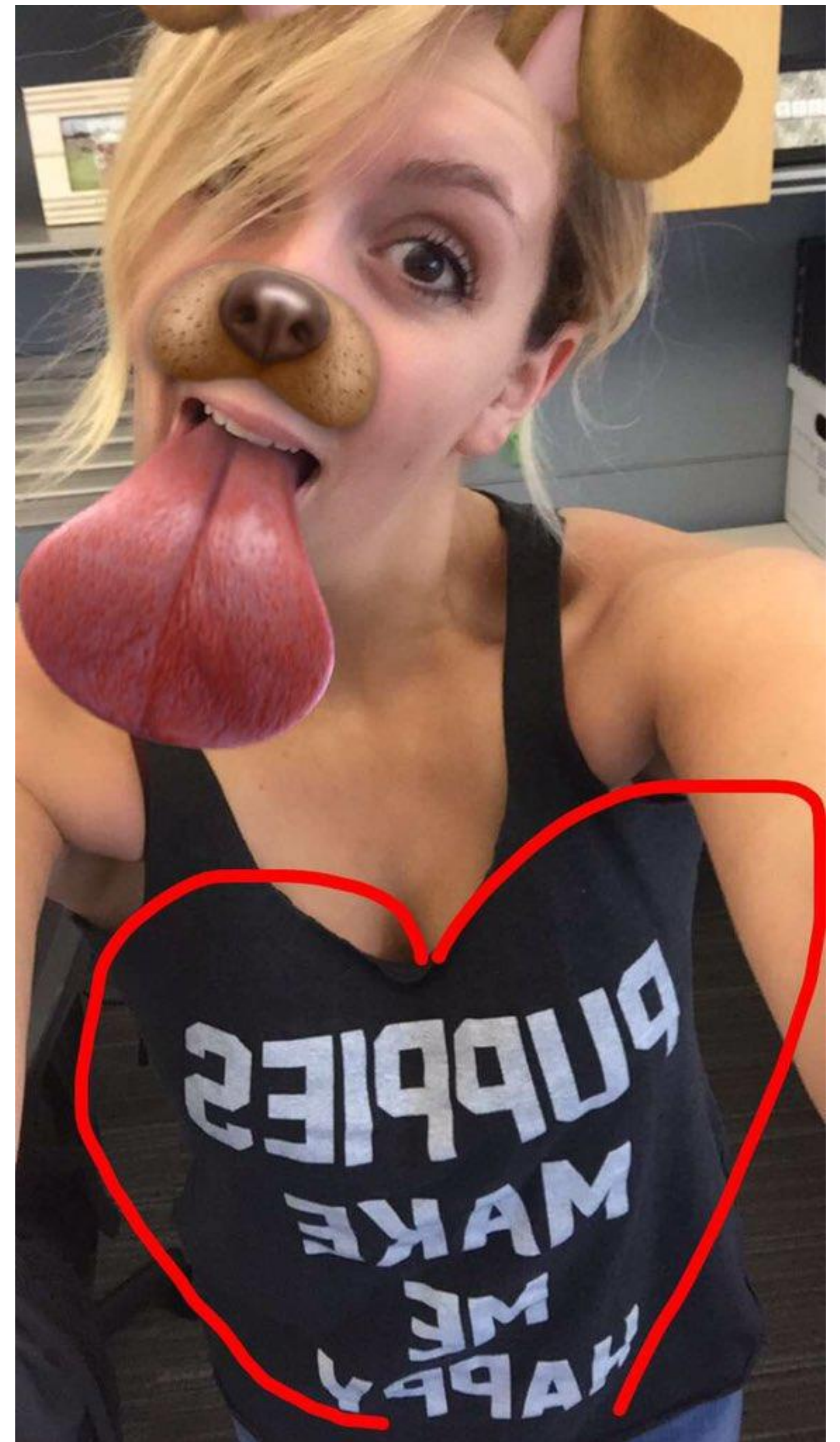
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To see what my friends are up to/share what I'm up to. It's a **less permanent way** of showing the funny little insignificant moments of life.

- @KristinCloy

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Why should I care about social media?

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**SHOW
ME THE
ROI !!**

Those players will find their niche and their audience, allowing them to disproportionately pick up business. Meanwhile, their competitors will still be debating the ROI of Snapchat. And they'll be left behind if they can't adapt and evolve with the evolution of these platforms.

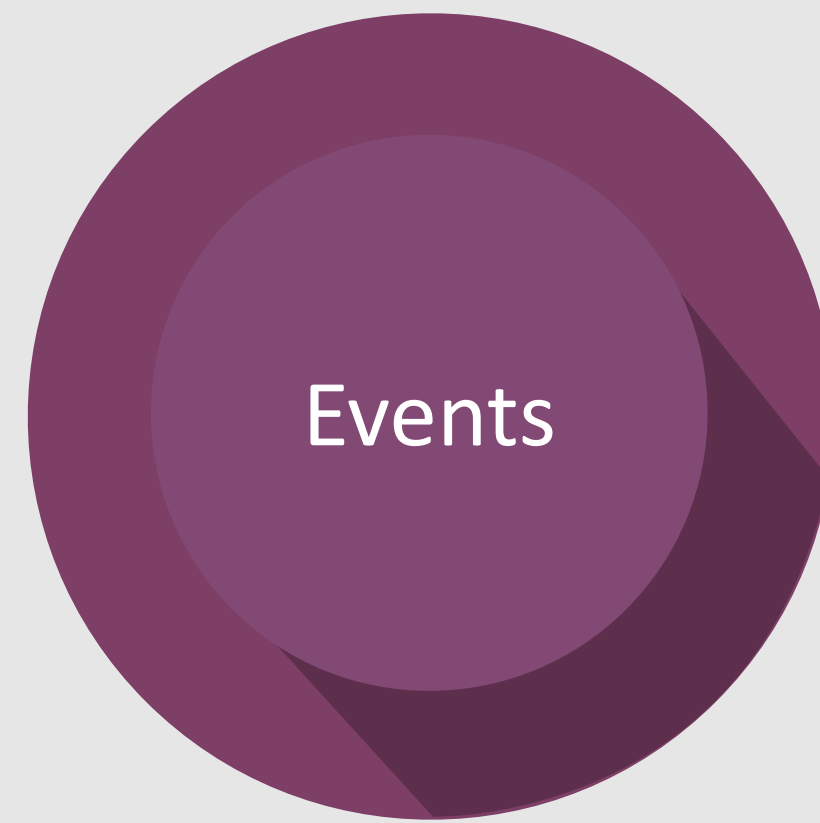


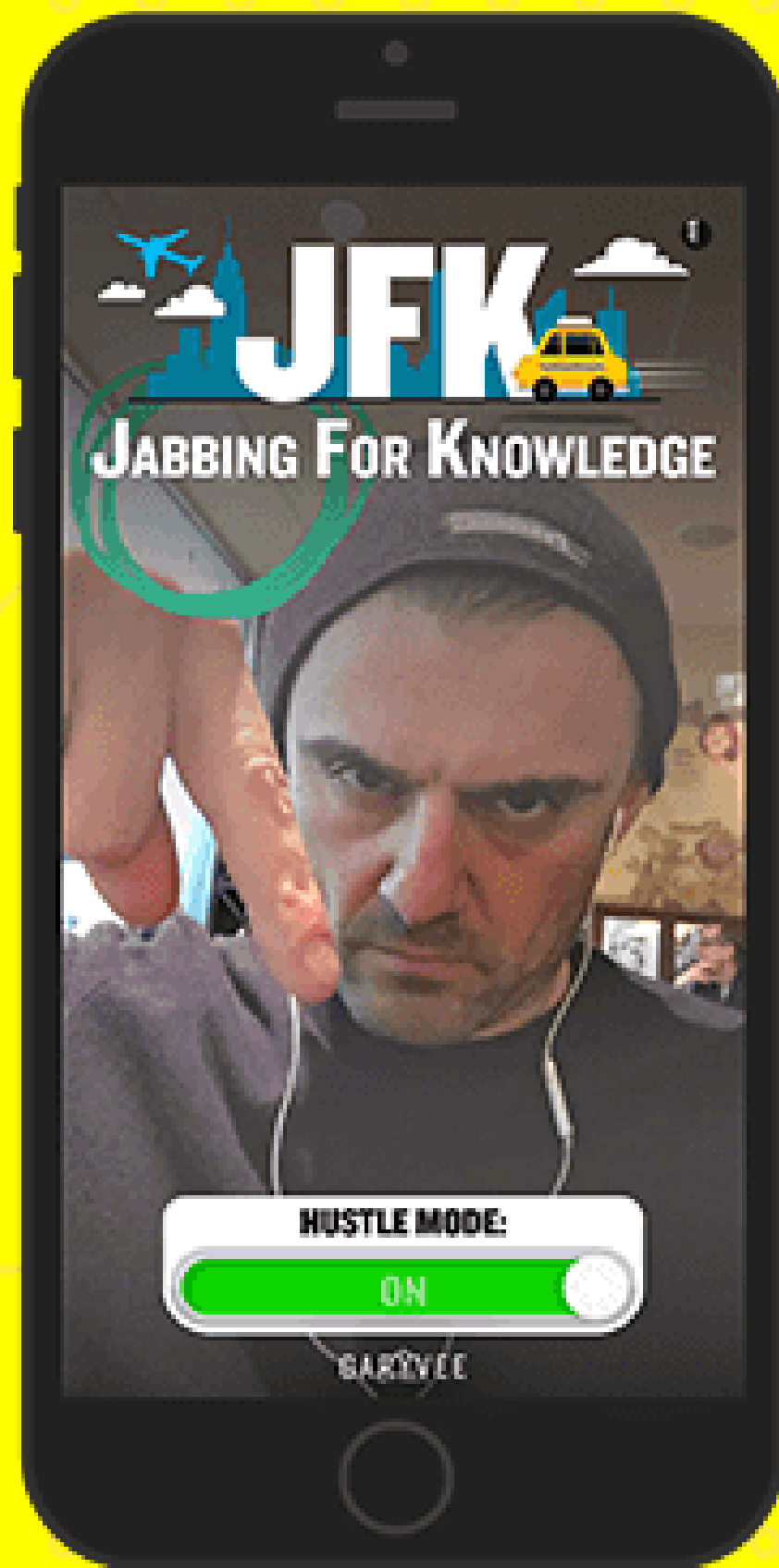
Why Snapchat Will Be Great for B2B Companies
Gary Vaynerchuk





- 1: Avoid being the “awkward dad”
- 2: Work smarter, not harder





 **New York, NY**
JFK Airport



 **St. Louis, MO**
Book Launch Party



 **Phoenix, AZ**
Venture Madness Keynote

@garyvee



Content



Execution



Metrics



#social16



garyvee



justinkan



csacca



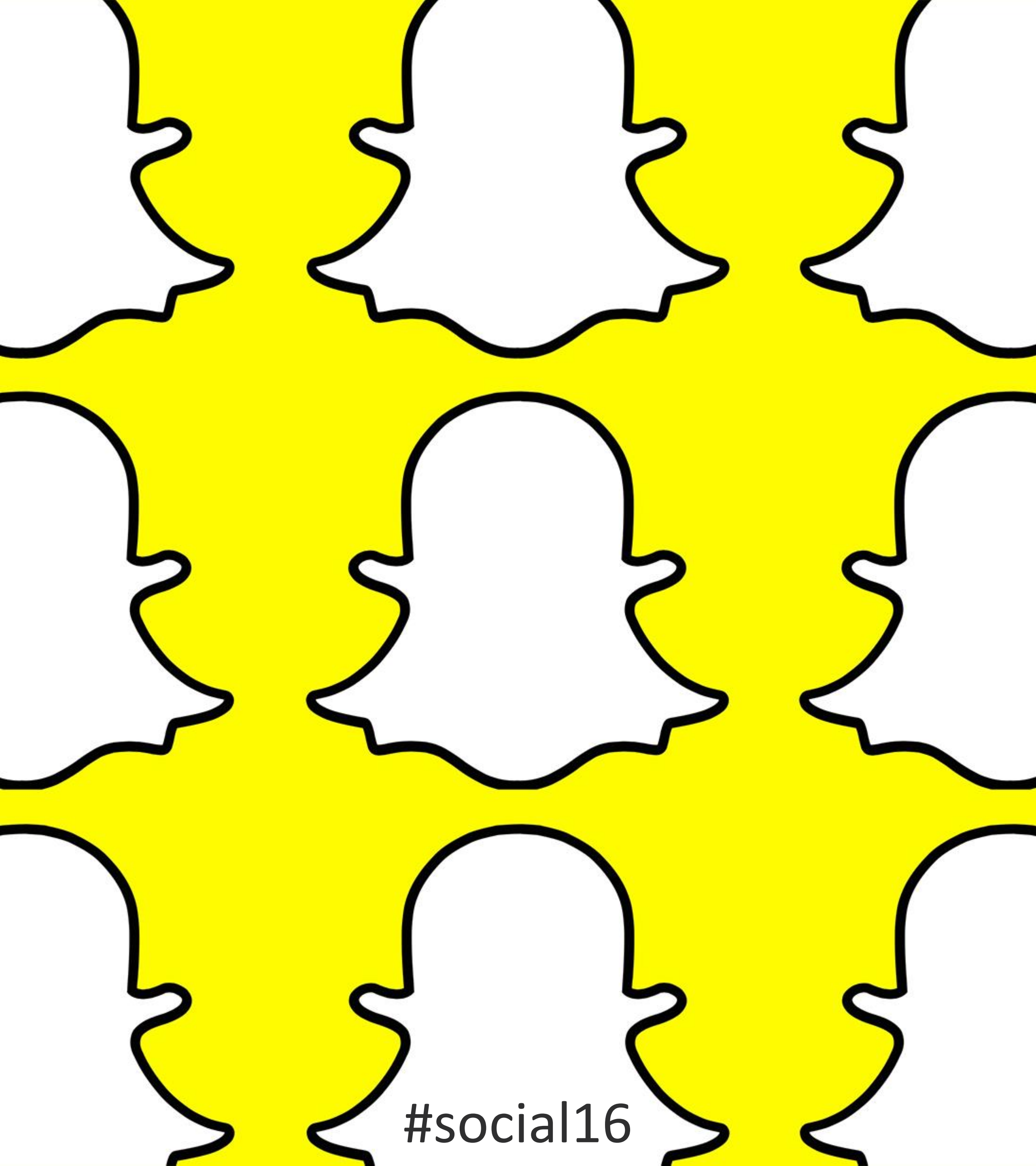
msuster



mmazzeo



jasoncalacanis



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1. Secure your account
2. Define your target audience
3. Educate Internally
4. Decide where you fit within Snapchat
5. Don't be the "awkward dad"
6. Develop a fluid, strategic plan
7. Work smarter, not harder
8. Kick some ass!