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**#SOCIAL16**

**Use Geofilters to Focus Your Snapchat Efforts**



# Use Geofilters to Focus Your Snapchat Efforts



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**Geofilters communicate the  
“when” and “where” of a snap.**

# COMMUNITY GEOFILTERS



**FREE**

**HIGHLIGHTS A  
LOCATION OR  
LOCAL  
LANDMARK**

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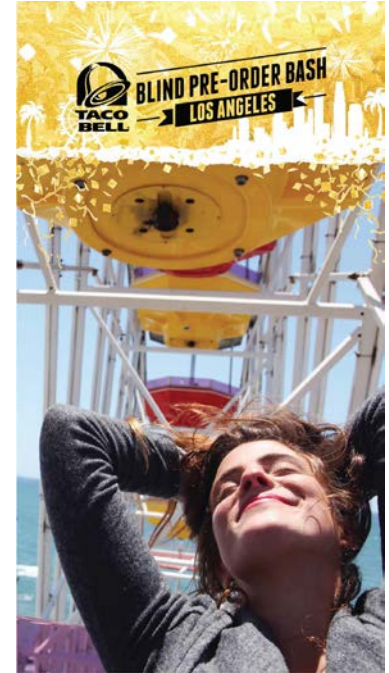
# ON-DEMAND GEOFILTERS



**PERSONAL USE**



**BUSINESS USE**



# WHAT PEOPLE ARE SAYING

“A custom Snapchat geofilter is a **branded impression on steroids.**”

-Gary Vaynerchuk

# CONTENT + CONTEXT

# WHERE TO FIND GEOFILTERS

## To Enable Filters on Snapchat:

1. Go to Snapchat Settings
2. Tap '**Manage**' under Additional Services
3. Toggle 'Filters' on

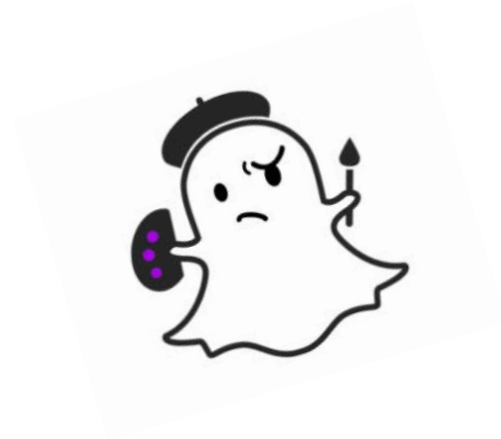
*Must turn on location services on your phone!*





# HOW TO USE GEOFILTERS FOR YOUR BRAND

*examples to spark  
your creativity*



# USE COMMUNITY FILTERS TO SHOW LOCATION

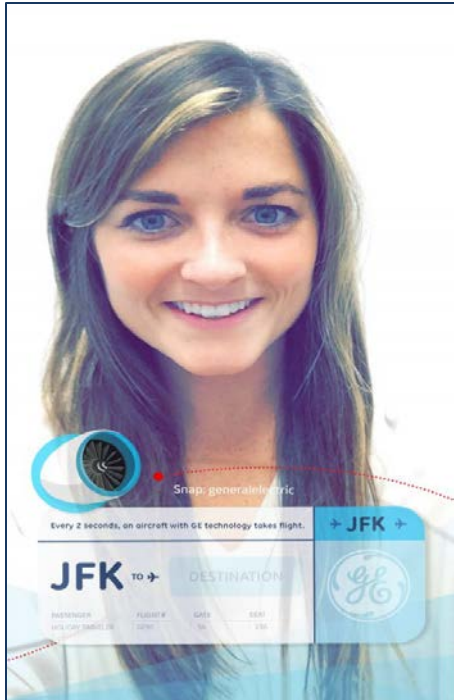


**INCORPORATE FREE  
COMMUNITY  
GEOFILTERS  
INTO YOUR SNAPCHAT  
CONTENT**

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# POSITION YOUR BRAND

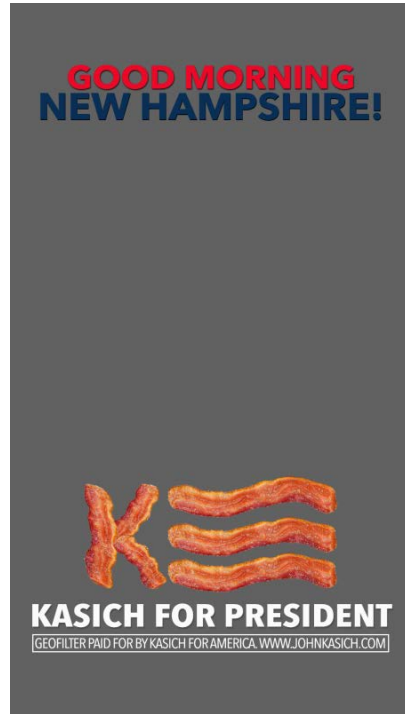


**ASSOCIATE YOUR  
BRAND WITH  
AN INDUSTRY**

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# REMINDER OF CALL TO ACTION



**POLITICAL  
CAMPAIGNS  
HAVE BEEN  
HEAVY USERS OF  
GEOFILTERS**

# PRODUCT LAUNCH

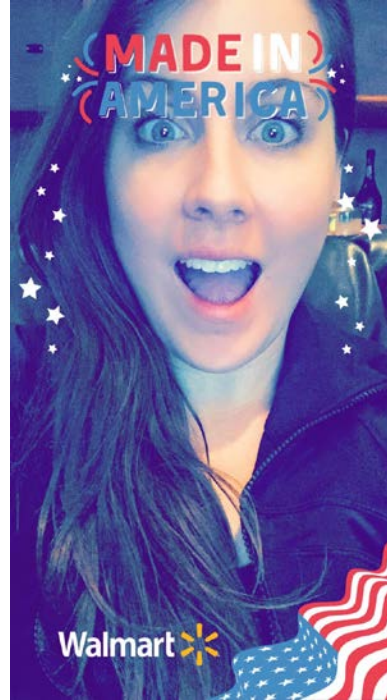


**COMPLEMENT  
ACTIVITIES ON  
OTHER SOCIAL  
CHANNELS**

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# TIE BRAND TO HOLIDAYS/EVENTS

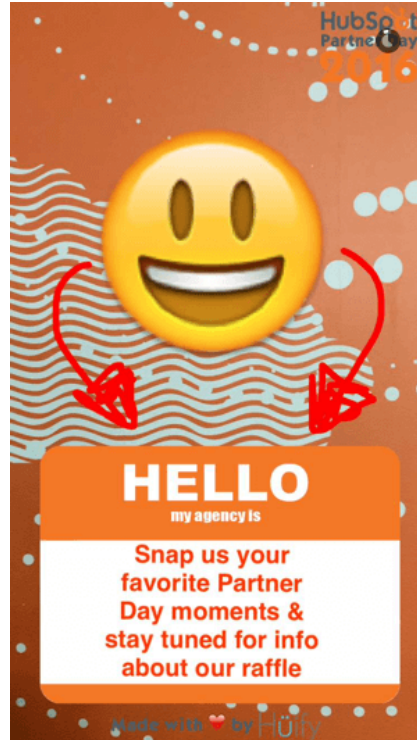
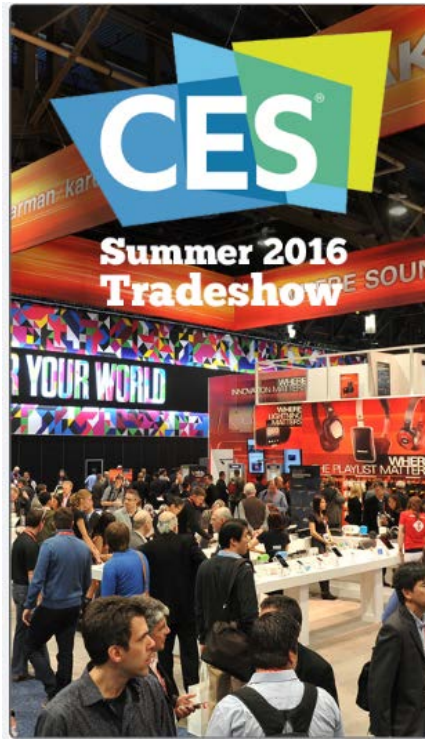
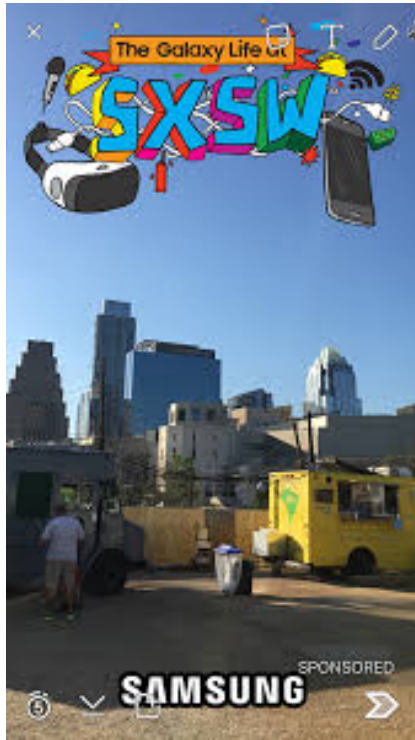


**ASSOCIATE YOUR  
BRAND WITH A  
HOLIDAY/EVENT**

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# BRAND HOSTED EVENTS



**INCREASE  
ATTENDEE  
ENGAGEMENT  
AT EVENTS**

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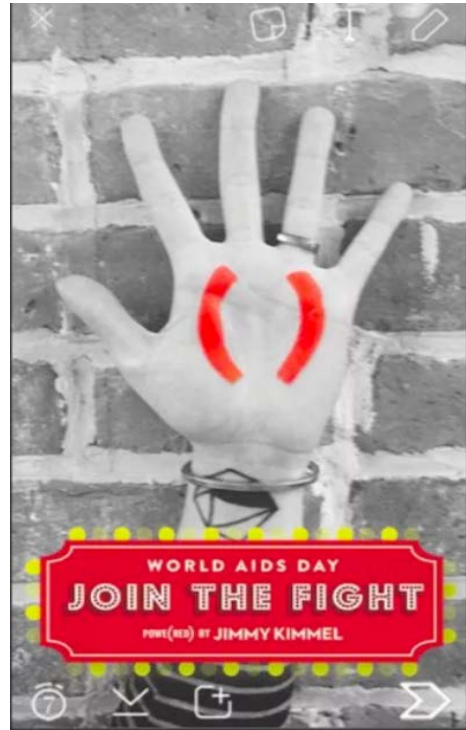
# BRANDING IN RETAIL LOCATIONS



LILLY PULITZER  
RAN A  
GEOFILTER IN  
31 IN-STORE  
LOCATIONS



# SPARK CONVERSATION



**RAISE  
AWARENESS  
OF ISSUES  
AND CAUSES**

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# PARTNER WITH ANOTHER ORG



**CONSIDER USING  
GEOFILTERS AS AN  
EXTENSION OF EXISTING  
PARTNERSHIPS**

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# USE WITH CSR CAMPAIGN

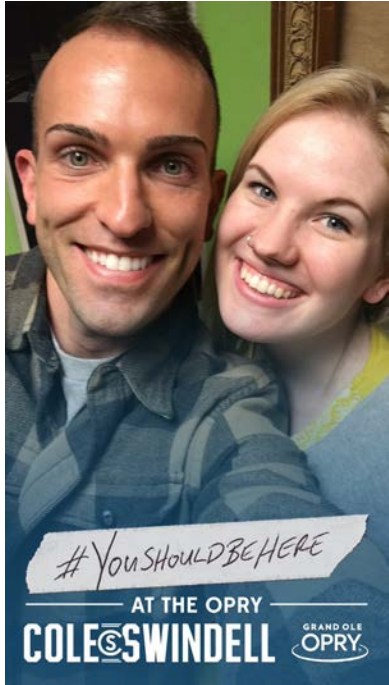


**DONATE TO A CAUSE  
WITH EVERY USE OF  
THE GEOFILTER**

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# RUN A CONTEST OR COMPETITION



On [#Snapchat](#)? Enter to win a poster from [@coleswindell](#) when you tweet a photo w/ this geofilter & [#YouShouldBeHere!](#)



**RUN A CONTEST  
AND INCORPORATE  
YOUR OTHER  
SOCIAL CHANNELS**

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# USE GEOFILTERS FOR RECRUITING



REACH PROSPECTIVE  
EMPLOYEES AT CAREER  
FAIRS OR COLLEGE  
CAMPUSES

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# TIPS FOR DESIGNING YOUR GEOFILTER

Increase the  
snapability of your  
filters



# MAKE IT RELEVANT



THE DESIGN NEEDS  
TO TIE INTO THE  
DATE AND LOCATION

# STRATEGIC TIMING & LOCATION



**MEET THEM WHERE  
THEY ARE AND WHEN  
THEY WILL BE ACTIVE  
ON THE PLATFORM**



# ENCOURAGE ENGAGEMENT



**SHOW THE USER  
WHAT YOU WANT  
THEM TO DO**

# HOW TO CREATE YOUR GEOFILTER

*what you need to  
know*

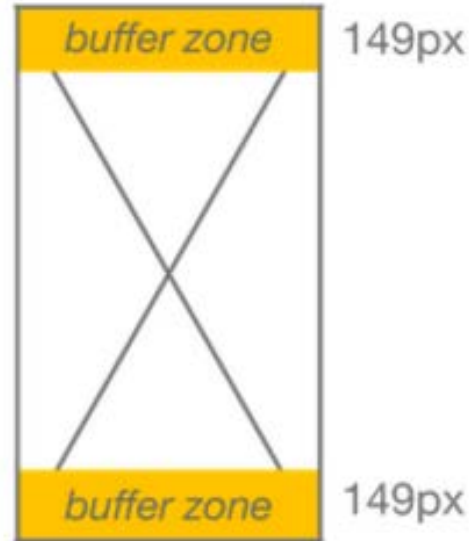


# CREATE YOUR DESIGN

1080px wide by 1920px high

- File size less than 300KB
- Save as a .PNG file with a transparent background

[geofilters.snapchat.com](https://geofilters.snapchat.com)



# UPLOAD YOUR DESIGN ASSET

- Do not use logos or trademarks you don't own
- No photographs of people
- No phone numbers, emails, URLs, Snapcodes, or social media usernames, or hashtags
- No more than two lines of non-stylized text
- Don't cover up too much of the screen



# SELECT DATES AND TIMES

< > July 2016

📅 07/12/2016 ⏸ 08:00 AM EDT

📅 07/12/2016 ⏸ 05:00 PM EDT

| SUN  | MON | TUE | WED  | THU | FRI | SAT |
|------|-----|-----|------|-----|-----|-----|
|      |     |     |      |     | 1   | 2   |
| 3    | 4   | 5   | 6    | 7   | 8   | 9   |
| 10   | 11  | 12  | 13   | 14  | 15  | 16  |
| 17   | 18  | 19  | 20   | 21  | 22  | 23  |
| 24   | 25  | 26  | 27   | 28  | 29  | 30  |
| 31   |     |     |      |     |     |     |
| BACK |     |     | NEXT |     |     |     |

Select up to 30 days  
per Geofilter

# DRAW A GEOFENCE FOR YOUR FILTER

Map interface showing a geofence drawn around Georgetown University in Washington, D.C. The geofence is a green polygon with a red dot at its center. The map includes various street names, landmarks like the Potomac River and National Geographic Museum, and navigation controls.

**SIZE:** 4,670,435 Sq Ft  
**PRICE:** \$525.42 USD

Click and drag on points to edit your fence. Right-click to delete a point.

07/12/2016 08:00 AM EDT  
07/12/2016 05:00 PM EDT

Georgetown University, O Street Northwest, Washington...

BACK RESET FENCE NEXT

Map data ©2016 Google Terms of Use Report a map error

Between 20 thousand to 5 million square feet

# GET HYPERLOCAL

## GET HYPERLOCAL (AND SAVE \$\$\$)



Decrease size or location to save money on your filter

# SUBMISSION PROCESS

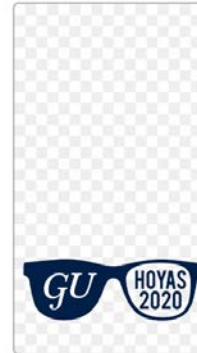
- Review order details
- Give at least one business day for approvals
- If filter is rejected make changes and resubmit

## Order Details

Example Geofilter

**Start Time:** 07/12/2016 08:00 AM EDT  
**End Time:** 07/12/2016 05:00 PM EDT  
**Area Covered:** 4,670,435 Sq Ft  
**Price:** \$525.42 USD

Gift code?

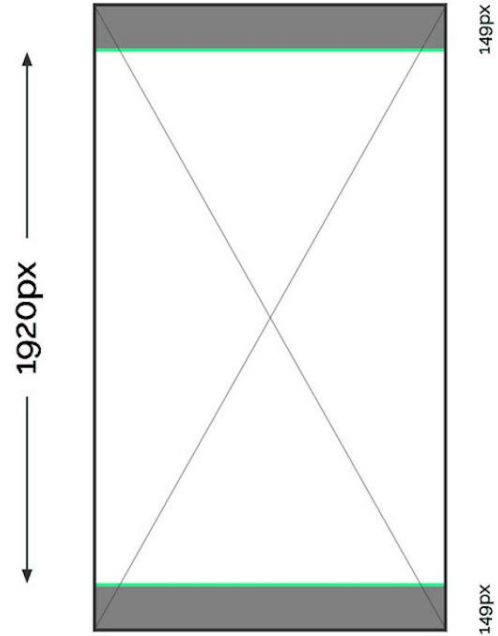




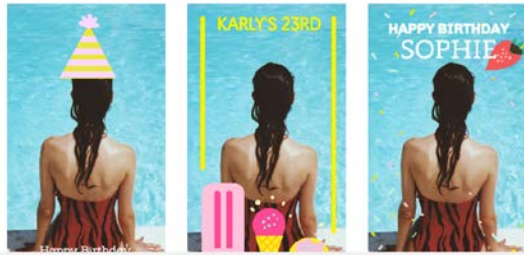
# USE SIMPLE DESIGN PROGRAMS

- PicMonkey.com
- Canva.com

**1080px wide by 1920px high**



# USE GEOFILTER VENDORS



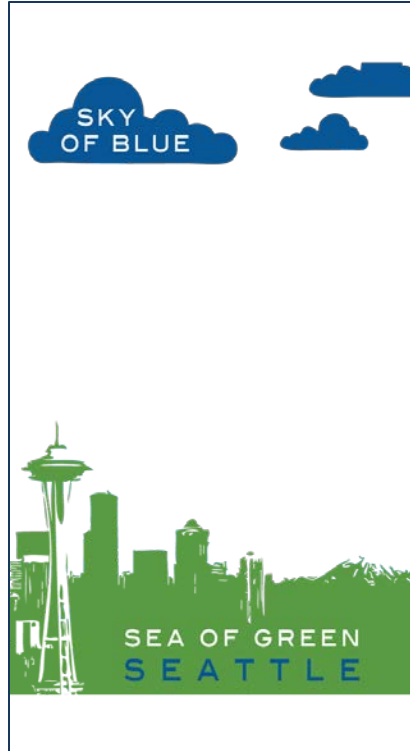
**BASIC GEOFILTER TEMPLATES  
OR  
OUTSOURCE THE ENTIRE DESIGN**

**Pepperfilters.com  
SnapGeofilters.com  
GeofilterMe.com**

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# LAUNCH A DESIGN CONTEST



**MLS LAUNCHED  
#MLSSNAPCHAT CONTEST  
FOR GEOFILTER DESIGN  
SUBMISSIONS IN  
4 MARKETS**

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# LAUNCHING YOUR GEOFILTER

get the most out of  
your campaign



# PROMOTE YOUR GEOFILTER



Virgin America  
@VirginAmerica



Our Snapchat filter has landed! Check it out in  
[#SFO](#) [#LAX](#) [#JFK](#) [#SEA](#) [#DEN](#) More details:  
[vgn.am/6011BveD3](http://vgn.am/6011BveD3)



RETWEETS 14  
LIKES 110



1:44 PM - 30 Jun 2016

14 110



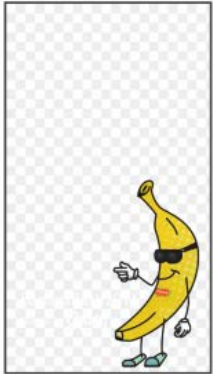
TELL CONSUMERS  
WHERE TO FIND  
YOUR GEOFILTER

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# USE INFLUENCERS TO HELP LAUNCH

## DEL MONTE + GNACK APP



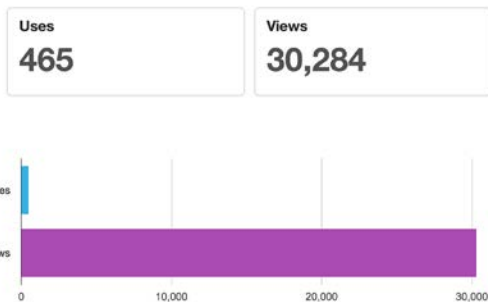
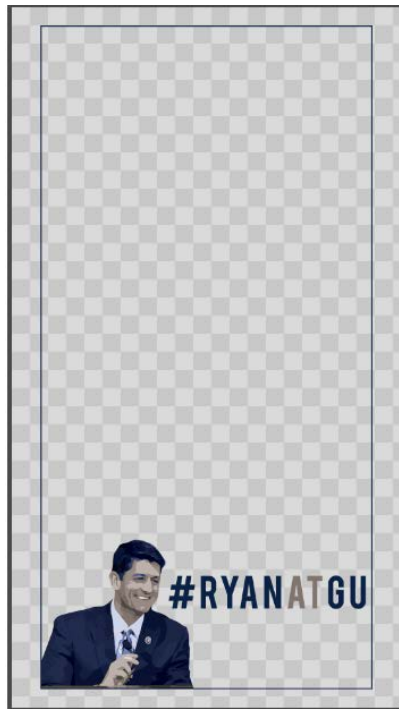
# MEASURING SUCCESS

- Usages of Geofilter
- Views of Geofilter



**ALL DATA IS AVAILABLE BY  
LOGGING IN TO YOUR  
ACCOUNT ON  
SNAPCHAT.COM**

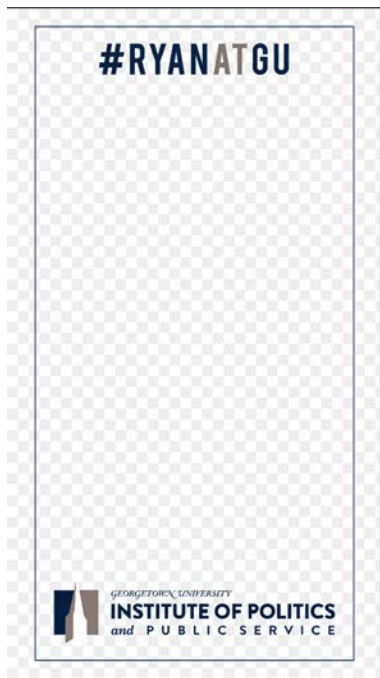
# EXAMPLE CAMPAIGN RESULTS



**\$35 total /for 8 hours**  
**.07/usage**

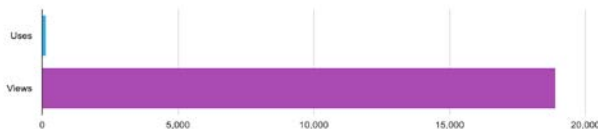


# EXAMPLE CAMPAIGN RESULTS



Uses  
**146**

Views  
**18,894**



**\$36 total /for 8 hours**  
**.025/usage**

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# MAJOR KEYS RECAP



Don't forget to use free community geofilters in your content to remind audience of your location



Tie the geofilter design into the location and date to make it as relevant as possible for users



Promote your geofilter campaign on your other established social media channels to build buzz and excitement



Save money by getting hyperlocal with your geofilter campaigns to reach highly targeted audiences

**QUESTIONS?**

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