@LAURAEWILSON
#SOCIAL16
Use Geofilters to Focus Your Snapchat Efforts

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

COMMUNITY GEOFILTERS

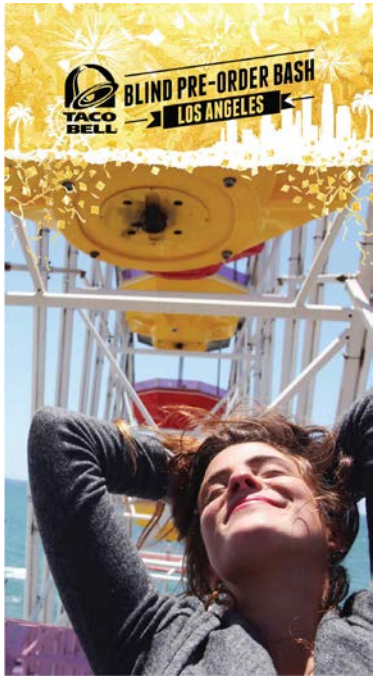
FREE

HIGHLIGHTS A LOCATION OR LOCAL LANDMARK

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:

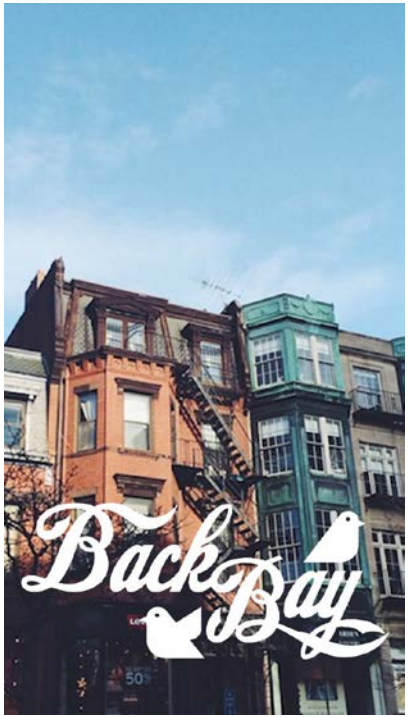
1. Go to Snapchat Settings
2. Tap '**Manage**' under Additional Services
3. Toggle 'Filters' on

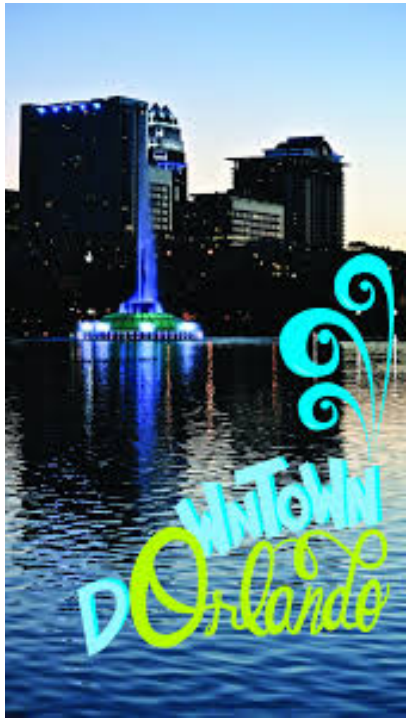
Must turn on location services on your phone!

HOW TO USE GEOFILTERS FOR YOUR BRAND

examples to spark your creativity

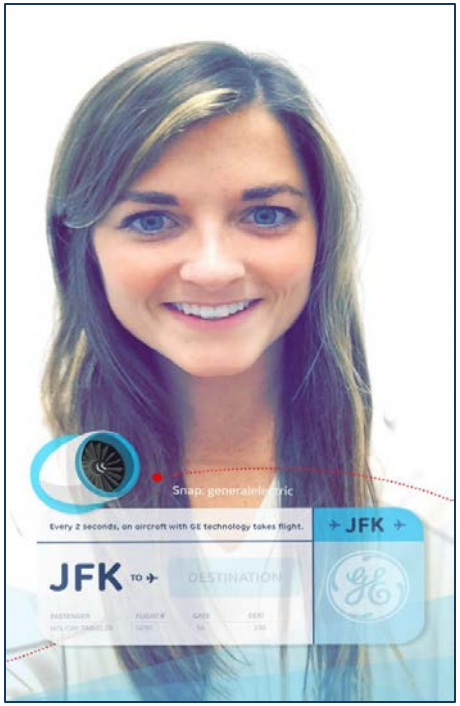
USE COMMUNITY FILTERS TO SHOW LOCATION





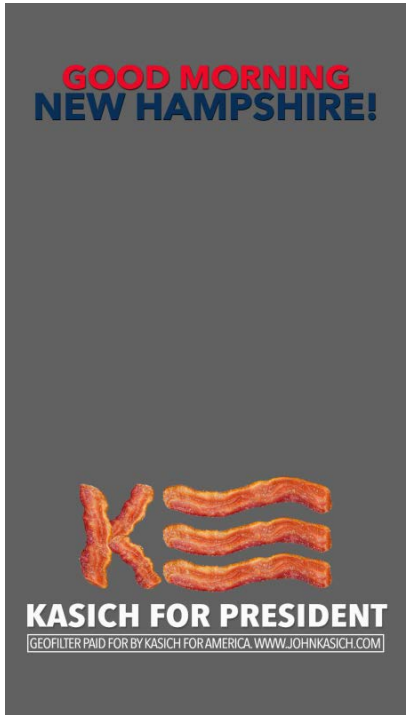
INCORPORATE FREE COMMUNITY GEOFILTERS INTO YOUR SNAPCHAT CONTENT

POSITION YOUR BRAND



ASSOCIATE YOUR BRAND WITH AN INDUSTRY

REMINDER OF CALL TO ACTION

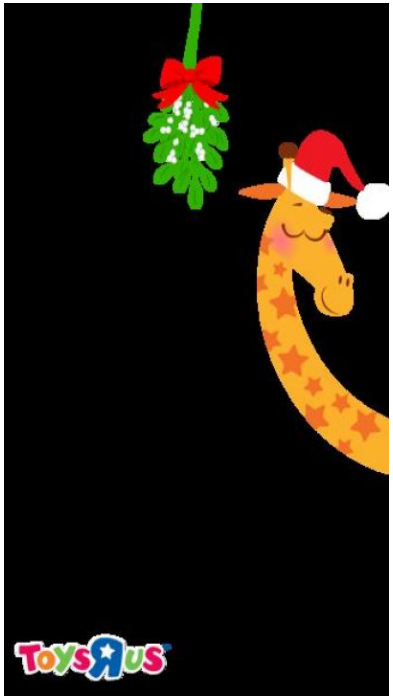


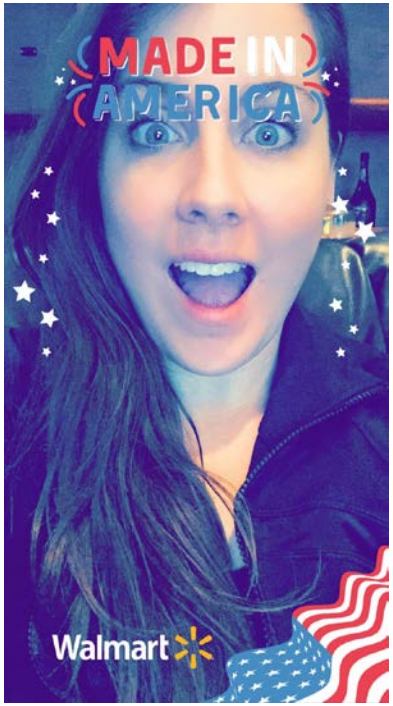
POLITICAL CAMPAIGNS HAVE BEEN HEAVY USERS OF GEOFILTERS

PRODUCT LAUNCH

COMPLEMENT ACTIVITIES ON OTHER SOCIAL CHANNELS

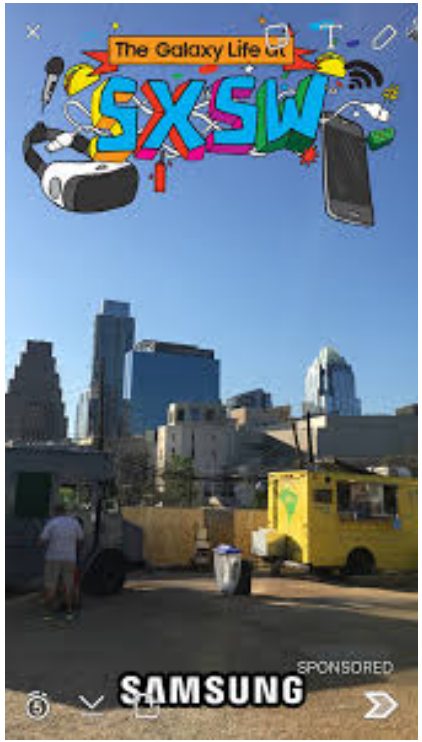
TIE BRAND TO HOLIDAYS/EVENTS

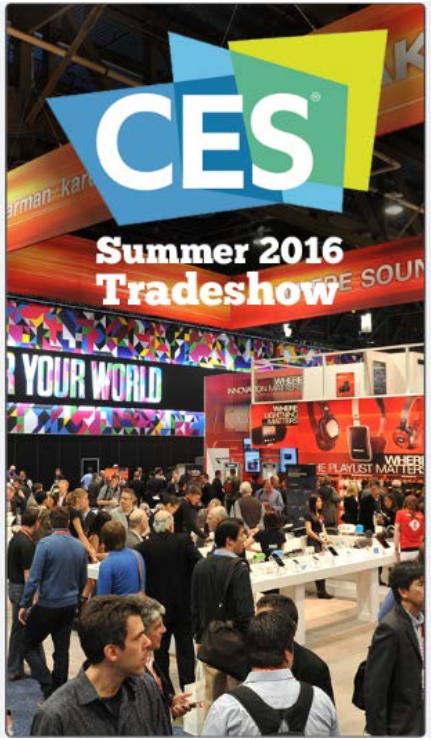


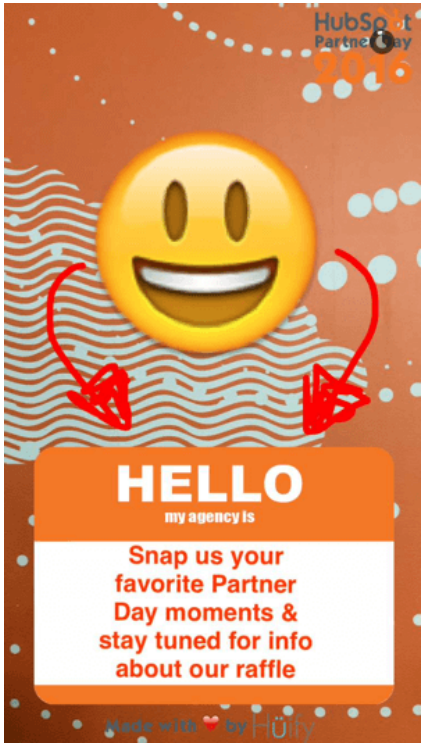


ASSOCIATE YOUR BRAND WITH A HOLIDAY/EVENT

BRAND HOSTED EVENTS





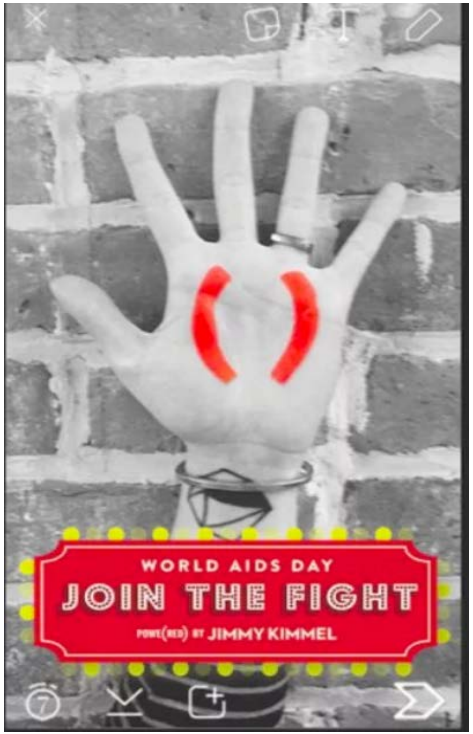


INCREASE ATTENDEE ENGAGEMENT AT EVENTS

BRANDING IN RETAIL LOCATIONS

LILLY PULITZER RAN A GEOFILTER IN 31 IN-STORE LOCATIONS

SPARK CONVERSATION

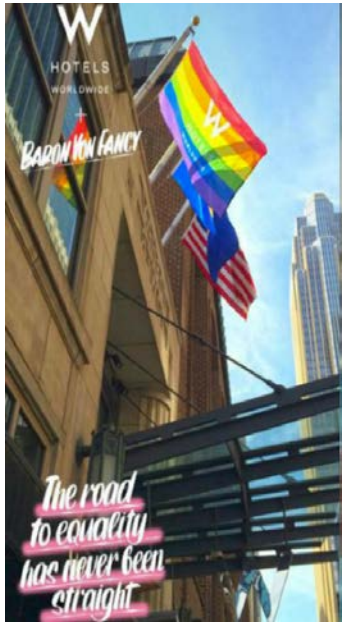


RAISE AWARENESS OF ISSUES AND CAUSES

PARTNER WITH ANOTHER ORG

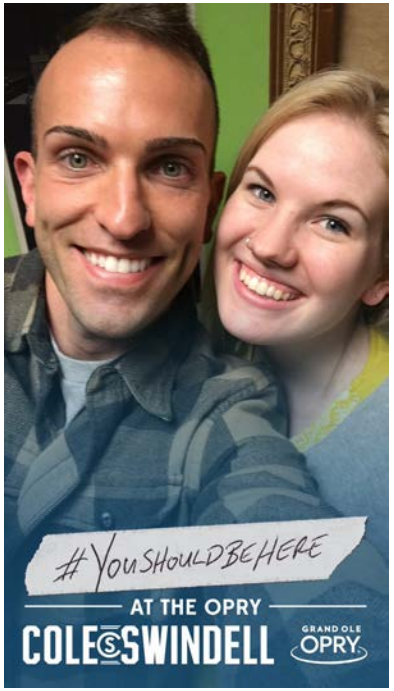
CONSIDER USING GEOFILTERS AS AN EXTENSTION OF EXISTING PARTNERSHIPS

USE WITH CSR CAMPAIGN



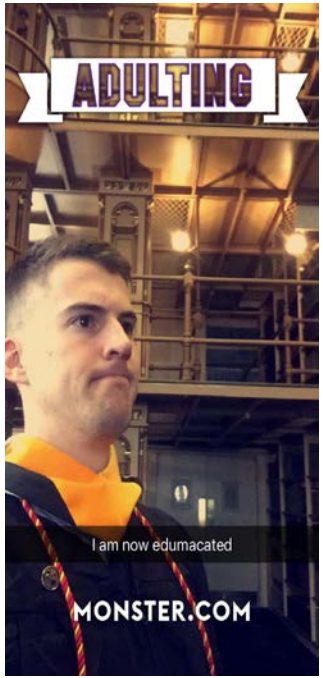
DONATE TO A CAUSE WITH EVERY USE OF THE GEOFILTER

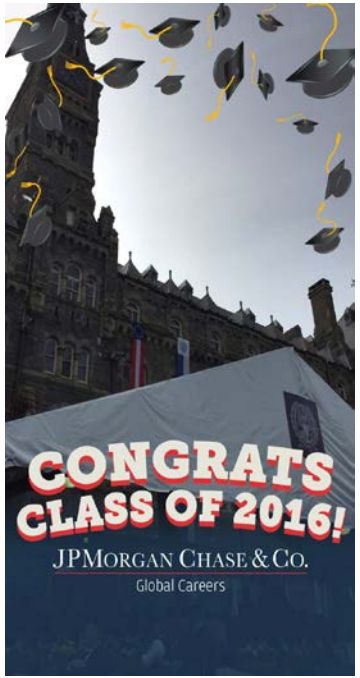
RUN A CONTEST OR COMPETITION



RUN A CONTEST AND INCORPORATE YOUR OTHER SOCIAL CHANNELS

USE GEOFILTERS FOR RECRUITING



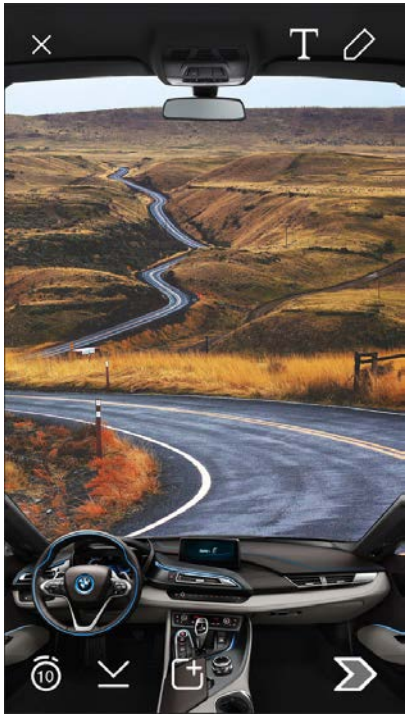


REACH PROSPECTIVE EMPLOYEES AT CAREER FAIRS OR COLLEGE CAMPUSES

TIPS FOR DESIGNING YOUR GEOFILTER

Increase the snapability of your filters

MAKE IT RELEVANT

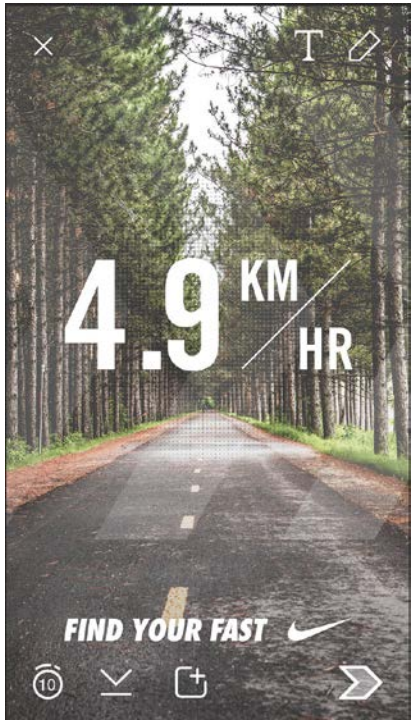


THE DESIGN NEEDS TO TIE INTO THE DATE AND LOCATION

STRATEGIC TIMING & LOCATION

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

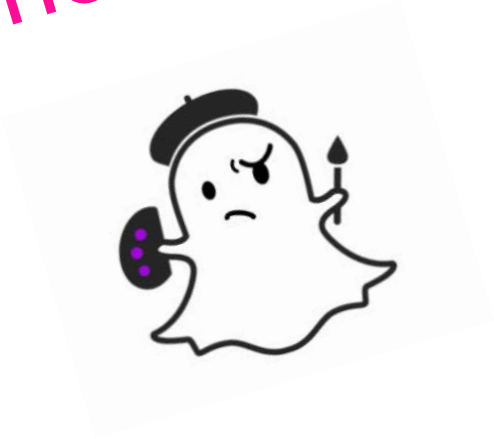
ENCOURAGE ENGAGEMENT



SHOW THE USER WHAT YOU WANT THEM TO DO

HOW TO CREATE YOUR GEOFILTER

what you need to know

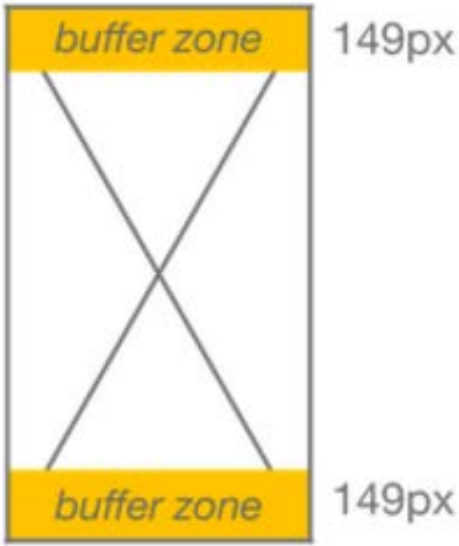


CREATE YOUR DESIGN

1080px wide by 1920px high

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

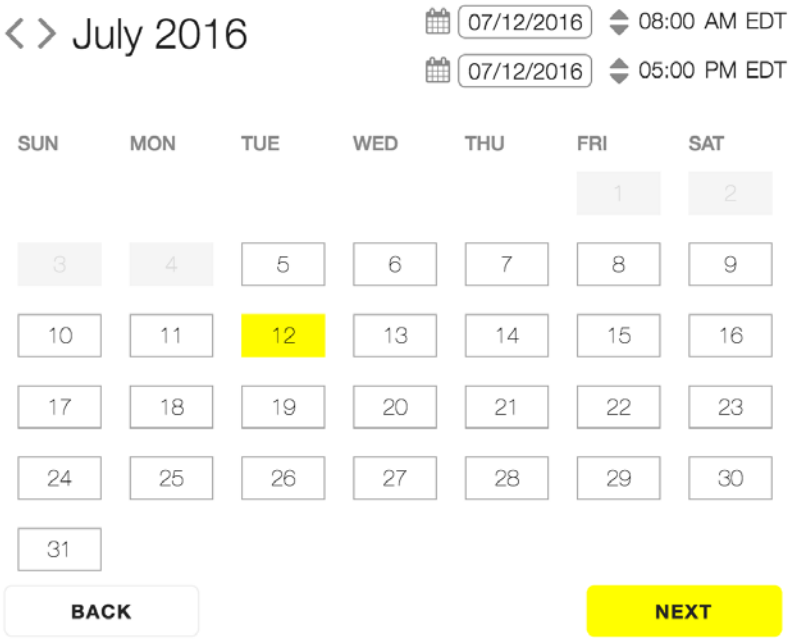
geofilters.snapchat.com



UPLOAD YOUR DESIGN ASSET

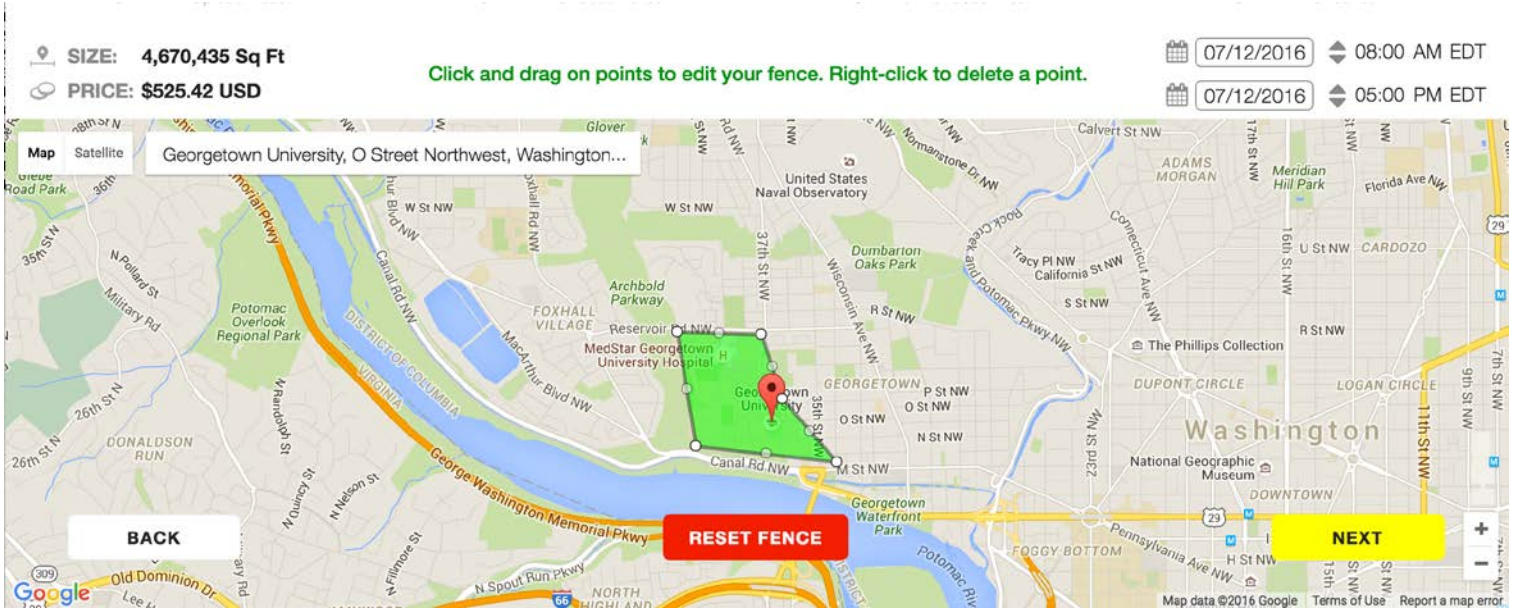
- Do not use logos or trademarks you don’t own
- No photographs of people
- No phone numbers, emails, URLs, Snapcodes, or social media usernames, or hashtags
- No more than two lines of non-stylized text
- Don't cover up too much of the screen

SELECT DATES AND TIMES



Select up to 30 days per Geofilter

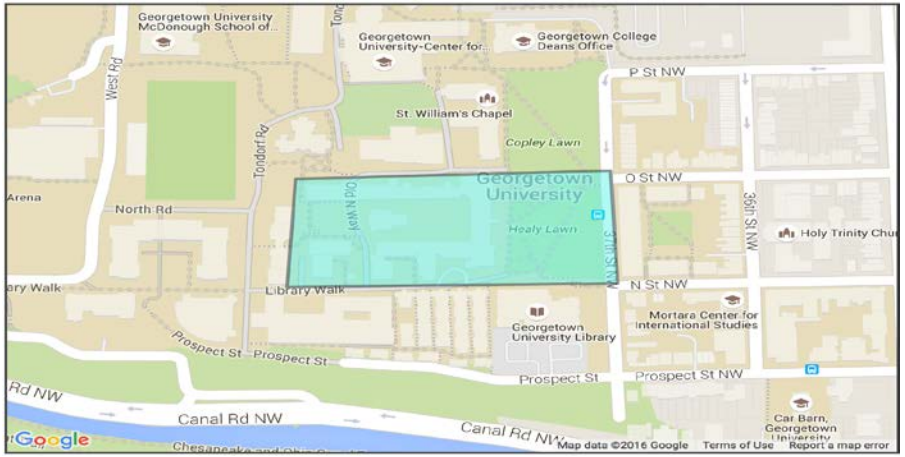
DRAW A GEOFENCE FOR YOUR FILTER



Between 20 thousand to 5 million square feet

GET HYPERLOCAL

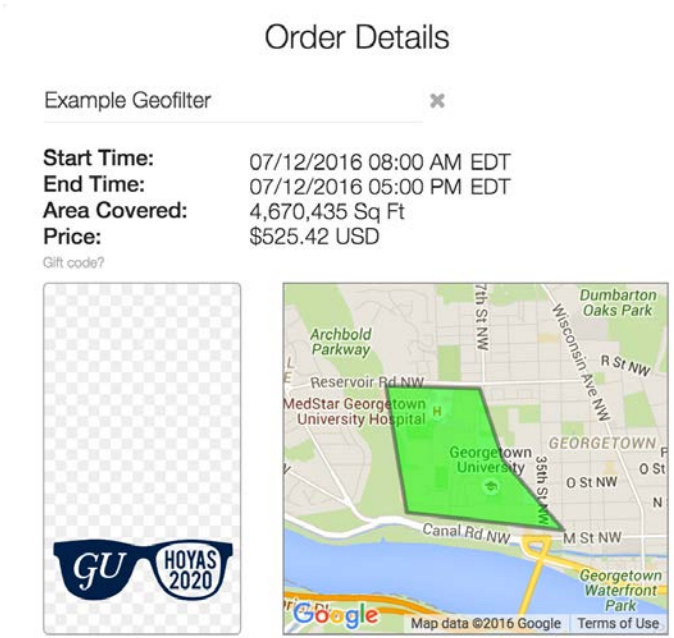
GET HYPERLOCAL (AND SAVE $$$)



Decrease size or location to save money on your filter

SUBMISSION PROCESS

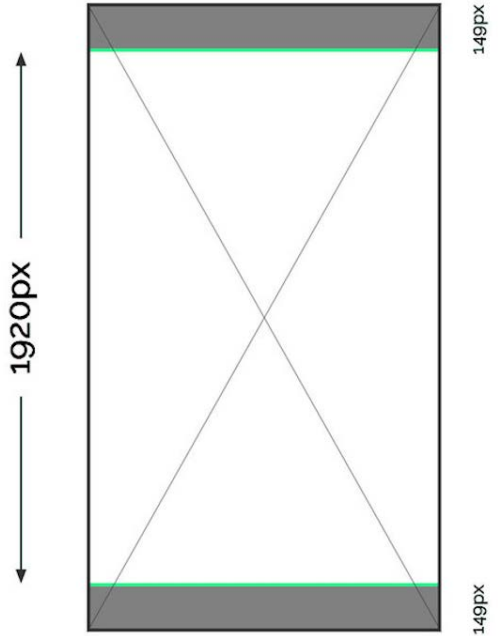
- Review order details
- Give at least one business day for approvals
- If filter is rejected make changes and resubmit



USE SIMPLE DESIGN PROGRAMS

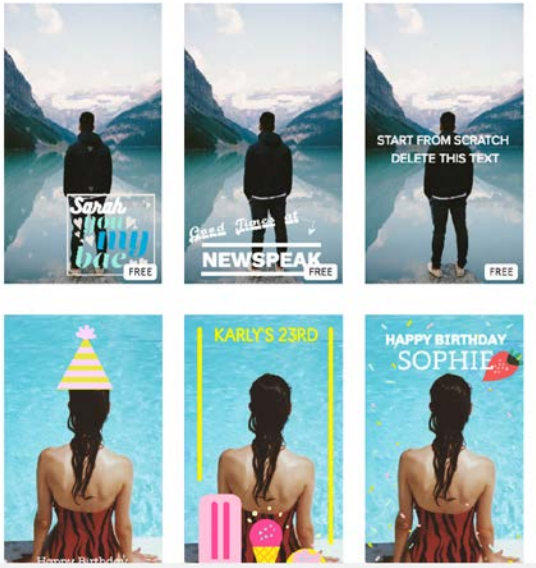
- PicMonkey.com
- Canva.com

1080px wide by 1920px high



USE GEOFILTER VENDORS

pepper



BASIC GEOFILTER TEMPLATES
OR
OUTSOURCE THE ENTIRE DESIGN

Pepperfilters.com
SnapGeofilters.com
GeofilterMe.com

LAUNCH A DESIGN CONTEST

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

LAUNCHING YOUR GEOFILTER

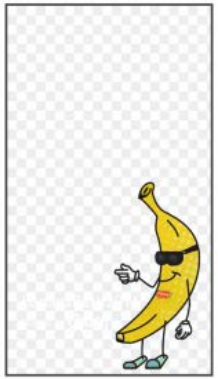
get the most out of your campaign

PROMOTE YOUR GEOFILTER

TELL CONSUMERS WHERE TO FIND YOUR GEOFILTER

USE INFLUENCERS TO HELP LAUNCH

DEL MONTE + GNACK APP

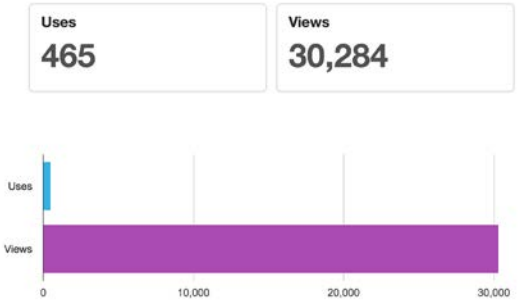


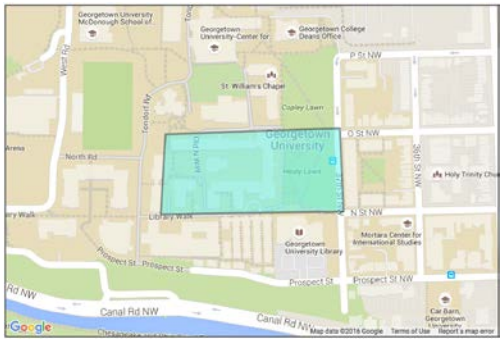
MEASURING SUCCESS

- Usages of Geofilter
- Views of Geofilter

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

EXAMPLE CAMPAIGN RESULTS

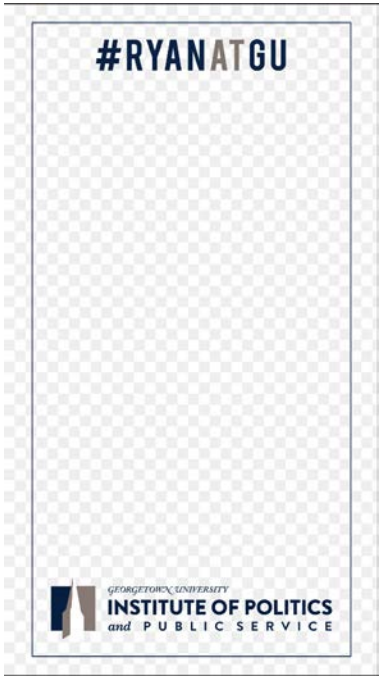


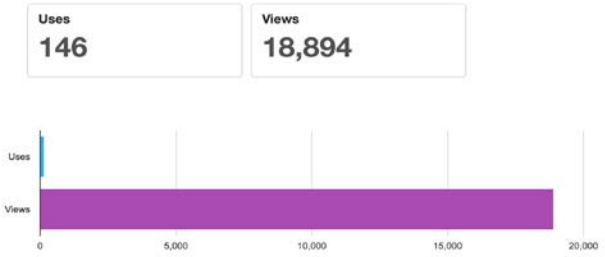


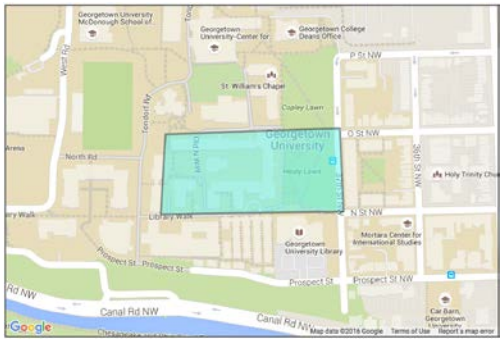
$35 total /for 8 hours

.07/usage

EXAMPLE CAMPAIGN RESULTS







$36 total /for 8 hours

.025/usage

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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