HEARST

Case Studies: Snapchat Campaigns That Hit the Mark

#Social16
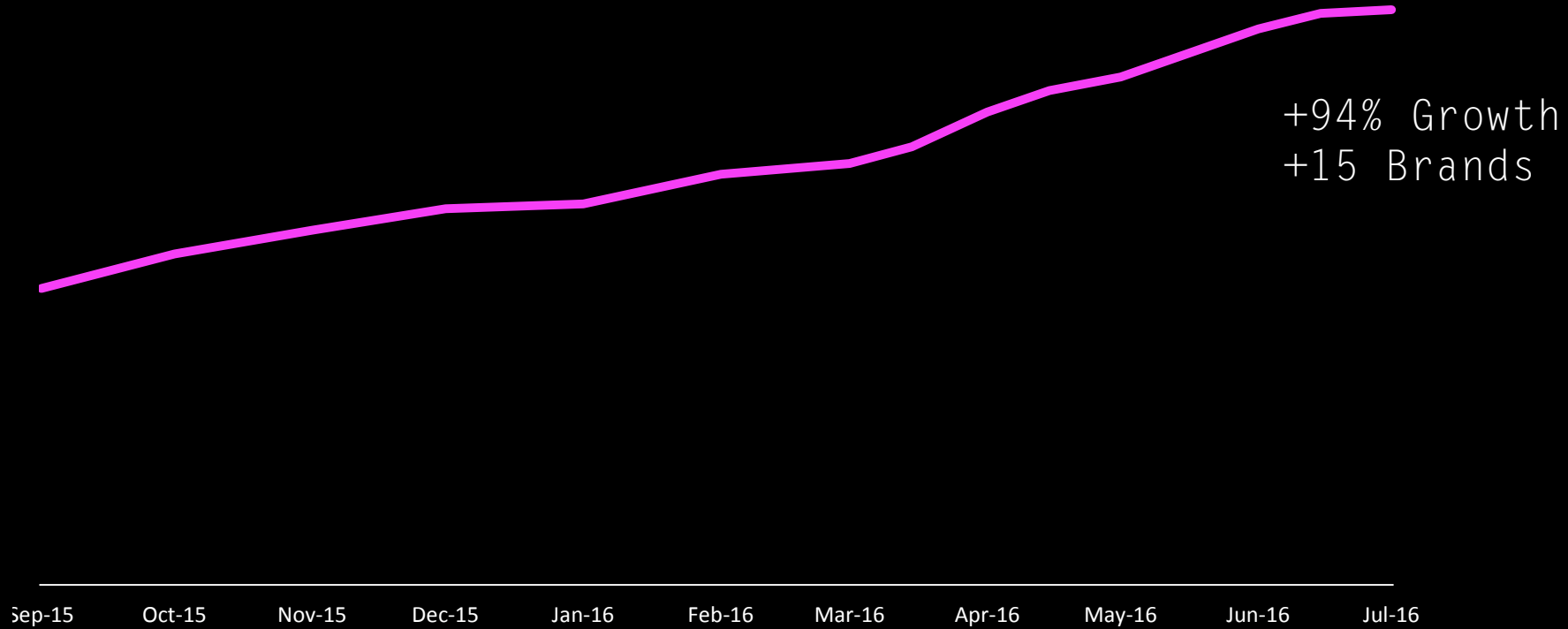
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Snapchat Follower Count: Hearst Brands

+94% Growth
+15 Brands

Sep-15 Oct-15 Nov-15 Dec-15 Jan-16 Feb-16 Mar-16 Apr-16 May-16 Jun-16 Jul-16

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Hearst has two brands on Discover…

But today we're only talking about the organic accounts.

Growing Your Following

Be Easy To Find

Snapchat makes user discovery difficult. Promote snapcode/handle on Facebook, Twitter and Instagram. Temporarily change avatar.
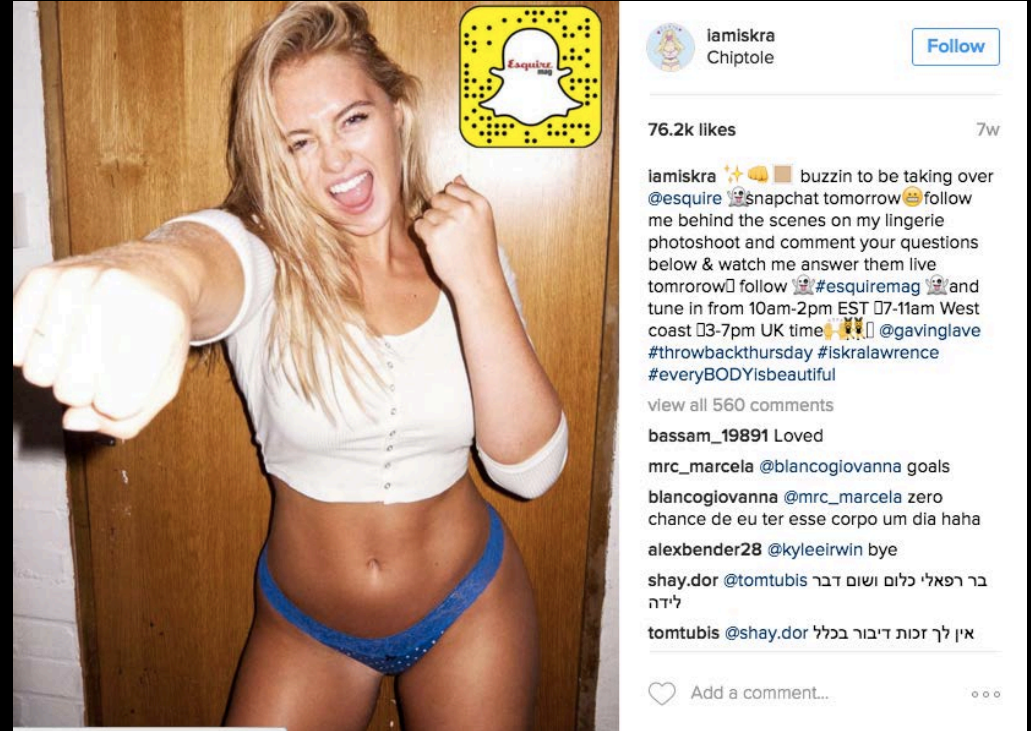
Example: ELLE Coffee Stories

ELLE × 👻

COFFEE STORIES

FOLLOW: ELLEUSA

Celebrity Takeovers

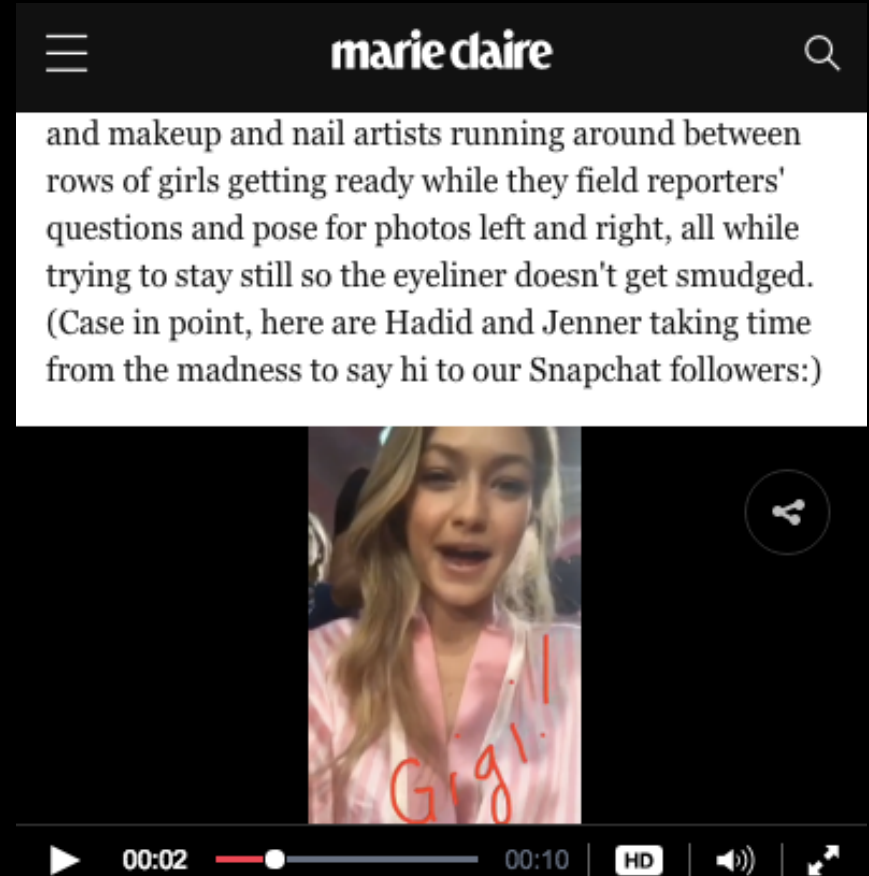Pro Tip: Ask talent to promote handle in advance.

Example: Iskra Lawrence grew Esquire's following by 3x

Repurpose Snaps!

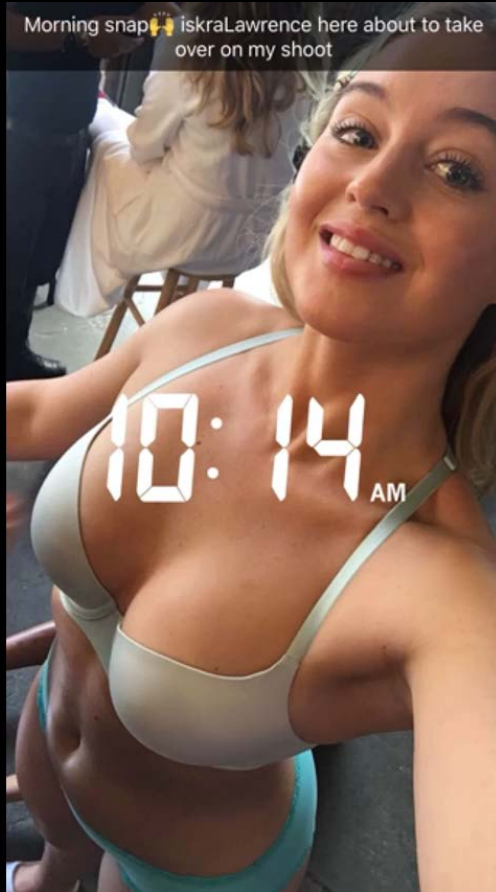Embed snaps in an article and write about your experience. Reuse videos to show off access.

Example: Marie Claire at VS Fashion Show

and makeup and nail artists running around between rows of girls getting ready while they field reporters' questions and pose for photos left and right, all while trying to stay still so the eyeliner doesn't get smudged. (Case in point, here are Hadid and Jenner taking time from the madness to say hi to our Snapchat followers:)

Gigi!

00:02 ———————————— 00:10 | HD | | 🔊 | ⛶

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Celebrity Takeovers

Short, up-close, narrated and uninterrupted.

Examples: Ashley Grahan for ELLE, Iskra Lawrence for Esquire

Text-Based Stories

+354 Screenshots!

Zodiac first-date
style for ELLE

Editorialized Series

Show off your personality! Regular programming creates loyalty and Snapchat stars

Example: Harper's Bazaar's 5D5L, Esquire' Mean FB Comments

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Other: BTS Coverage, We Tried It

Pro Tip: Snapchat is an easy way to show large gaps of time in a manner of seconds

Memories

Snapchat Quiz!! 😁

1. What's the fastest way to grow your snapchat following?
2. On what channels should you cross promote?
3. What is a powerful signal for user engagement?
4. What's the worst thing to happen during a takeover?
5. How often should you be snapping?