BUILD YOUR BRAND ON SNAPCHAT

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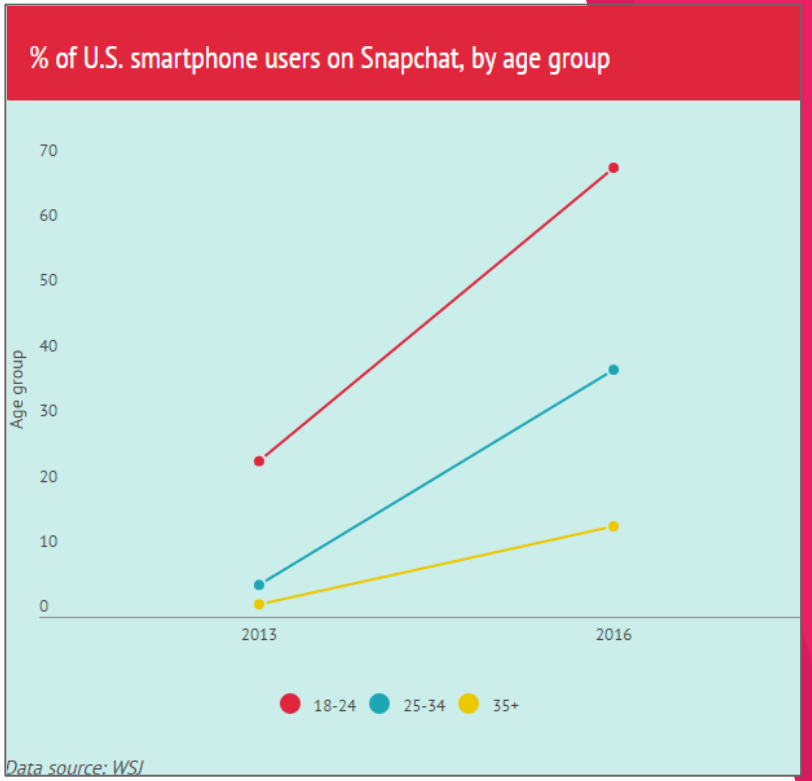
TOPICS I'LL BE COVERING

- Building and targeting your audience
- Content: Thinking outside the box
- Measuring success

CROSS PROMOTION= BUILDING FOLLOWERS

SNAPCHAT AUDIENCES

- Snapchat has over **100 million** daily active users
- Snapchat users collectively watch over **10 billion** videos daily
- Because users don't have to rotate their phones, their **9x** more likely to watch an ad in full



Sources: Bloomberg, Column Five and Newscred,

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LEVERAGE YOUR EXISTING AUDIENCES

Cross promote your snapcode and username

- Social channels
  - Avatars
  - Banners
  - Messaging
  - Paid
- Print/event signage
- Point of sale

...anywhere you promote your social channels!

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General Electric @generalelectric · Jan 29
On Snapchat? Follow us at the drop of a tap! Just update the app, point the camera at this image, and tap the screen.

Taco Bell @tacobell
Follow

The Blind Pre-Order Bash starts now and you're invited. Join the party on our @Snapchat. snapchat.com/add/tacobell
10:59 AM - 6 Feb 2016
80 388

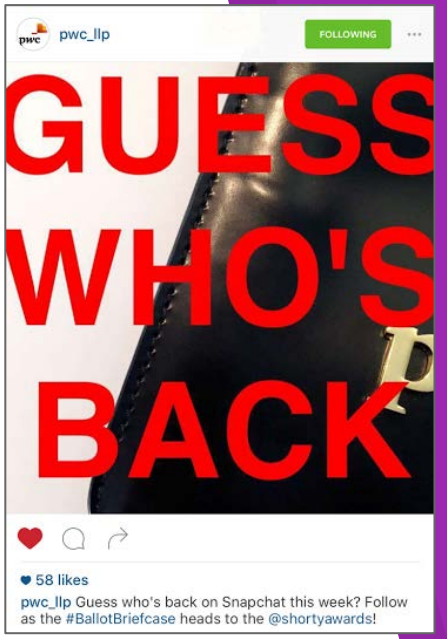
VICELAND @VICELAND · 3h
Join our NOISEY producer @beeficus and rising Atlanta star @lilyachty4 for

DON'T FORGET ABOUT USER EXPERIENCE

Make sure you have content on your Snapchat channel when you announce you are active

GIVE YOUR AUDIENCE A PREVIEW

Did you know?
You can download your own snaps.
Use images and video clips from your snap story to cross promote your Snapchat on other channels.



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KEEPING YOUR AUDIENCE ENGAGED

- Make sure Snapchat is part of your content calendar
- Consider regularly scheduled content vs ad hoc campaigns
- Ask for engagement
  - “Send us a snap of…”
  - “Screenshot the next snap!”
  - “Add on to this image”
- KEEP CROSS-PROMOTING YOUR SNAPCHAT PRESENCE

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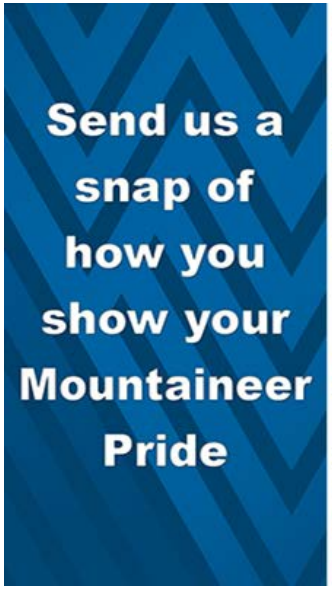
KEEPING YOUR AUDIENCE ENGAGED



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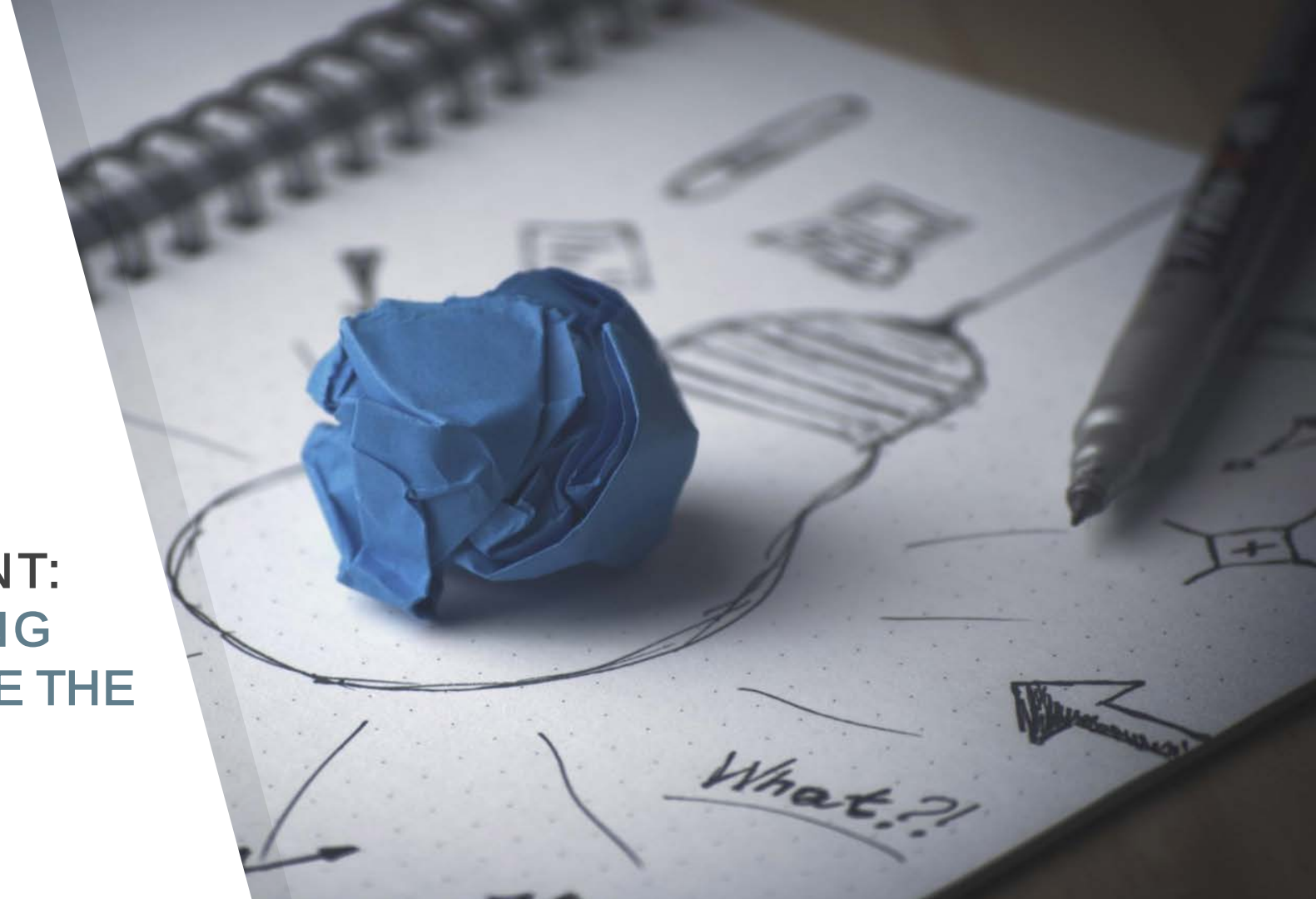
CONTENT:
THINKING OUTSIDE THE BOX



“

Live Stories wear their rough edges like a badge of honor.

-Andrew Wallenstein, Variety

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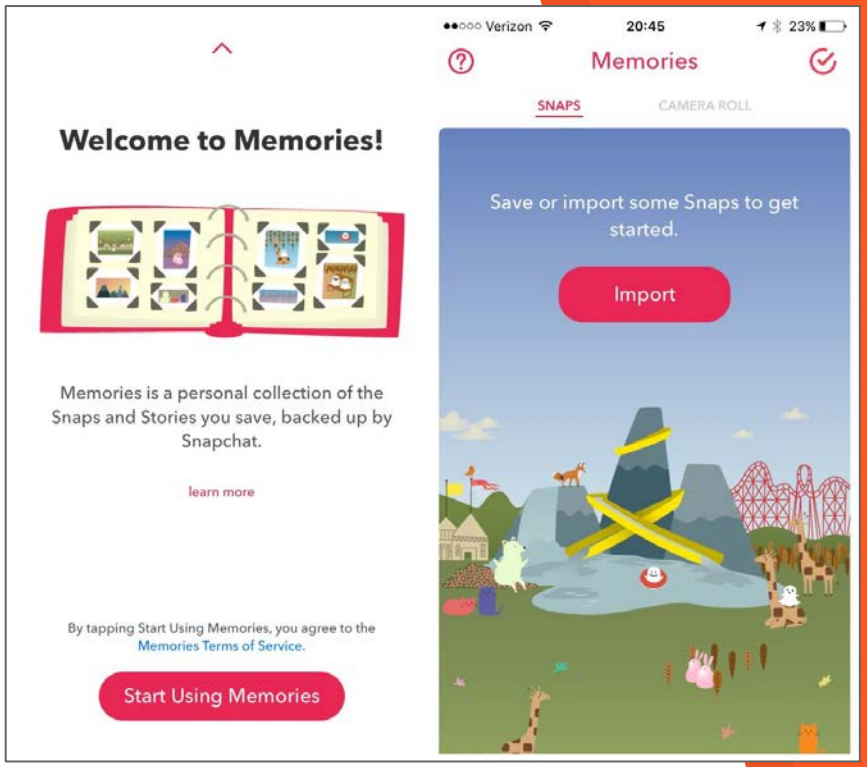
SNAPCHAT ISN'T JUST ANOTHER CROSS-PROMOTION PLATFORM

- Content is captured and created within the platform
- The best stories are captured live in real-time
- Content on Snapchat is unique and specific to the channel

SNAPCHAT MEMORIES

- NEW opt-in feature announced last week, rolling out to users over the next month
- Allows users to save snaps and stories to their Memories section
- Inside Memories, you can import photos and videos from your camera roll
- **Will fundamentally change how users and organizations share on Snapchat**



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CONTENT THAT DRIVES ENGAGEMENT

- Behind-the-scenes
- Interviews
- Tutorials
- Products in action
- Influencer takeovers
- Contests and sweepstakes
- Snap “shows” and “movies”
- Q& A/Trivia
- Scavenger hunts

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STORYBOARD...BUT STAY FLEXIBLE

- Learn from your audience
- Trust your gut
- Have fun

"If you don't have fun snapping it, your audience won't have fun viewing it"

-Snapchat influencer Frankie Greek

TELL A STORY

Content shouldn't be thought of only in terms of individual snaps, but rather a collective series of snaps that tell a story.

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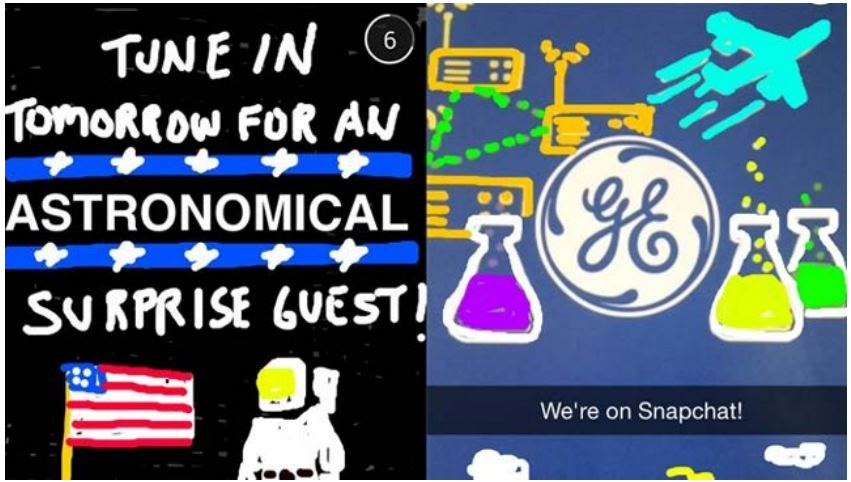
USE SNAPCHAT FEATURES TO ENHANCE YOUR CONTENT

- Filters
- Stickers
- Drawing
- Lenses



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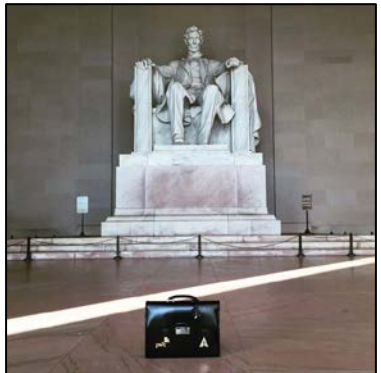
CASE STUDY:
BALLOTBRIEFCASE

2016 SHORTY AWARD WINNER: BEST IN B2B
2016 PR DAILY AWARD WINNER: BEST SPECIALTY CAMPAIGN



MEASURING
SUCCESS

MEASURING SUCCESS ON SNAPCHAT

- Limited insights
- Lacking in third party analytics applications
- Manual data tracking and analysis

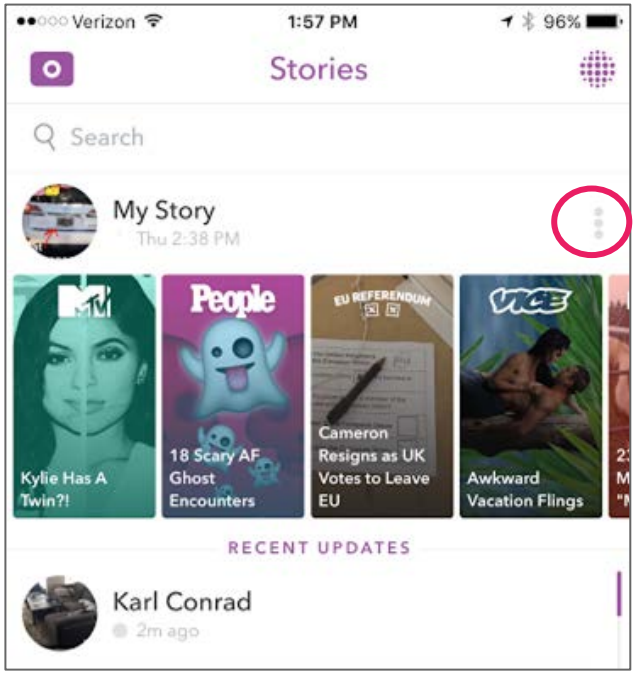
By taking a closer look at the information Snapchat *does* provide, you can still find tangible metrics and learn how to effectively measure your Snapchat efforts.

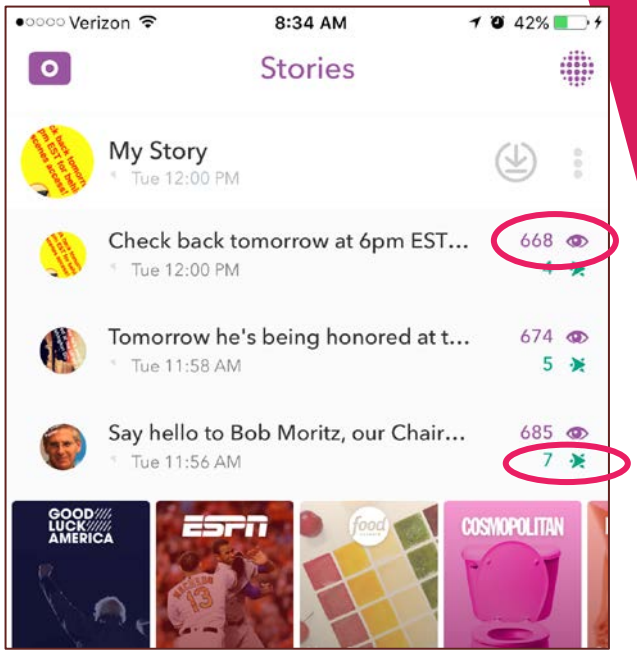
SNAPCHAT SCORE

The total number of Snaps a user has sent or received.

Track this over time.

WHERE TO FIND METRICS





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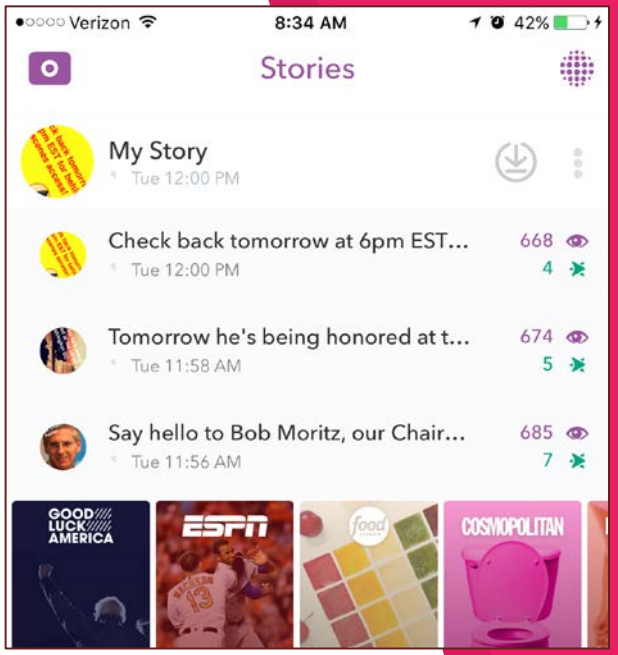
WHAT SHOULD YOU MEASURE

Total Unique Views
The number of people who have opened up the first frame in your Snapchat story for at least a second.

Example: 685

Total Story Completions
The number of people who have viewed your entire story. To measure, look at the number of people who have viewed the last snap in your story.
Example: 668



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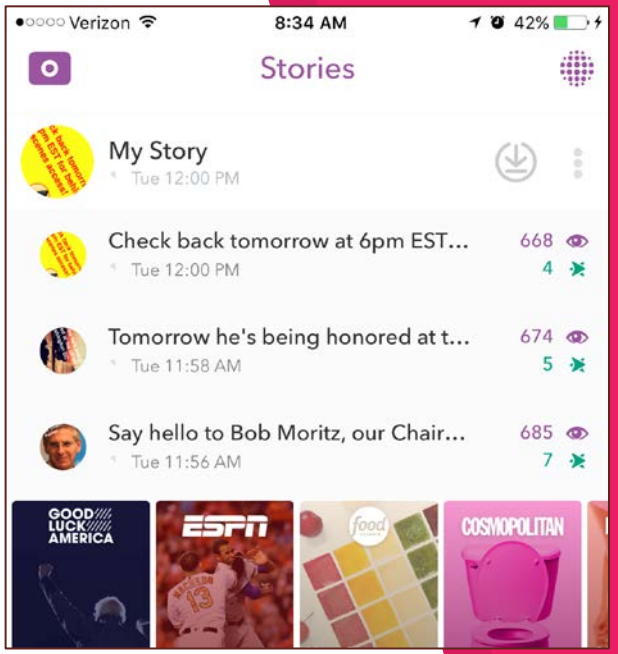
WHAT SHOULD YOU MEASURE

Story Completion Rate
Divide total views in the last snap from the total views in first snap.

Example: 668/685 = 98% completion rate

Screenshots
How many people have taken a screenshot of your content.

Example: 7+5+4=16



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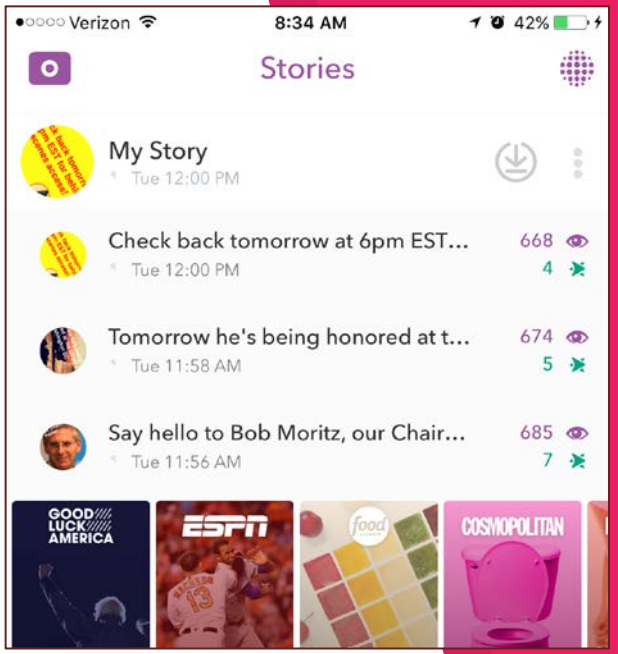
WHAT SHOULD YOU MEASURE

Total Snaps
How many snaps you had in your story.

Example: 3

Snap Story Length
The total length of your story.

Example: 15 seconds



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EARNED BUZZ

Don’t forget about tracking metrics across other platforms.

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THANKS!
Any questions?

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CREDITS

- Presentation template by SlidesCarnival