



# SNAPCHAT CONTENT STRATEGY & MEASUREMENT: MANAGING THE PLATFORM'S TWO PAIN POINTS

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EVERYTHING YOU ALWAYS WANTED TO KNOW  
ABOUT SNAPCHAT, BUT WERE AFRAID TO ASK...



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Snap, Inc. “We rebranded our company to Snap, Inc. because we are bigger than just one app. Snap, Inc. is a camera company - we believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate.” Imran Khan, Snap CSO

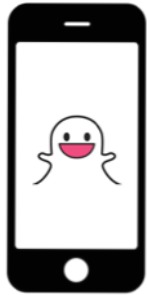
Spectacles. “I could see my own memory through my own eyes...It was the closest I’d ever come to feeling like I was there again.” Evan Spiegel, Snap CEO

Snapchat Filters. “The real winners of the first Trump-Clinton debate.” Business Insider

**Snap Inc.**



## Why Snapchat?



# 200 Million

Estimated Snapchat monthly active users and 100 million daily active users (60 Million in the US and Canada)



# 41%

On any given day, Snapchat reaches 41% of all 18 to 34 year-olds in the United States.



# 12 Billion

Video views on Snapchat daily (7x more views per user than Facebook, all mobile)



# 25

Minutes per day spent on Snapchat by the average user



# 60% Billion

of all Snapchat users contribute content daily



# 60%

of U.S. 13 to 34 year-old smartphone users are Snapchatters

### ***1-to-1 and 1-to-Many***

Users on Snapchat can send messages to one another and also share public stories

### ***Intent-Driven Action***

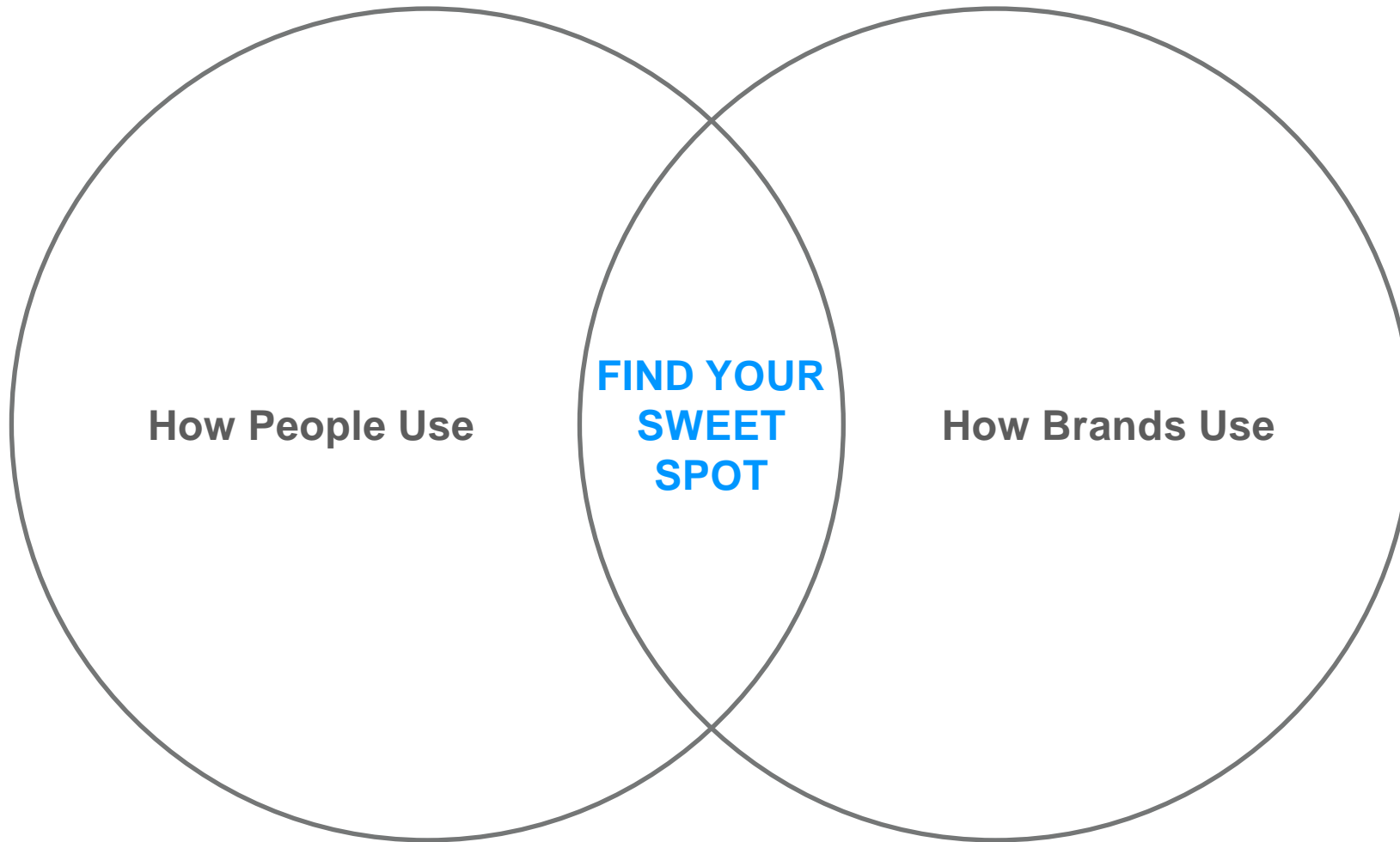
Snapchat's stories don't load in the background like Twitter or Facebook- Users actively have to start the story by holding down their finger

### ***Multi-Faceted Storytelling***

Snapchat users have photos, videos, text and drawing to create their messages to one another

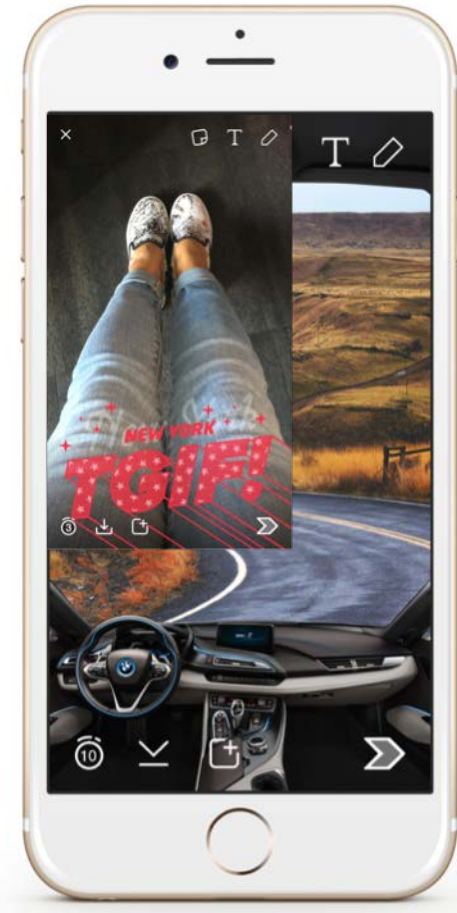
### ***Community-Based Discovery***

Snapchat is a new platform with a young ad product. For new accounts to become popular, they need to be discovered and shared by other Snapchat influencers and users.



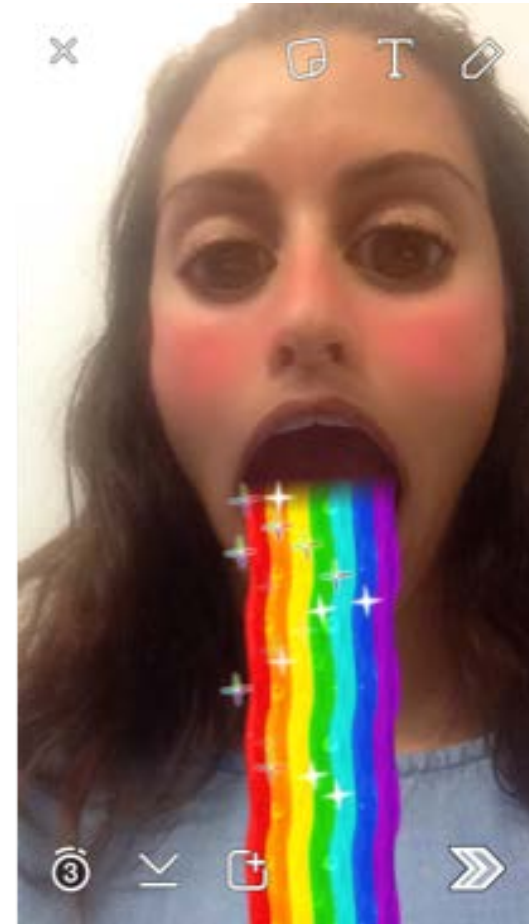
“Instant expression says my identity is who I am right now. It says I’m the result of everything I’ve ever done, but I’m not really the accumulation of all that stuff.”

*Evan Spiegel, Snapchat Founder,  
June 2015*



The app's emphasis on temporary content makes it feel more appropriate to share "silly or mundane" images than you would over text message, where pictures are saved for posterity.

*University of Washington study*





## Types of Snapchat Content

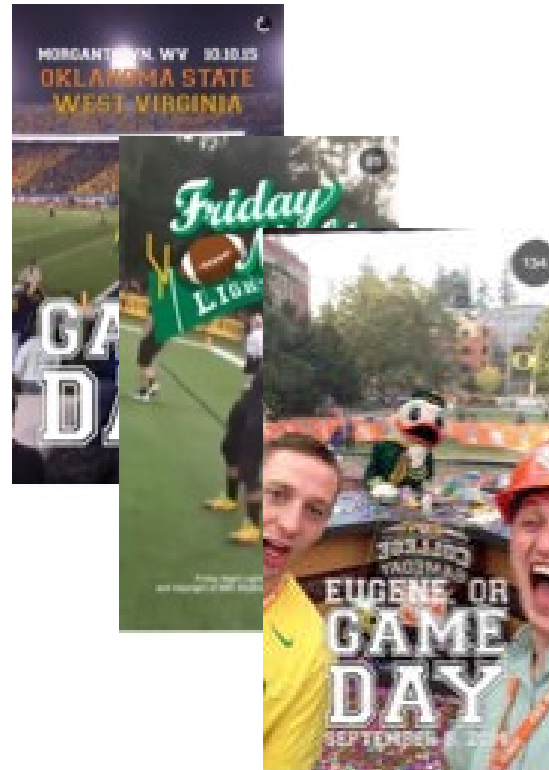
### STORIES

created by friends,  
brands,  
influencers, celebs



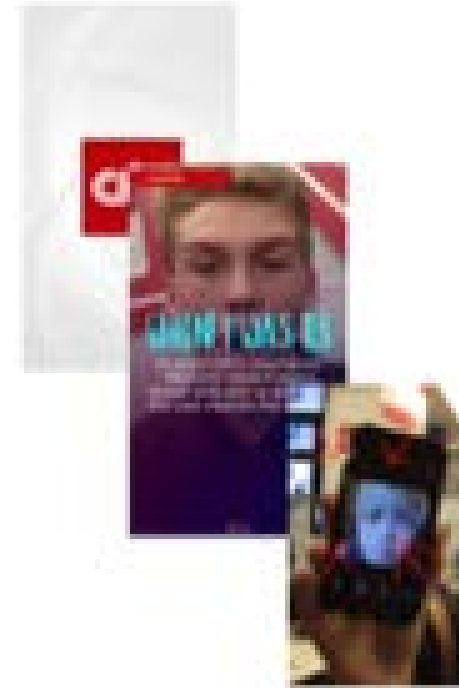
### LIVE STORIES

created by Snapchat



### DISCOVER

created by publishers  
(and sometimes  
brands)



## How Brands Are Getting Involved

### Organic

Brand uses owned accounts to share content

Post a Story

Private Chat

Work with Influencers

Send \$ via SnapCash

Sponsor a Selfie Lens

Sponsor a GeoFilter

Sponsor a Live Story

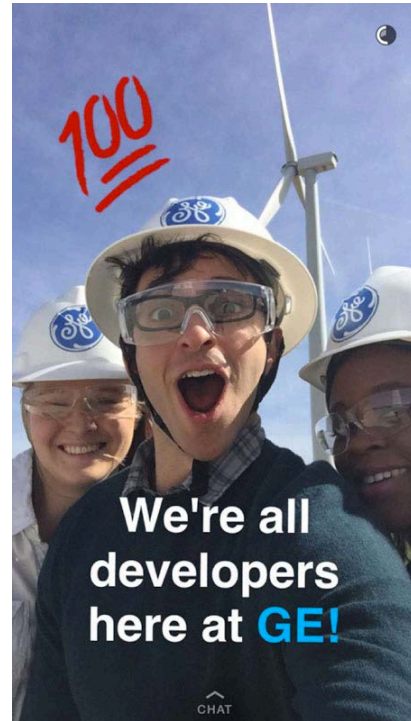
Video ad in Discover

eCommerce Ads

Video ad in Live Stories

### Paid

Brand pays for their content and/or ad to appear



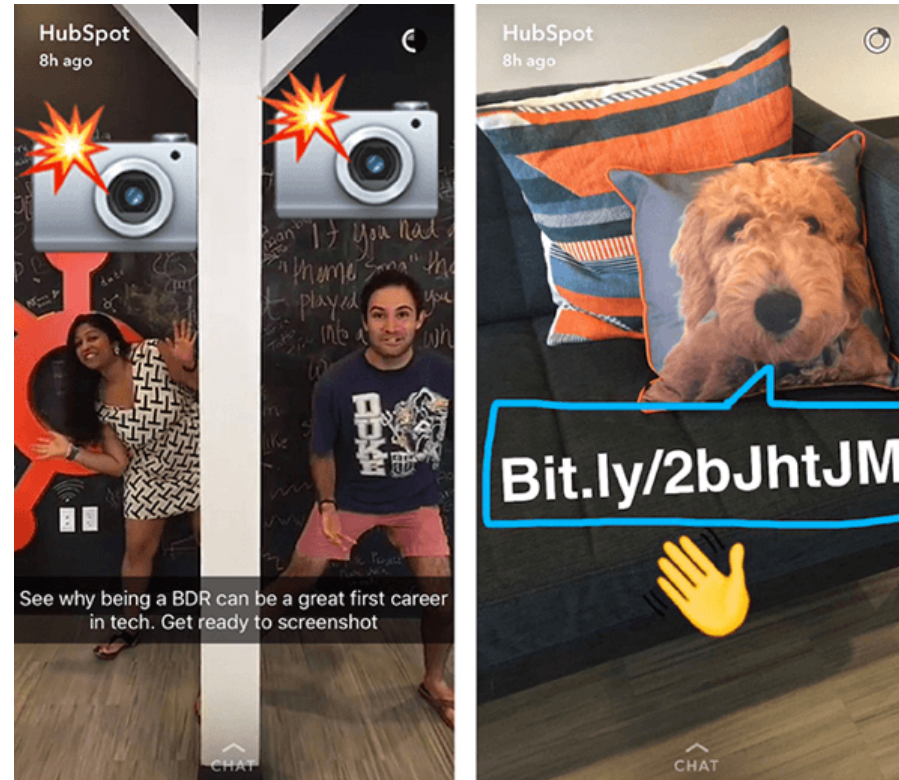
GE, One of the first B2B brands to join Snapchat  
Purpose: Recruitment, Education, Corporate Comms



WWF #LastSelfie campaign: striking creative organic story combined with direct messages to followers

Reached their monthly donation goal in three days

## How Brands Use: Stories



HubSpot

Purpose: Company culture and values

Shares photos, videos, drawings and links to blog



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16 Handles: one of the first brands to run a promotion using Snapchat

In-store promotion using coupons sent as private snap

1400+ engagements; media coverage from *Ad Age* and *Mashable*

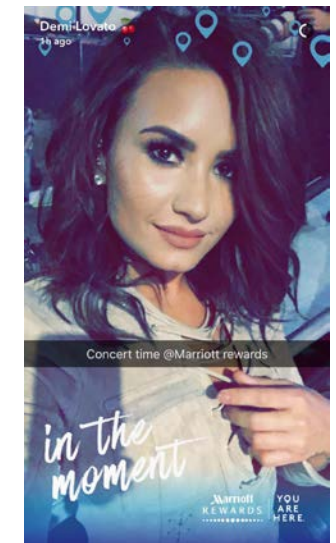
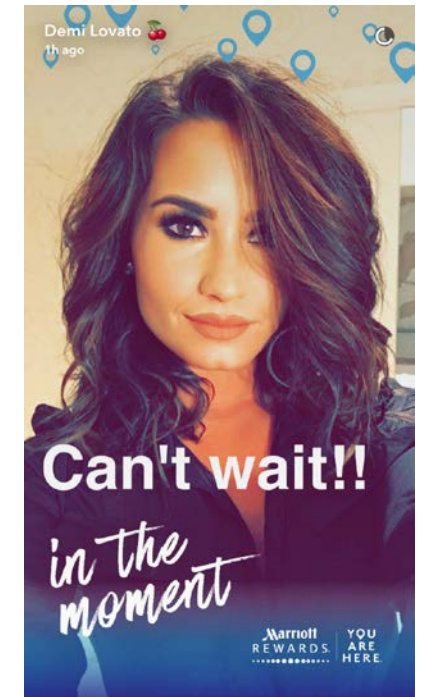
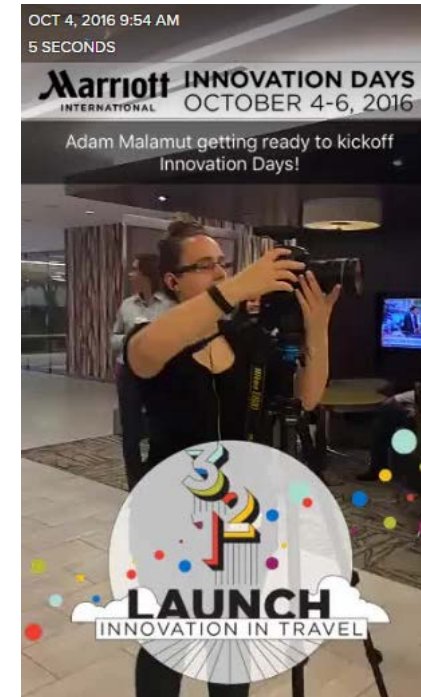
## How Brands Use: Geofilters

Custom overlays for photos and video

Visible to anyone swiping left to view filters

Other brands using paid geofilters: Marriott, General Electric, Amex, etc.

DocuSign creates visibility at events and cross-promotes on Twitter



Opily

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**Stories:** Content that shows “life beyond the logo.” Curated content that works

**Products and Customer Service:** Launch new products, handle customer service through messaging

**On Demand Geofilters:** Now open for all – personal and business. Pricing depends on size of the geofence and how long it’s run. \$5 for 20,000 square feet

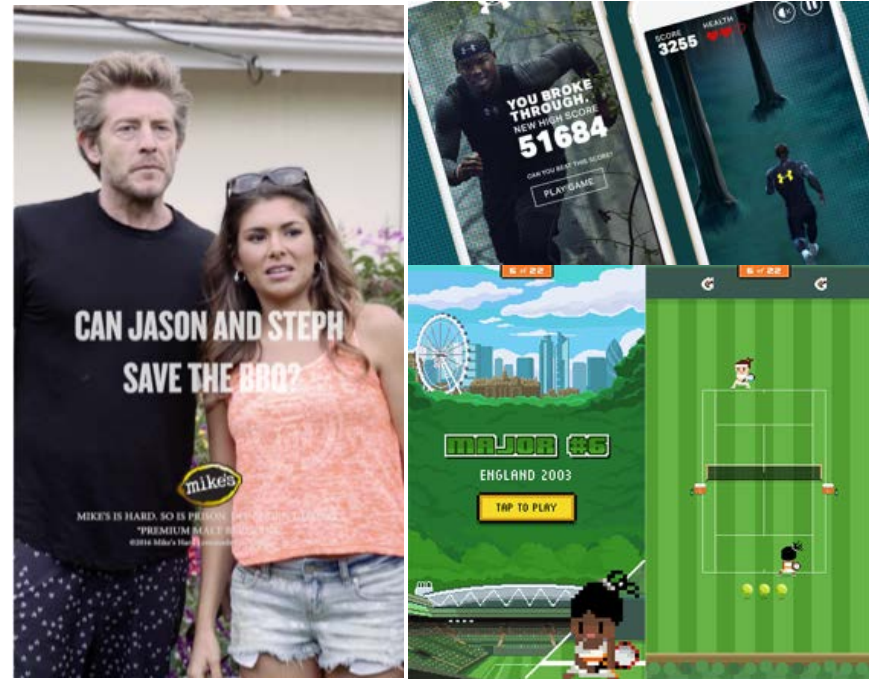
**Build a Following:** Build an audience, evaluate content performance, engage with contests and interaction and cross-promote





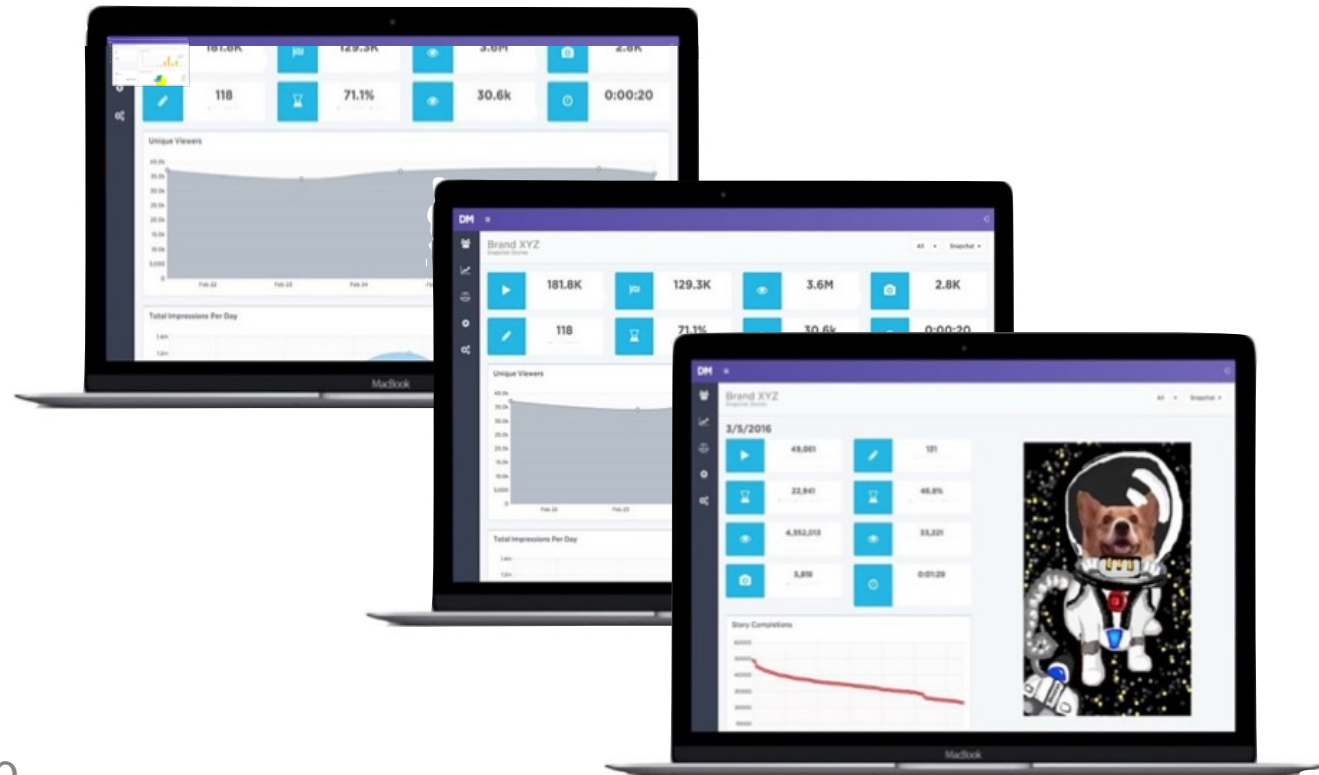
## Types of Snapchat Ads

1. SnapAds
  - 3V SnapAd
  - SnapAd App Install
  - SnapAd LFV
  - SnapAd Web View
2. Sponsored Lenses
3. National Geofilters
4. On-Demand Geofilters
5. Sponsored Channels/Stories



The six metrics you should measure on Snapchat:

1. Unique Viewers
2. Total Views
3. Completion Rate
4. Story Completions
5. Screenshots
6. Average Views Per Snap



- Quality stories > Quantity of snaps
- Provide a fun and engaging experience
- Don't be afraid to try new things. Use all the functionality and push the limits of the platform
- Optimize content based on measurement

Agilwry