

# Snapchat Content Strategy & Measurement

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# 5 Basic Keys of Snapchat Success

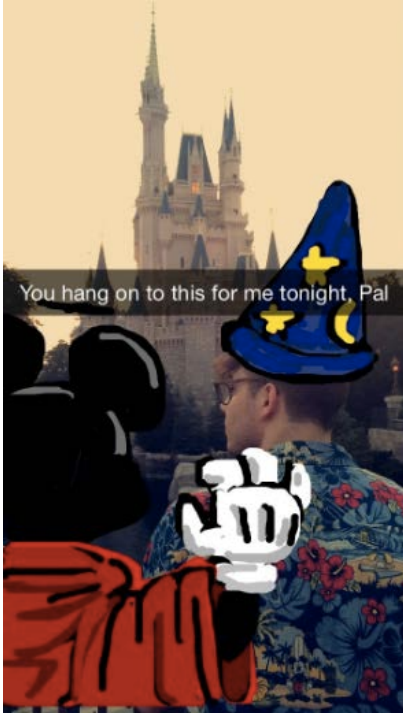
1. Be authentic
2. Post consistently
3. Use a mix of photo and video
4. Tell a story
5. Talk to your audience

# Snapchat Influencers

## Two Options for Working With Snapchat Influencers:

- Hire external resources
  - Short-term strategy, best for one-offs, quick follower growth
- Invest in your own
  - Long-term strategy, cost-effective, slow to grow

# Snapchat Influencers: External



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## Tips for external influencers:

1. Use their skills
2. Add context
3. Cross-promote
4. Keep going

# Snapchat Influencers: Internal



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## Tips for internal influencers:

1. Introduce yourself
1. Add context
2. Engage
3. Tell a story

# The Do's & Don'ts of Snapchat Memories

## What to Do:

- Stay consistent with Snapchat's format and limitations
- Use sparingly
- Acknowledge that it's a memory
- Use for audience engagement

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## What to Avoid:

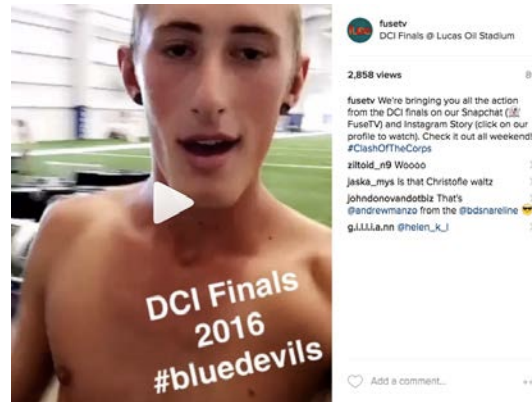
- Horizontal video
- Content meant for other platforms
- Overly produced content
- Regular use (unless it serves a specific purpose)

# Repurposed Content

## Benefits of Repurposing Snapchat Content:

- Additional creative for other channels
- New audiences (follower growth)
- Measurable impact
- Increased reach
- Influencer cross-promotion

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[Snapchat.com/add/FuseTV](https://www.snapchat.com/add/FuseTV)

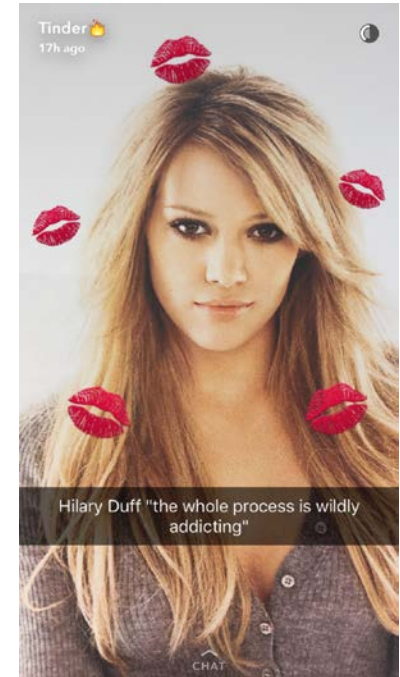
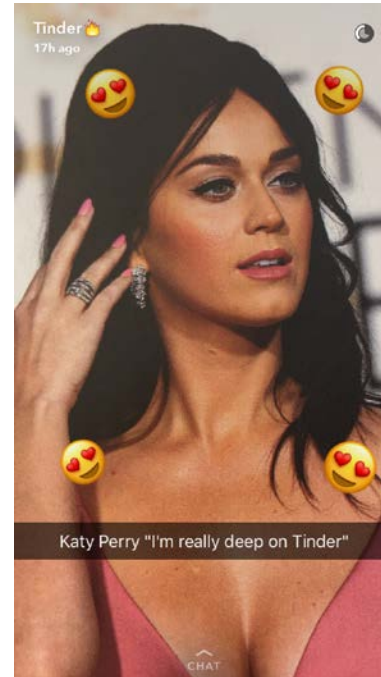
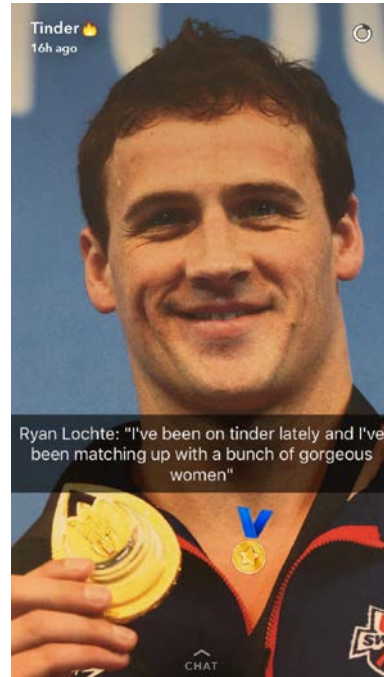




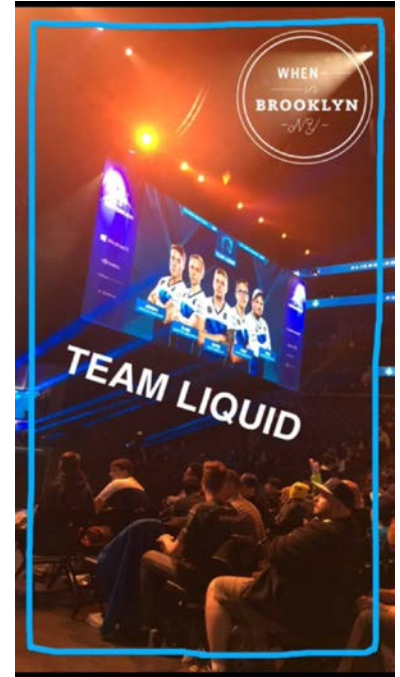
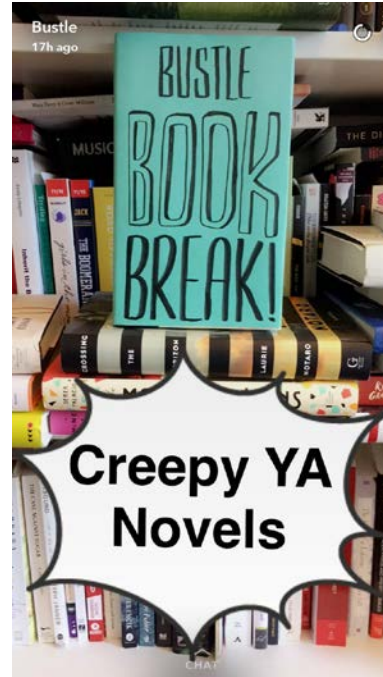
# Measuring Snapchat

- Key metrics to look for
  - Unique views
  - Completion rate
  - Engagements (replies, screenshots)
  - Story length
- Tools for Snapchat analytics
  - Snaplytics, Delmondo, DashHudson (beta)

# Get Creative With Snapchat: Lists



# Get Creative With Snapchat: Emojis, etc.



# 5 Important Snapchat Takeaways

1. Use external resources to kick-start your Snapchat strategy; use internal resources to maintain and test
2. Consistency and authenticity are key on Snapchat
3. Repurpose your Snapchat content on your own channels and via influencers to extend the platform's reach
4. Value unique views and completion rate over screenshots and score
5. Be creative with your content and TELL GOOD STORIES!

# THANKS!

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