

SNAPCHAT

FOR BUSINESS & BRANDING



ABOUT ME

LARISSA VON LOCKNER



Social Media at PwC



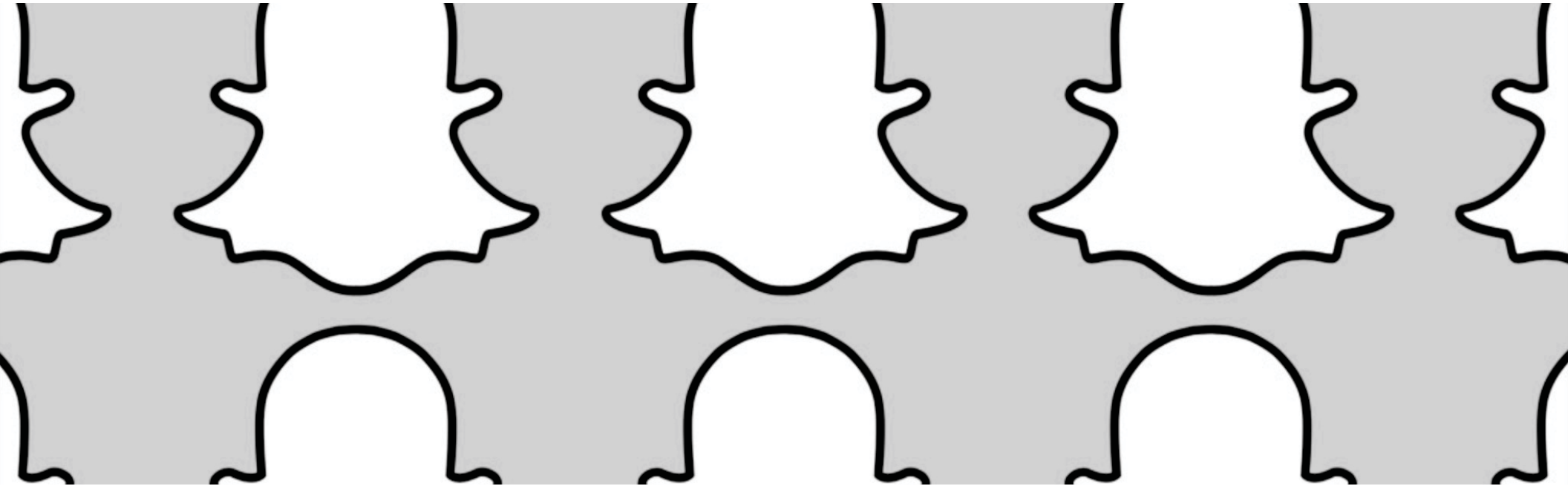
Larissvon



Larissvon



Larissavon



WHAT ARE WE TALKING ABOUT TODAY?

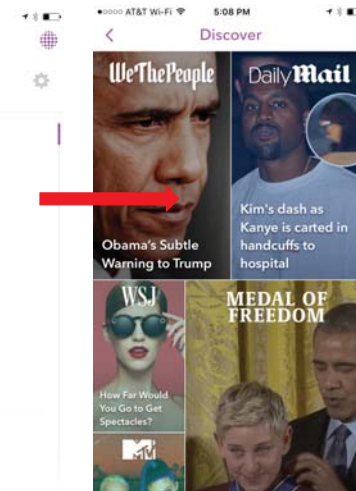
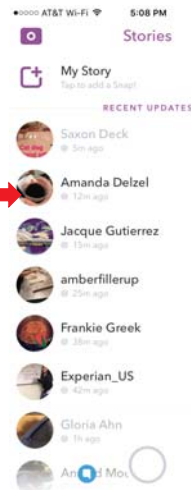
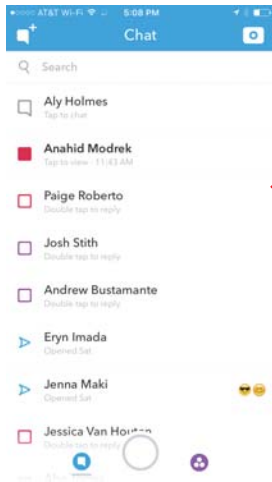
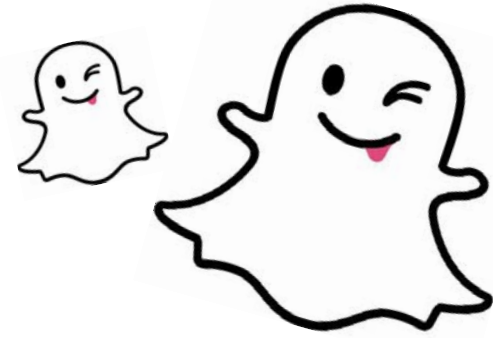
- Snapchat layout
- Snapchat stories
- Snapchat memories
- Bitmojis, stickers, lenses
- xPromo with a Snapcode

#PRNEWS | @LARISSVON

THE LATEST: SNAPCHAT LAYOUT



SNAPCHAT LAYOUT

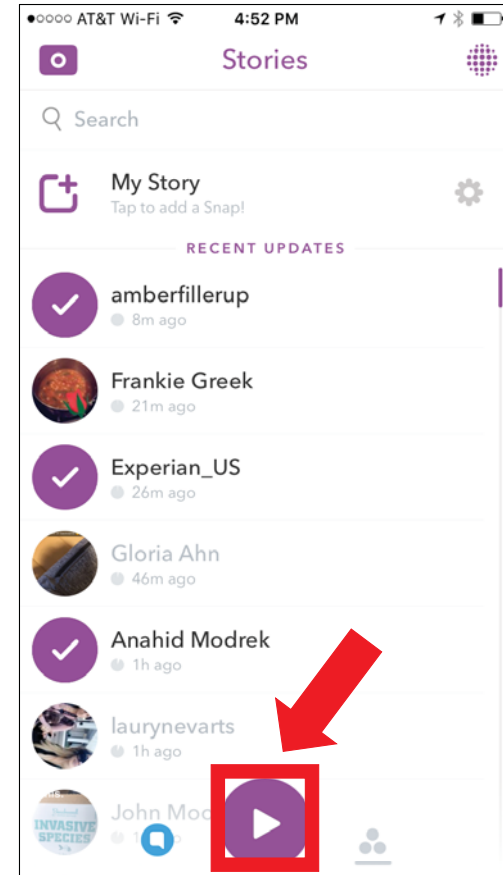
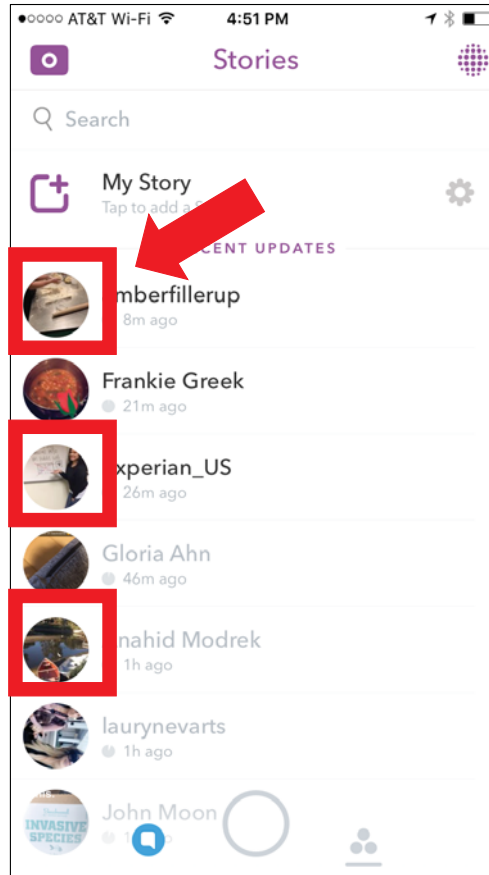


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STORIES

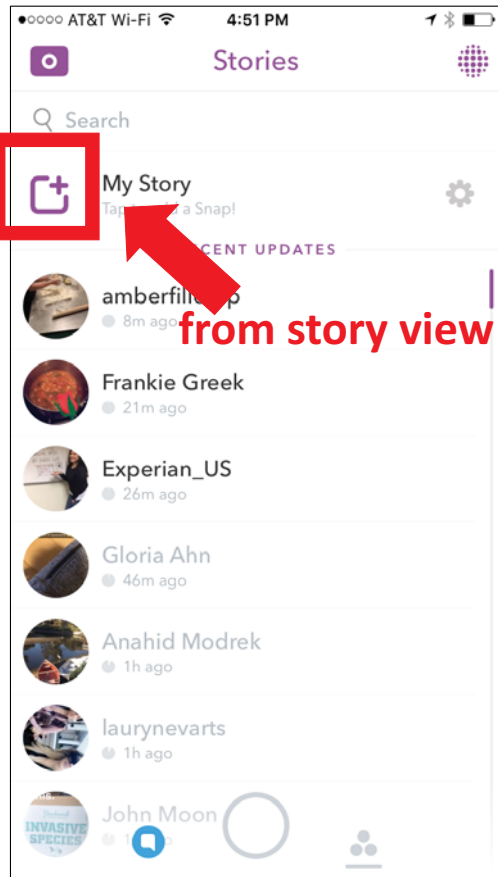


SNAPCHAT STORIES: PLAYLISTS

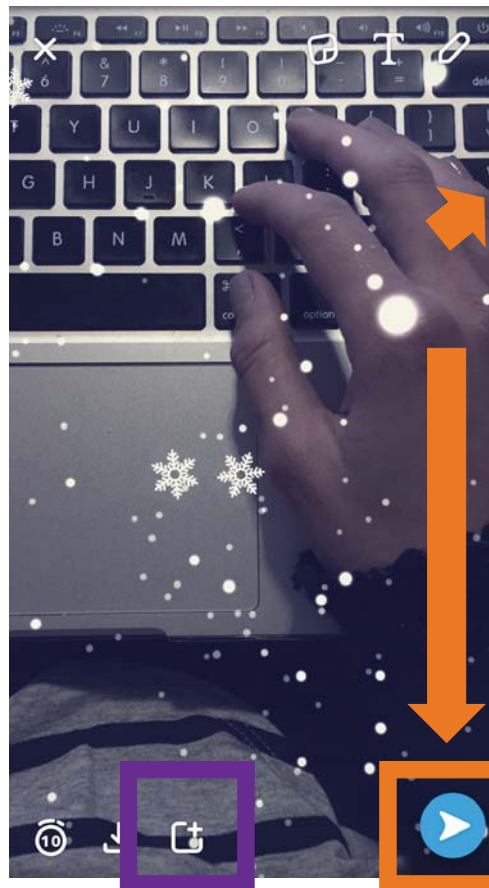


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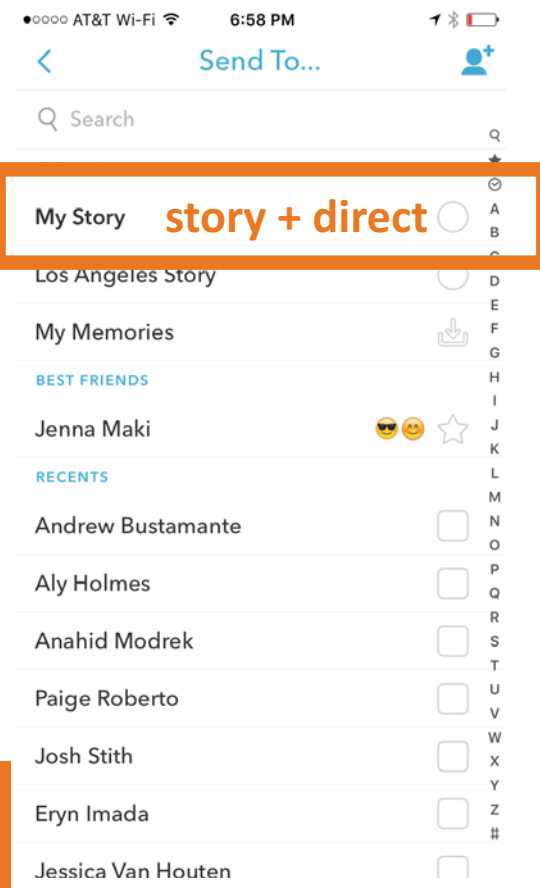
SNAPCHAT STORIES: POSTING CONTENT 3 DIFFERENT WAYS



from story view



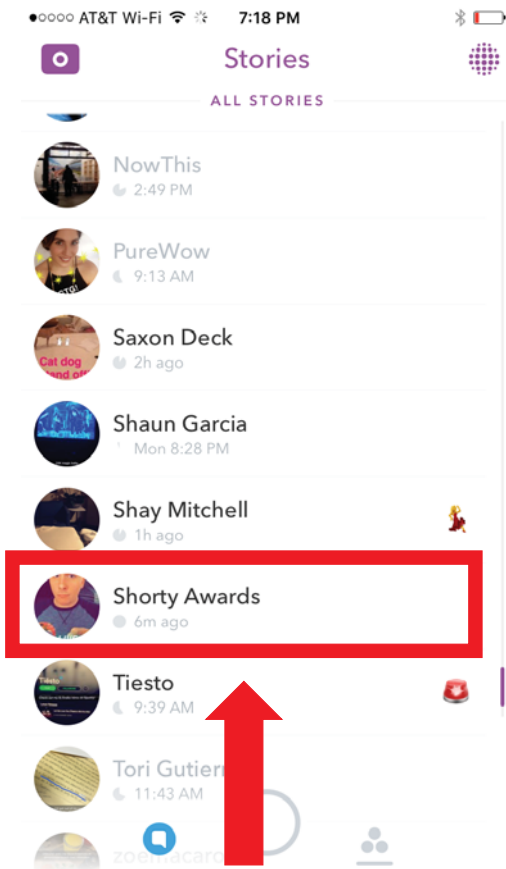
from camera view



My Story story + direct

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SNAPCHAT STORIES: ENGAGING



select a story to watch



swipe up

draft a message + send

