

SNAPCHAT

FOR BUSINESS & BRANDING



ABOUT ME

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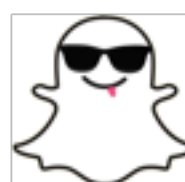
Social Media at PwC



Larissvon



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WHAT ARE WE TALKING ABOUT TODAY?

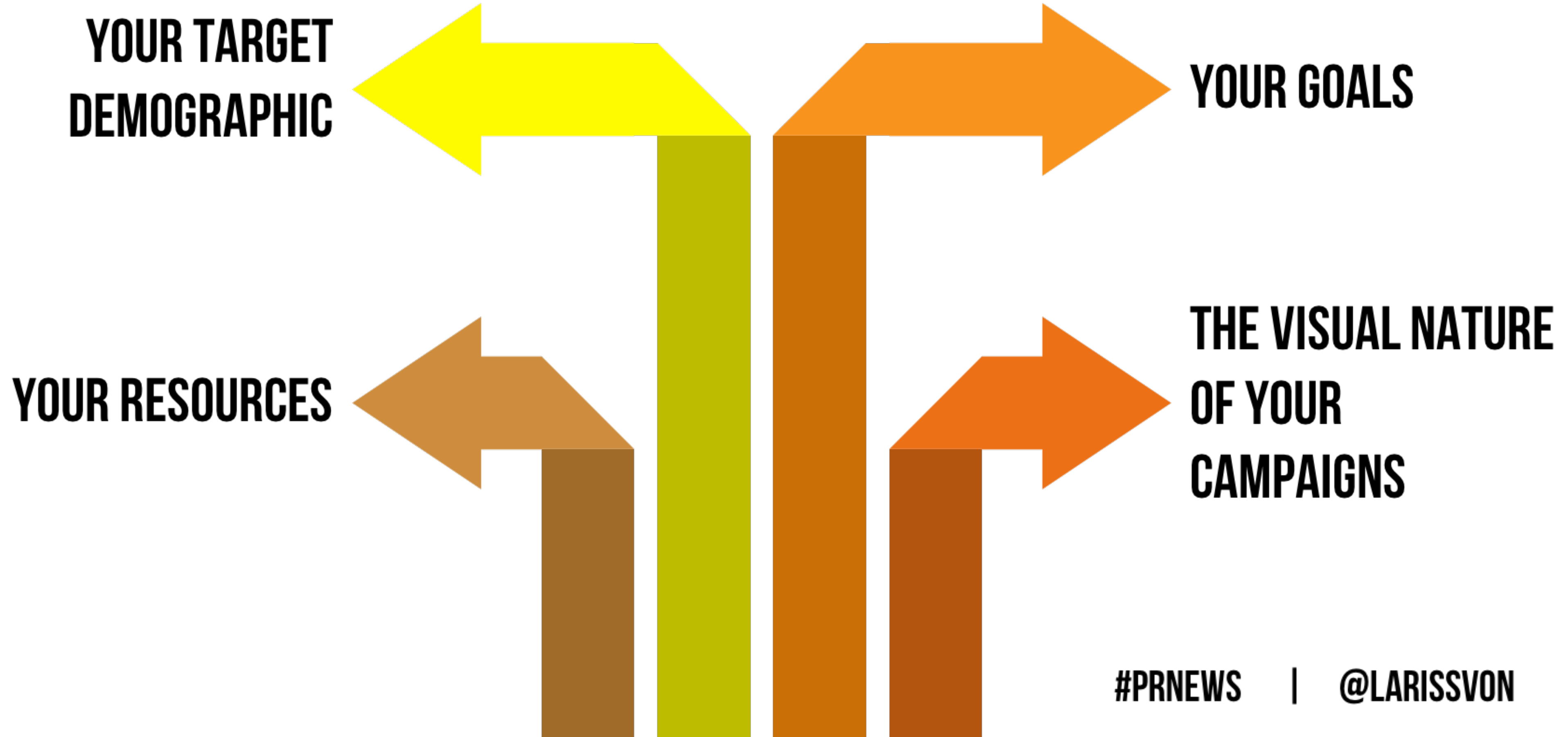
- Beyond the Snaps: Determine if your brand should be on Snapchat
- Managing an editorial calendar for a large brand
- Real life examples
- Frequency + Cadence

**THE BIG
QUESTION:**

**SHOULD YOUR
BRAND BE ON
SNAPCHAT?**



BEFORE GETTING YOUR BRAND ON SNAPCHAT, CONSIDER:



SO WHAT WORKS?

YES



- Live physical presence
- Compelling unique content
- A target audience that uses Snapchat
- A “real-time” element
- Creative
- Fun

**“SNAPCHAT IS
THE FASTEST
GROWING SOCIAL
NETWORK”
-ADWEEK**



FORGET ABOUT IT

- No on-site or real-time presence
- Private, invite only events
- A target audience that does not use Snapchat
- Technical

**CREATING
AN
EDITORIAL
CALENDAR**



ORGANIZE CONTENT

- **HAVE A CALENDAR:** The key to a successful snapchat strategy is to create an editorial calendar that aligns with *preexisting campaigns, events, and conversations.*



EXAMPLE EDITORIAL CALENDAR

	A	B	C	D	E	F	G
1	Campaign date	Campaign name	Requestor(s) and/or Stakeholders	Snapchat producer(s)	Strategy	Status	Footage uploaded to youtube?
2	11/11/16	Veteran's Day	CR Team	Larissa	https://docs.google.com/document/d/1mqQi-CnYwyVPb1p2peFj0rtYD01e05737-VMUn_a_bkg/edit	Complete	Yes
3	11/18/16	Holiday Outlook	Retail Marketing	Leslie	https://docs.google.com/document/d/1mqQi-CnYwyVPb1p2peFj0rtYD01e05737-VMUn_a_bkg/edit	Complete	Yes
4	11/29/16	Black Friday	Retail Marketing	Katrina	https://docs.google.com/document/d/1mqQi-CnYwyVPb1p2peFj0rtYD01e05737-VMUn_a_bkg/edit	Complete	No
5	12/9/2016	Flexibility Fridays	Recruiting	Larissa	https://docs.google.com/document/d/1mqQi-CnYwyVPb1p2peFj0rtYD01e05737-VMUn_a_bkg/edit	Pending	No
6	12/14/16	Recognition	Recruiting	Larissa	https://docs.google.com/document/d/1mqQi-CnYwyVPb1p2peFj0rtYD01e05737-VMUn_a_bkg/edit	Pending	No
7	12/23/16	Holiday Break	CR Team	Katrina	https://docs.google.com/document/d/1mqQi-CnYwyVPb1p2peFj0rtYD01e05737-VMUn_a_bkg/edit	Pending	No

BE A GATEKEEPER

- **BE SELECTIVE:** Don't snap about everything. Content should be raw, fun, visual, and interesting!
- **IF YOU'RE A LARGE FIRM:** Consider setting up a Snapchat Editorial Board to review Snapchat requests.
- **LESS CAN BE MORE:** Snapchat allows you to tell your stories in a dynamic way. Unlike other channels, there's no need to have a regular cadence or to share content everyday.



EXAMPLE EDITORIAL BOARD PROCESS

1. Pitch us your story. What is the overall storyline? What is the story angle?
2. Give us the “so what.” Why will our Snap followers want to watch this story? .
3. How will this story engage our Snap followers? What do you want them to do after watching the story?
4. What is this story going to look like visually? What are some specific images and videos that might capture the story?
5. What snippets of text will you use to tell your story?

HAVE A PURPOSE

PwC's Purpose on Snapchat:

- **To provide a cutting edge view** of our people and our events through footage that is raw, real, and in the moment.
- **To humanize our brand:** Snapchat allows us to show off a more personalized side of the brand that our followers can relate to.
- **To engage:** Snapchat is heavily used among our millennial population and allows for higher levels of immediate interaction as compared to other social channels.

