

GETTING RESULTS IN A **Snap**

Matt Steele
communications supervisor
San Diego Zoo Global





SAN DIEGO ZOO

WHY SNAPCHAT?

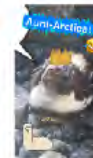


Youth FACTOR

- 60% of users are under 25
- 20% haven't graduated high school
- Only 2% baby boomers

but...

- More than half of new users are over 25



**RULES
DON'T APPLY**

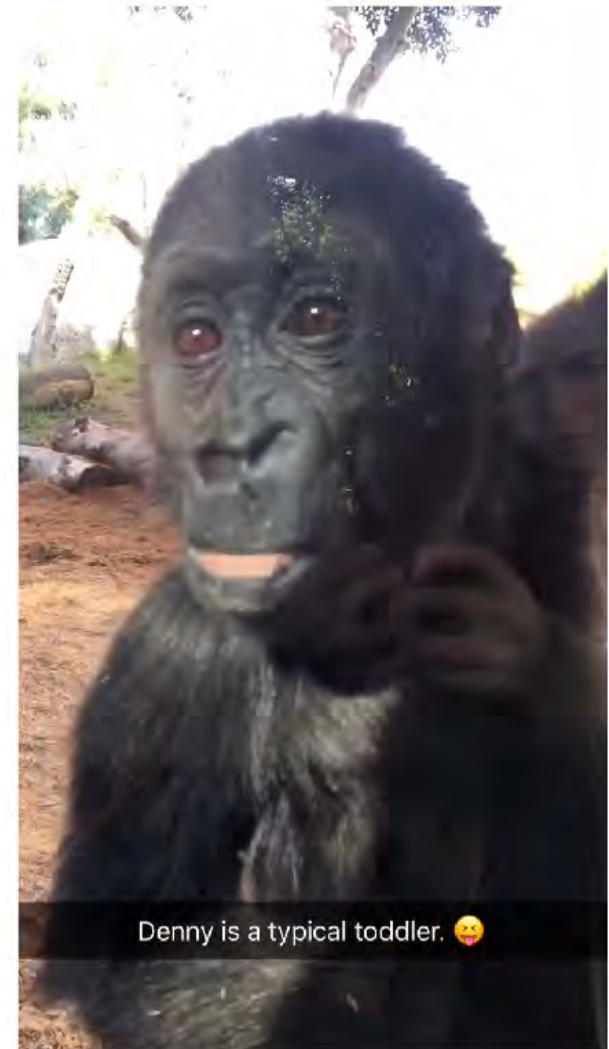


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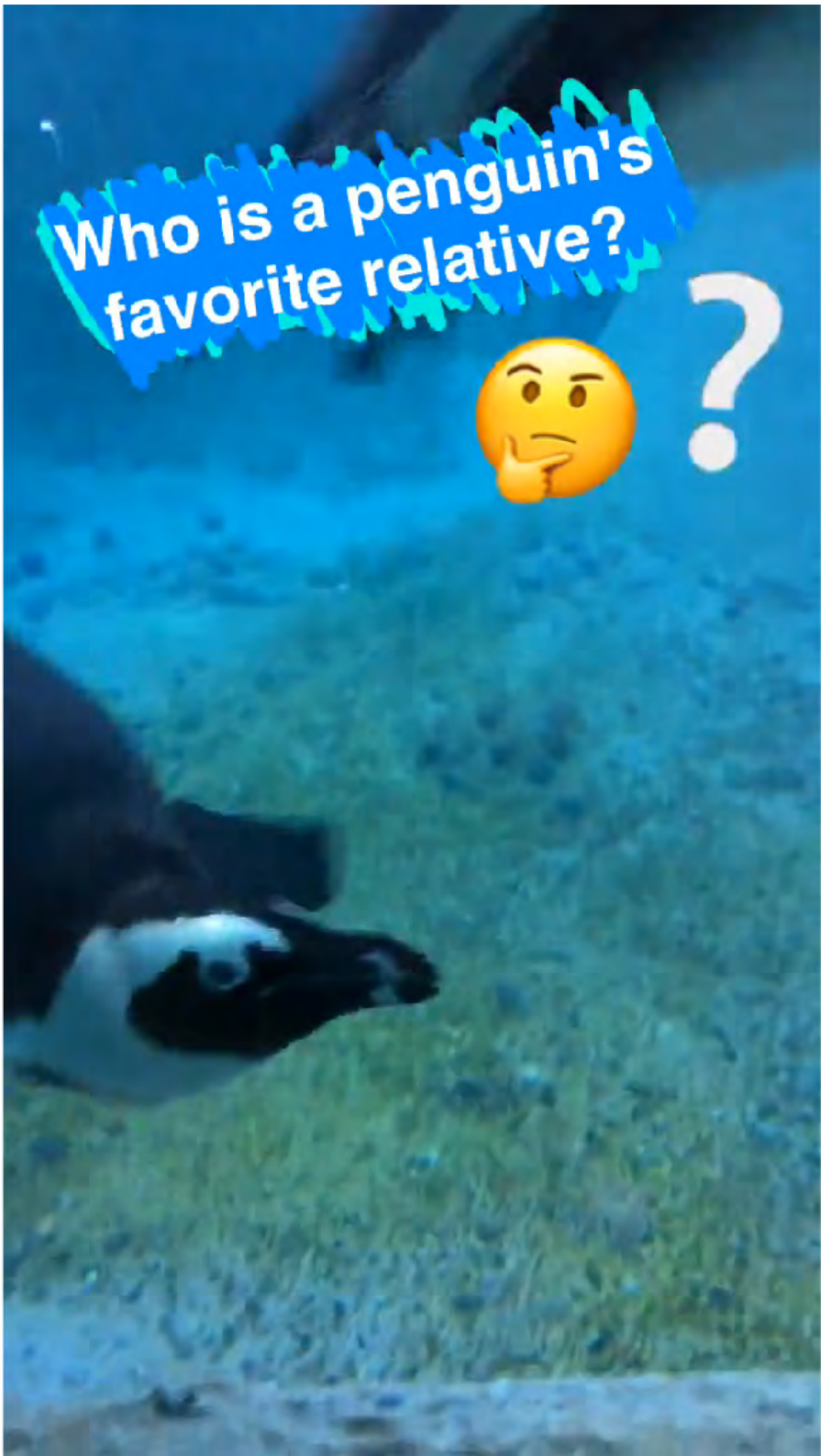
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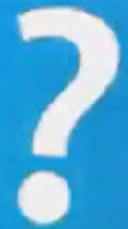
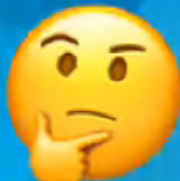


source: <https://blog.hootsuite.com/snapchat-demographics/>

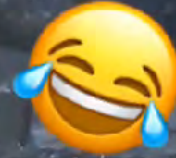
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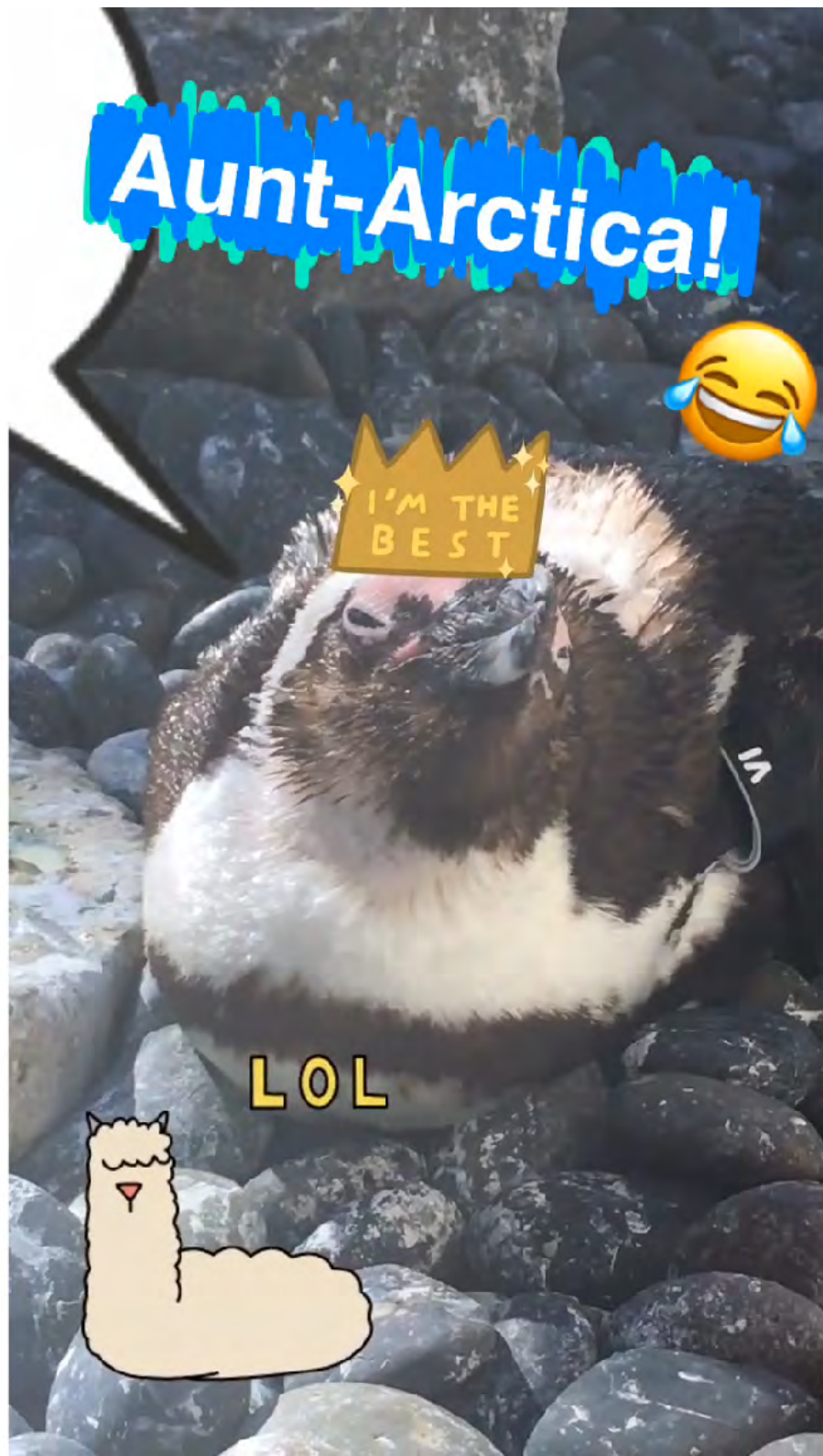
Who is a penguin's favorite relative?



Aunt-Arctica!



LOL





OUR APPROACH

300x
PLAYED & UNPLAYED



477
WEIRD




810-FILTERS



MIX:

PLANNED & UNPLANNED



Giant anteaters have no teeth, but a specialized tongue allows them to eat up to 30,000 s & termites each day.



Good morning ladies!
Galapagos tortoise females are
much smaller than males.

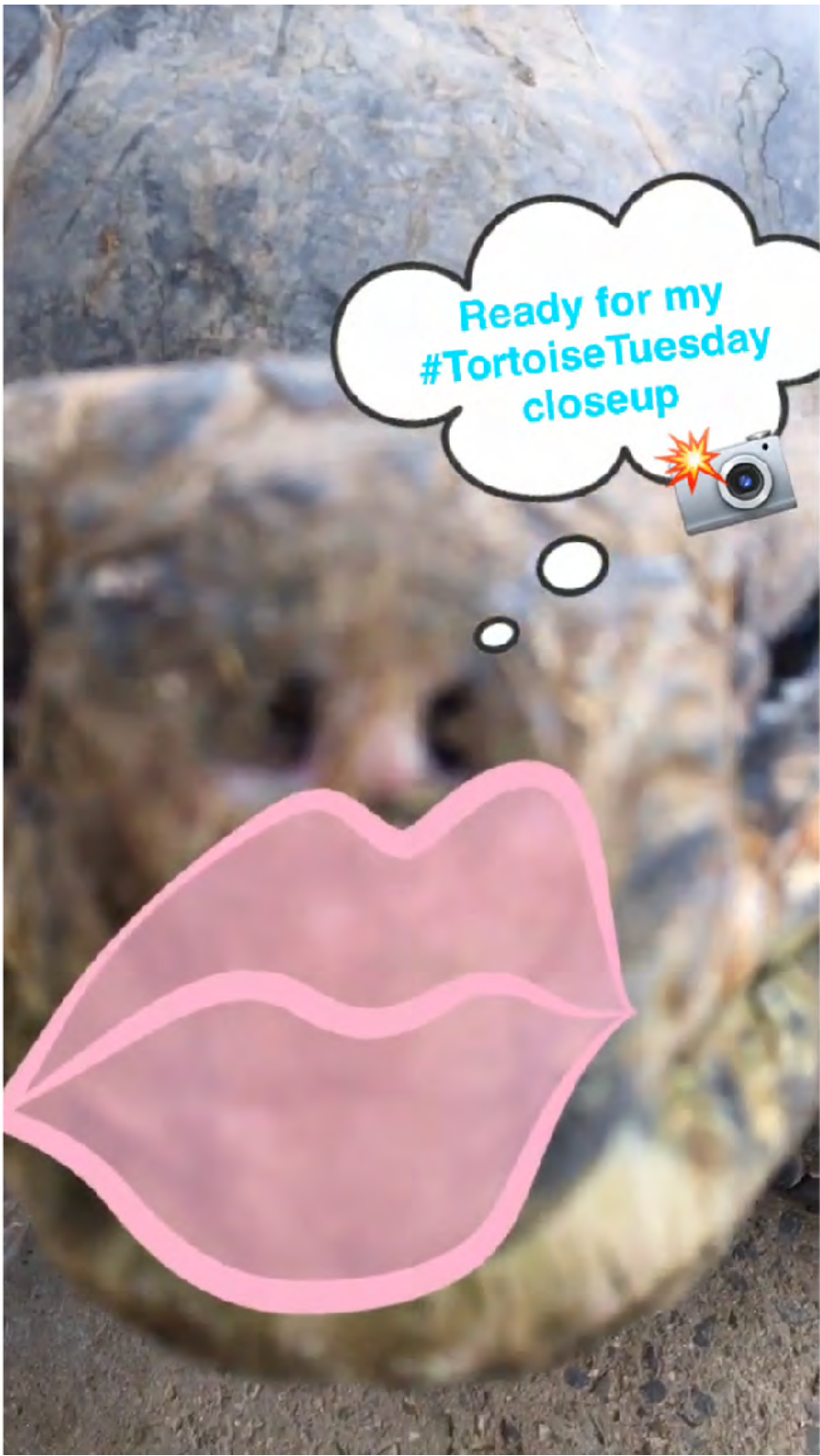
Good
morning



GET
WEIRD

soFISHticated





Ready for my
#TortoiseTuesday
closeup



WTF

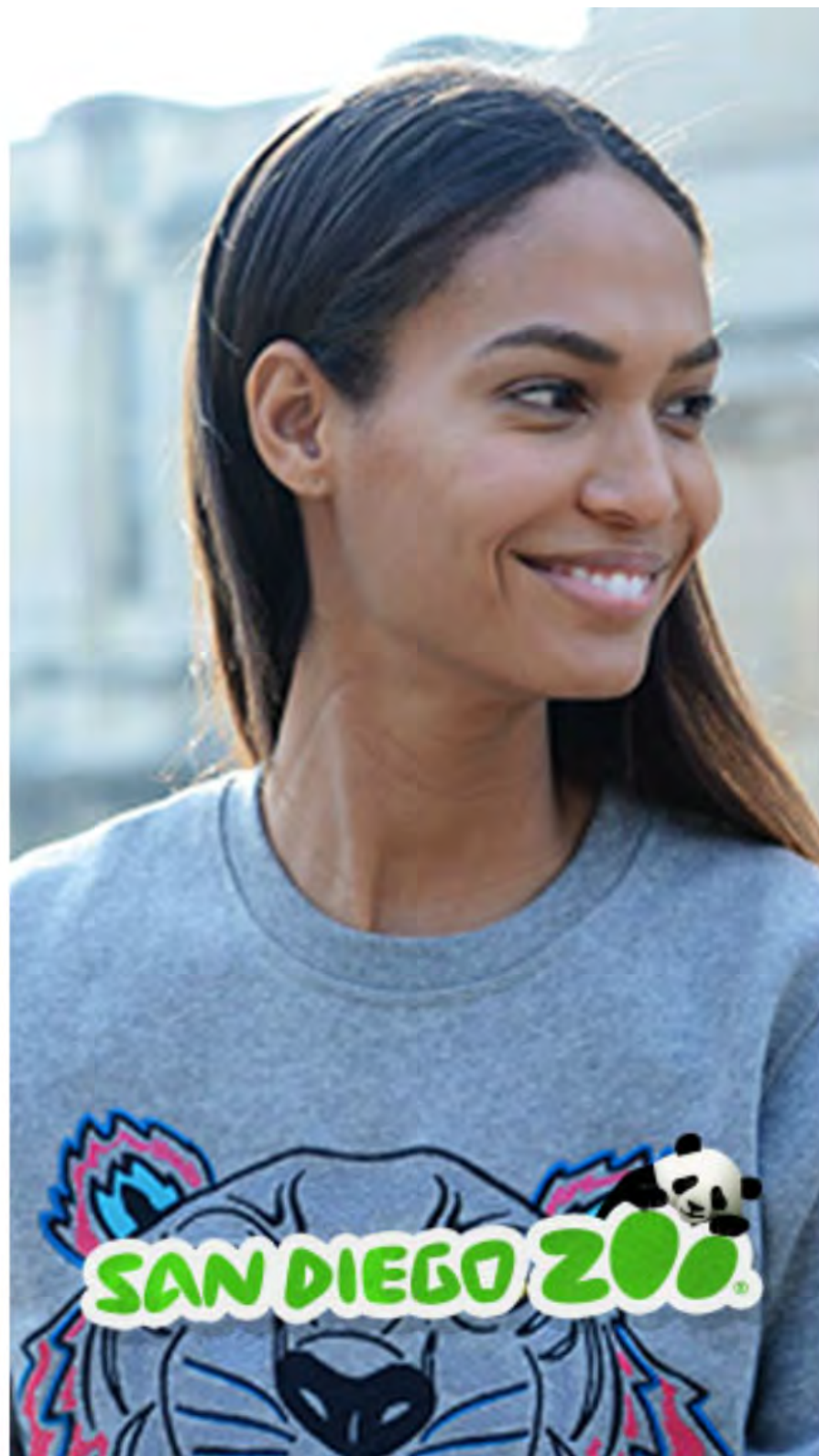
Incoming!



FIRE!

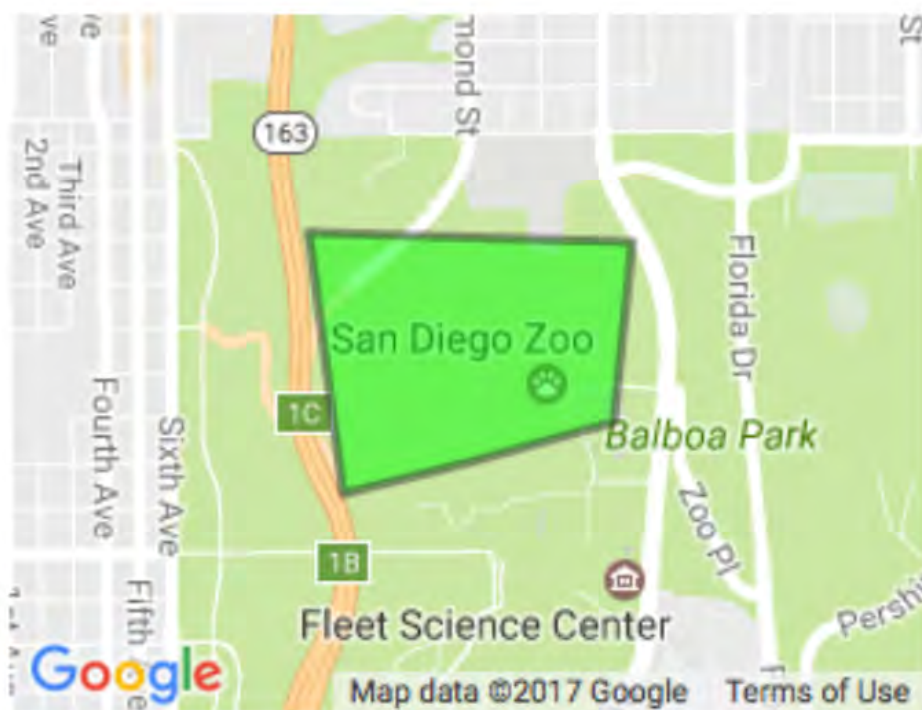
GEO-FILTERS







Order Summary



Email:	msteele@sandiegozoo.org
Start Time:	February 15, 2017 3:00 PM PST
End Time:	March 15, 2017 4:00 PM PDT
Area Covered:	4,691,162 Sq Ft
Total:	\$20,414.98 USD

I agree to the [Privacy Policy](#), [Terms of Service](#) and the [On-Demand Geofilter Terms and Conditions](#).

Order Summary



Email: msteele@sandiegozoo.org

Start Time: February 15, 2017 3:00 PM PST

Renewal Time: February 15, 2018 3:00 PM PST

Area Covered: 4,691,162 Sq Ft

Total: **\$68,491.03 USD/Year**

San Diego Zoo 🐼

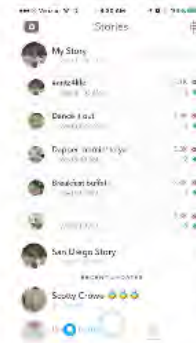
Just now



MEASUREMENT (OR LACK THEREOF)



OF SNAPS SENT
& RECEIVED



VIEWS PER
SNAP

**HOW WE JUSTIFY
SNAPPING**

- The most to reach for (40% improvement)
- More snaps per (2x volume)
- A complete or partially high or quality engagement
- Most have track, metrics, & link

San Diego Zoo



San Diego Zoo sandiegozoo 2,070

+ Added Me

+ Add Friends

My Friends



OF SNAPS SENT & RECEIVED



Stories



My Story

Wed 11:35 AM



#antz4life

Wed 11:35 AM

3.1K



4



Dance it out

Wed 10:22 AM

3.3K



2



Dapper mornin' to ya

Wed 9:49 AM

3.3K



9



Breakfast buffet

Wed 9:09 AM

3.4K



5



San Diego Story

Wed 9:02 AM

3.5K



10



RECENT UPDATES



Scotty Crowe 🐟🐟🐟

10m ago



Pri Francisco



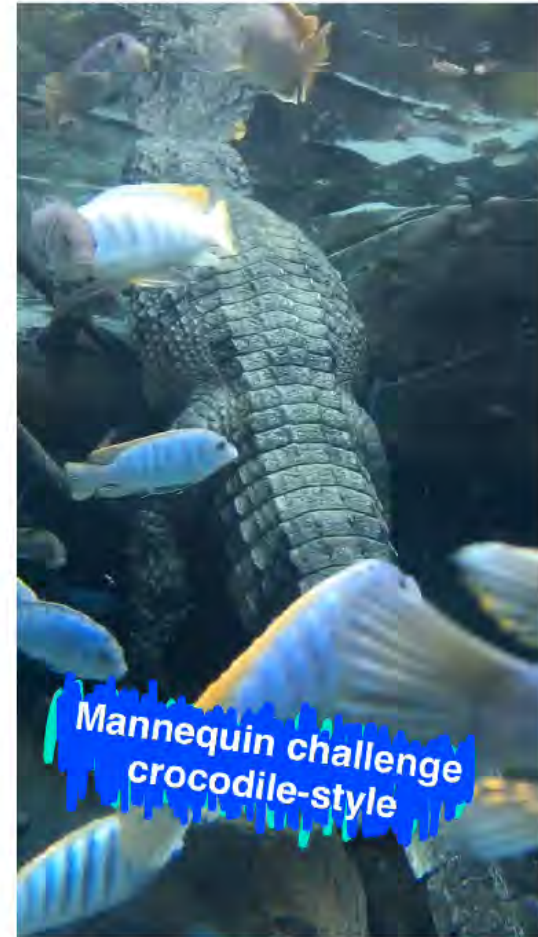
IEWS PER
SNAP

HOW WE JUSTIFY SNAPPING

- Top tweet this month had 2,900 engagements
- Most snaps get 3.5k+ views
- A snap view is typically higher quality engagement
- Most users watch more than 1 snap

So...

Average snap view = 2+ clicks & 10+ seconds of engagement



OTHER TACTICS

INFLUENCERS

- Do your homework
- Agency or in-house?
- Paid or trade?
- Storyboard
- Track results



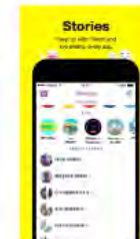
Shaun Ayala



PARTNERSHIPS

live story

- 5.97m views
- 74% of viewers were between ages 13-24
- Top countries were: US, UK, France



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Shaun Ayala



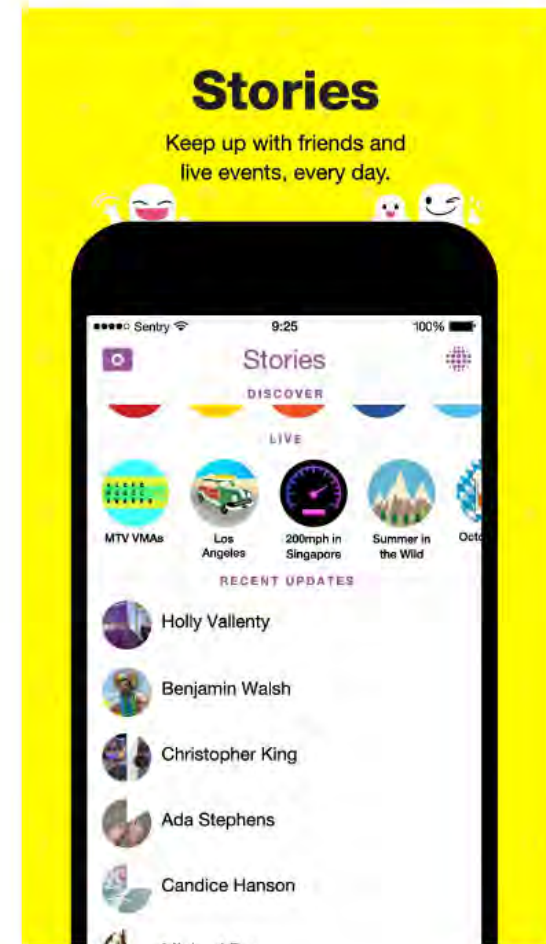


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