

**SNAPCHAT IS ONE OF THE FAST-GROWING SOCIAL MEDIA PLATFORMS. OVER 100 MILLION PEOPLE USE SNAPCHAT EVERY DAY. SNAPCHATTERS WATCH OVER 10 BILLION VIDEOS PER DAY. IN SHORT, SNAPCHAT IS ABOUT GREAT STORYTELLING. WHAT IS THE STORY OF YOUR BUSINESS THAT YOU CAN SHARE USING SNAPCHAT?**

Here are a few ideas and resources for making the most of it for business.



### **GIVE A SNEAK-PEEK BEHIND THE SCENES**

For my business, I've used Snapchat to share fun travel stories as I crisscross the country for speaking engagements; I also love to share quick tips and 'the story behind the story' of what you may see on Facebook or Instagram. Are you a Realtor? You can showcase a sneak-peek into your day; working with clients, the process of your day, highlights from the neighborhoods you visit, and just how hard you work for your clients!



### **PROMOTING LIVE EVENTS**

We are seeing this with the NBA, NHL, college sports; many organizations like the Golden State Warriors create Snap Stories the day of a big game – highlighting the practice on the court, the behind-the-scenes snaps. Are there live events you are at in your local community you could Snap and share? If you are nervous about being on-camera, this is a great place to start!



### **HAVE FUN WITH THE PLATFORM**

Get a little silly and creative, and don't be afraid to show a more personal side of you! Think in terms of stories and what story can you tell each day about your business? If you already have a strategy in place for other platforms – can that be cross-pollinated on Snapchat too? For example, you may post a #MondayMotivation graphic every Monday on Instagram. Using that theme – could you share 5-10 motivational quotes on Snapchat on Monday? Consistency and repurposing content is key!



### **CREATE CUSTOM GEO-FILTERS**

You can now easily create a custom geo-filter for your business by going to <https://www.snapchat.com/on-demand>. This is a great way to increase exposure for anyone using Snapchat in the location of your business. Imagine doing this for an Open House, a local concert or any local gathering. The potential brand exposure is exciting.



### **PARTNER WITH INFLUENCERS**

We are seeing brands and influences do a "Snap Swap" where they will swap accounts for the day, or businesses will have influencers take over their account for a day. Social media influencers can help spread brand awareness and reach. By partnering with key Snapchat influencers in your area, you can spread awareness to a demographic that's hard to reach through traditional media. Are there other Snappers in your area? Swap accounts for a day to grow your Snapchat presence.



#GetSocialSmart

## SNAPCHAT FOR BUSINESS (CONTINUED)

[getsocialsmart.com](http://getsocialsmart.com)

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### ADVERTISE

Depending on your budget, there are some exciting options for advertising on Snapchat. According to Snapchat, here is the breakdown on Snapchat advertising options:

- **Snap ads.** Snap Ads offer the best in mobile video ads with the choice to add an interactive element below. Snap Ads always begin with an up to 10-second vertical, full screen video ad that appears in the context of other Snaps. You can also give Snapchatters the choice to swipe up and see more, just like they do elsewhere on Snapchat. Swiping up reveals extended content like a long form video, article, app install ad, or mobile website. The swipe-up rate for Snap Ads is 5x higher than the average click-through rate on comparable platforms.
- **Sponsored Geofilters.** Sponsored Geofilters are tiny pieces of art that always make an impression. When Snapchatters in the location(s) of your choice take a Snap, they'll be able to see your Geofilter and use it to explain where, when, and why they took the Snap. Whether your campaign covers a specific location, a major event, or every mall in America, Geofilters uniquely allow brands to take part in the hundreds of millions of Snaps sent between friends each day on Snapchat. In the US, a single National Sponsored Geofilter typically reaches 40% to 60% of daily Snapchatters.
- **Sponsored Lenses.** Sponsored Lenses offer a completely new take on brand activation, offering not just an impression, but “play time” — the time Snapchatters spend playing with the interactive ad you've created. To activate Lenses, Snapchatters simply press and hold on their faces. Some Lenses include prompts like “raise your eyebrows” to trigger an animation, adding a fun twist to the experience. And when you're finished playing, it's easy to send Lenses to a friend or post one to your Story. On average, Snapchatters play with a Sponsored Lens for 20 seconds.

How are you using Snapchat for business?  
Snap me! I'm @katielance1 on Snapchat!

