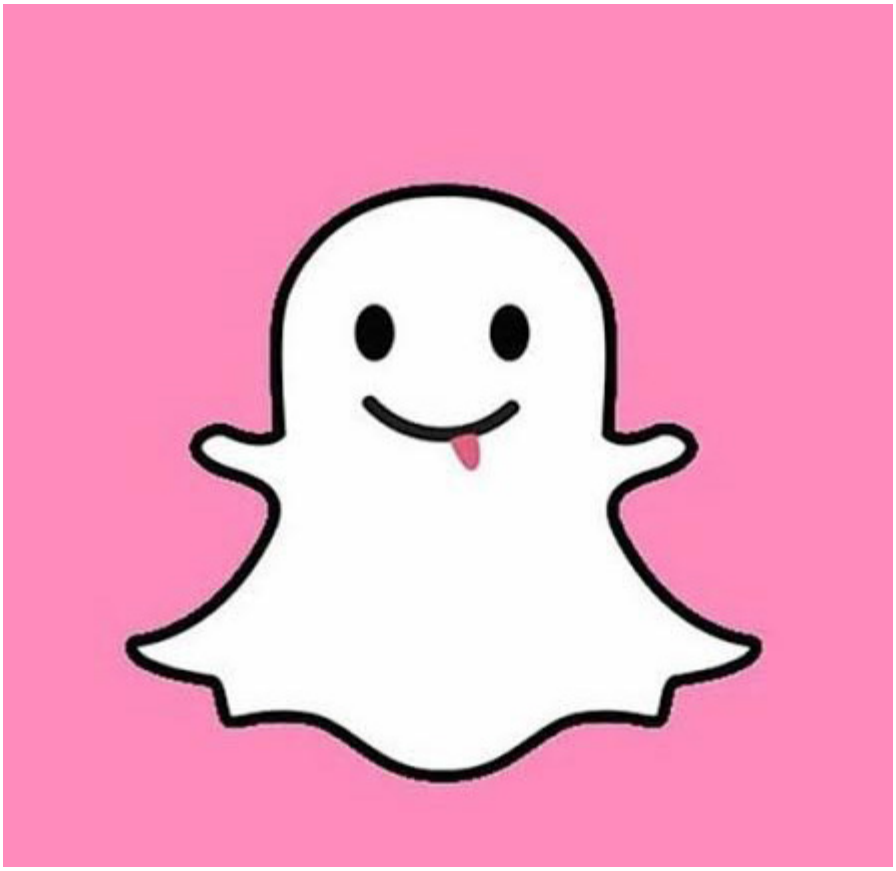
HOW TO USE SNAPCHAT TO BUILD YOUR BRAND

Over 400 million snaps every day.
More users than Twitter.
70% of users are millennials.
60% of 13-34 year old smartphone users are also Snapchatters.

Y'all...**Snapchat is the name of the game.**



This guide contains a detailed look at the marketing benefits of Snapchat as a social media platform, as well as how to best use them to rock. your. Snap.

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SNAPCHAT BENEFIT:

Perspective. Snapchat is probably the only social media platform right now that can't be scheduled in advance. There is no DSLR option - it's all from your own iPhone camera view.

HOW TO USE IT:

Mix it up! Include a good variety of selfie-oriented shots + your point of view. Let your viewers really see your world as you see it - it's a fun way to truly step in someone else's shoes!

SNAPCHAT BENEFIT:

Unharnessed creative potential. With ever-changing filters, brightly colored doodle-ability, and stickers, you're not just sharing photos and videos - you're sharing bite-size art.

HOW TO USE IT:

Gone are the days of simply snapping pics of your daily activities. That's snooze-fest, people. Build your brand by **creatively representing it.** Say your brand is a PIZZA brand (um, yum). Think outside of the box. Sure you can share photos of your pizza, or videos of yourself/others eating pizza...you can also get creative. For a funny twist, you could snap photos of famous figures (think George Washington, Spiderman) and use the doodle tool to draw slices in their hands. Consider not even snapping a pic - just use a blank background and get to DRAWING with the doodle function. An unexpected pop of childlike color + fun in a Story.

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SNAPCHAT BENEFIT:

Relatability x Authenticity. Two buzz words of the day. Because of the immediacy and snap-click-post feel, Snapchat's success is built about realness. Filters are obviously filters, so there's no room to overly edit to the point of perfection before posting.

HOW TO USE IT:

Be true to YOU. Whether that means you personally (if you're just using Snapchat for more personal use), or you as the face of your brand (whatever that might be), or BOTH...do it! "Be yourself" might sound cliche, but too often peeps have a stick up their booty being so prim and proper and promotional on Snapchat...and it just doesn't work. Snapchat is so intimate and personal, so the best promotions are done in a way that makes you feel like you're chatting with your best friend. If you wouldn't send it to your bestie directly, don't post it to your story. Now THAT'S authentic. *fist pump*

SNAPCHAT BENEFIT:

Instant gratification. This whole I WANT IT AND I WANT IT NOW (remember the golden goose?) mentality of the millennial generation? Snapchat has ya covered.

HOW TO USE IT:

Build your brand by upping the ante. You know they want it now, and they're *expecting* it now. Play around with that. Include some countdowns. Encourage people to take action by snapping a screenshot if they REALLY want to see something.

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SNAPCHAT BENEFIT:

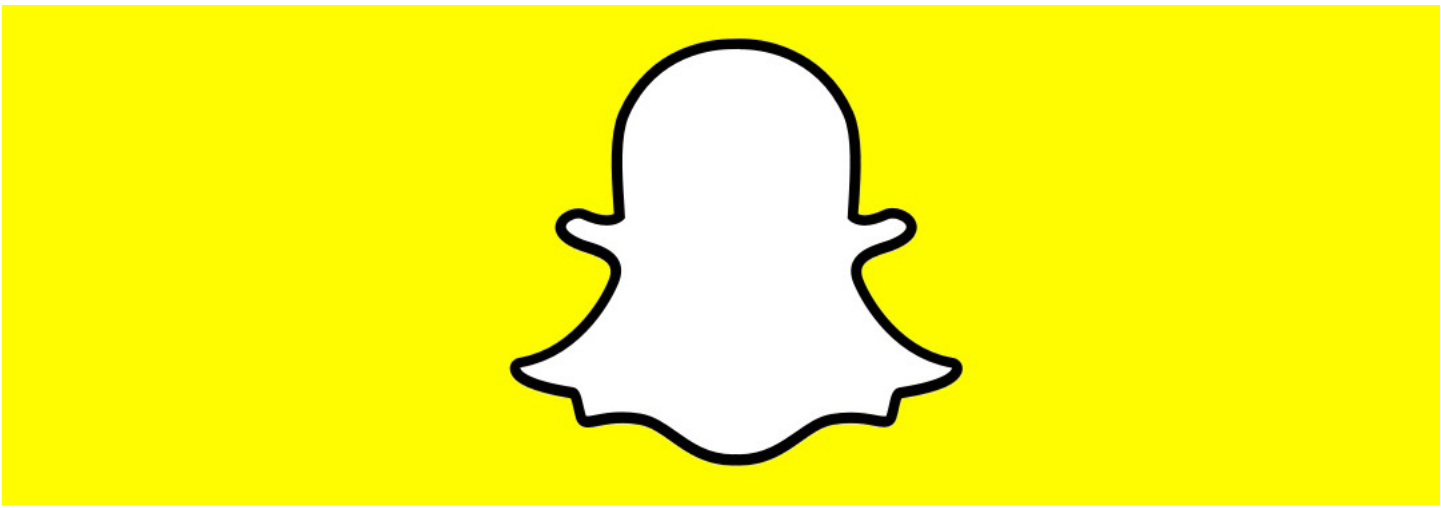
FULL. ATTENTION. Snapchat is one of the *only* social media platforms right now that actually captures the viewer's FULL attention, given the nature of video size. A vertical video takes up the entirety of your phone screen, so whether it's the view from your couch or a Taco Bell advertisement, all eyes are only on that - and not on the other 32 pop-ups and bright flashing things that are otherwise trying to steal away everyone's already short-attention spans.

HOW TO USE IT:

Be ENGAGING. You want people to watch your full Snap story and not just breeze through it, right? Be cognizant of how you would feel if you were a random viewer. Do you really want to watch a 10 second video of someone's tomato sandwich? Would you be interested in seeing 12 photos in a row that are grainy and crappy quality? You've got their full attention - don't abuse it.

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SNAPCHAT BENEFIT:

Immediacy. Snapchat can't be scheduled like Facebook, Twitter, or Instagram. It can't be pre-planned and doctored up and posted to perfection while you binge Oreos + Netflix in sweats. It's real.

HOW TO USE IT:

Take advantage of FOMO, but make it user-friendly. Include a call to action to get your viewers engaged. There are no forms of engagement built into Snapchat; you see who has "viewed" something, but there is no "like" or "comment" option besides a physical snap back. To keep peeps interested in your immediacy, encourage screenshots and get people taking action to see what's next in your "behind the scenes." Especially if you're doing something fun (going on vacation? at an event? a fun holiday?), your viewers like feeling like they have immediate private access at the tap of their thumb.

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SNAPCHAT BENEFIT:

Instantly connective. Because it's not scheduled, anything you capture is actually happening *right now*, and your viewers can instantly connect back with you.

HOW TO USE IT:

Remember to SNAP! Sometimes I'm so busy enjoying the present moment that I completely *forget* to Snap. Which is totally okay - enjoying the present moment is ESSENTIAL (sans technology). But when you're trying to grow your brand, sometimes you have to remember to clue your peeps into the fun! Take a hot sec to snap a quick pic or video when you think of it - it will help you GROW.

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Aaaaaaand that's a wrap, Snap Queen ™!
I hope this guide proves to be a helpful resource as you keep on snapping. If you've found all of this information to be useful and game-changing, I would lovelovelove if you'd click here to share this resource with your own followers. I'm sure they would love to grow their brands with Snapchat, too! ;)

