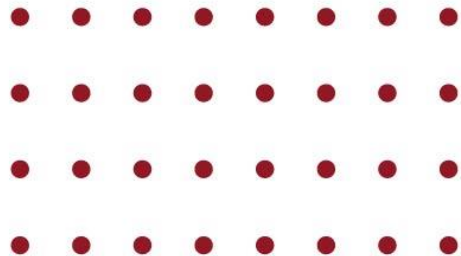


# Snapchat for Business



Snap it Well



**Snapchat is the #1  
platform where people  
enjoy sharing what life is  
actually like or random/  
funny moments.<sup>1</sup>**

**93%**

of Snapchatters  
enjoy sharing  
and celebrating  
moments in their  
life on Snapchat.<sup>1</sup>

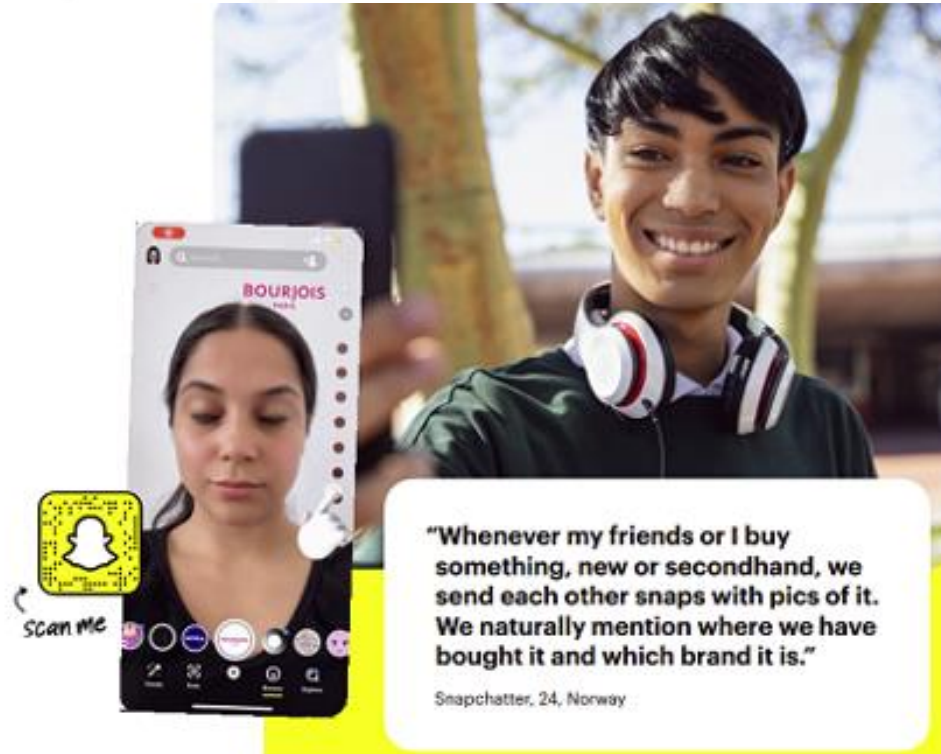


**"I prefer to post more personal things on my Snapchat — I post more about my kids, more about my husband and my life. It feels more personal...you're seeing real insights about how someone's day is going."**

Snapchatter, UK, 31

# 93%

of Snapchatters are interested in using AR for shopping,



# Global Insights

#	LOCATION	REACH vs. POP. 13+	TOTAL REACH	#	LOCATION	REACH vs. POP. 13+	TOTAL REACH
01	LUXEMBOURG	80.0%	442,500	11	JORDAN	44.0%	3,300,000
02	SAUDI ARABIA	72.8%	20,450,000	12	NETHERLANDS	43.9%	6,550,000
03	NORWAY	70.3%	3,300,000	13	PALESTINE	40.8%	1,450,000
04	BAHRAIN	59.3%	885,000	14	U.A.E.	40.6%	3,550,000
05	KUWAIT	57.1%	2,050,000	15	U.S.A.	38.2%	107,950,000
06	IRAQ	54.4%	15,350,000	16	U.K.	36.8%	21,350,000
07	DENMARK	50.8%	2,550,000	17	OMAN	36.7%	1,550,000
08	SWEDEN	47.4%	4,100,000	18	BELGIUM	34.6%	3,450,000
09	IRELAND	47.0%	1,950,000	19	NEW ZEALAND	34.3%	1,400,000
10	FRANCE	44.3%	24,700,000	20	AUSTRALIA	34.0%	7,350,000

## Why Use Snapchat for Marketing?

- More than 363 million active daily users.
- Snapchat marketing also tends to feel more authentic.
- More than 82% of whom are 34 or younger.
- The most active users are 13-year-olds.

→ If your brand is going after Millennials or Gen Z, you need a presence on the app.

As per Snapchat, the average user snaps between 20 and 40 times and spends at least 30 minutes on the app per day.

## Original Content

- Showing followers what's happening right now.
- Not using digitally modified, airbrushed, and perfect-looking pieces of content.
- Showing the brand as it is.

**People love that ;-)**

## Content Ideas

- **Sneak peeks:** Snapchat is a great way to get people excited about a new product or service that people have been asking for. A simple image that says "*It's here...*" can get people excited about a new release, get them to share it, and talk more about your brand.
- **Behind the scenes:** Makes your audience feel like they are part of the experience and "in the know."
- **Content made by users:** Invite your audience into your Snaps to get more attention → contests, giveaways, invite people to use your custom hashtag or mention your brand in their own Snaps.



## Content Ideas

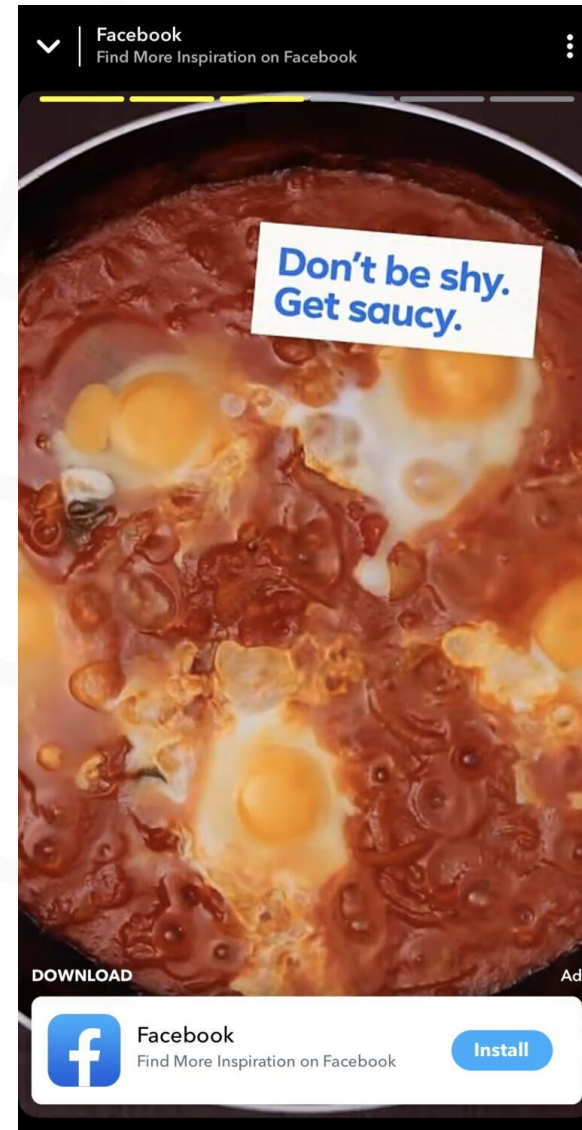
- **Interactivity:** Make things that your followers can do, like asking them to send you Snaps of them using your product or interacting with you in some other way.  
  
→ ***Ask the audience to fill in the blank in the sentence "I use my [name of your product] to" and the best answers will be used in your story or get a prize.***
- **Testimonials:** Have a customer who loves your business a lot? Ask them to explain why in a short video, which you can then share with your audience.
- **Coupons or QR codes:** Give your followers a reason to look at your Snaps. Add a digital coupon or QR code that leads to a page with a special offer.

# Snapchat Ads



## Snapchat Ads

## Snapchat Ads



[ads.snapchat.com](https://ads.snapchat.com)

## Create Ads

How would you like to create today?



### Instant Create

Create a **single ad** in less than 5 minutes. Add creative, define your audience and publish!



### Advanced Create

Take **full control** over your ads. Create multiple ad sets with multiple ads for your campaign.

## Build Your Campaign

### Select Your Objective

#### Awareness

Awareness



Promote Places **New**



#### Consideration

App Installs



Drive Traffic To Website



Drive Traffic To App



Engagement



Video Views



Lead Generation



#### Conversions

App Conversions



Website Conversions



Catalog Sales



## Campaign Setup

### Objective

Choose an objective

### Campaign Name

Your Campaign Name

### Status i



Active

### Create Split Test i New



Disabled

### Starts & Ends

Immediately

Eastern European Time

Run Indefinitely

Eastern European Time

### Daily Spend Cap i

No Cap

## Snapchat Tips and Best Practices

- **Let people know you're on Snapchat.** If you're new to SC, talk about it on your other social networks and ask people to follow you there.
- **Optimize your profile** by picking a username that fits your brand. And don't forget to add a link to your site.
- **Keep it light.** People come to SC to have fun, so your content should be enjoyable and fun.
- **Show off your brand and/or products.** Anyone who looks at your Snaps should know right away what you're selling.



## Snapchat Tips and Best Practices

- **Interact with other users.** If you want people to interact with you, you have to interact with them. Look for ways to work together, reply to Snaps, and follow other Snapchat users.
- **Don't try too hard to sell.** Despite what I said in the last point, there is a fine line between giving information and trying too hard to sell. Most of the time, Snapchat is not a good place to use high-pressure sales techniques.
- **Post on a regular basis.** It's important to post regularly if you want to build a following and get more attention.
- **Try something new.** Don't be afraid to try something new and risk failure. Even if things go wrong, it will be gone in 24 hours!



**Thank You!**