



Snapchat as a Business Tool

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Edelman's Reasons to Pay Attention to Snapchat

People are using Snapchat in 2016 like they were using Facebook in 2005.

It's easy- you don't have to worry about creating a perfect 140-character tweet or picking the right hashtag on Instagram.

The only limit is your own creativity. This creative whitespace doesn't come around very often.

It doesn't have to be perfect- the next generation of digital consumers are concerned about the permanence of social media and the potential impact on future college and job prospects. Snapchat allows them to express themselves, communicate authentically, and have it all disappear 24 hours later.

It's where the party is- Snapchat delivers more than seven billion video clips each day with just 100 million users.

Live-Stream Events

Snapchat can be used to allow people direct access to live events.

Can be used for product launches, trade shows, one-of-a-kind events like the 1,000th customer to shop in your store.

The NBA used Snapchat during the 2014 All-Star Game, allowing fans to watch videos from L.A. Clippers player Chris Paul and up-close snaps of the Slam Dunk Contest.



Drive Increase in Purchase Intent

Using Snapchat 'Lenses' allows users to play with an interactive ad created by a company or business.

Snapchat explains on their website, "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.

Taco Bell took advantage of this and allowed users to take snaps as a taco.



 Follow

Got tacos on your mind today? Us too. Snap us your Cinco de Mayo celebrations using our @Snapchat lens today.

9:20 PM - 5 May 2016

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Contests, Perks, & Promotions

GrubHub engaged its Snapchat following by creating a 5 day campaign made up of promotions and contests.

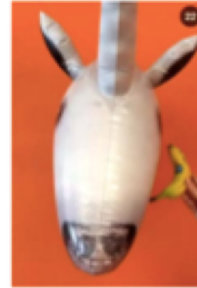
Users submitted their snaps each day to be eligible for prizes.

This showcased GrubHub's brand personality and created two-way communication between consumers and the brand.

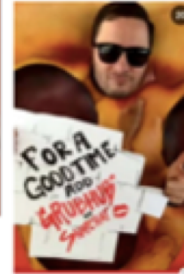
Day 1: Food Doodle



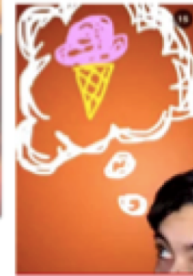
Day 2: Food Bombing



Day 3: Screenshot & Share on Social



Day 4: Food 4 Thought



Day 5: Food Selfie



Partner with Influencers

By doing this, you can spread awareness to a demographic that's hard to reach through traditional media.

Influencers who are skilled with the Snapchat platform can create video content that can enhance your brand voice and personality.

Sour Patch Kids partnered with a social media star named Logan Paul, who has over 500,000 Twitter followers.

He used Twitter to direct his followers to add Sour Patch Kids on Snapchat to see his pranks.



Sources

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<https://blog.hootsuite.com/snapchat-for-business-guide/>