

SnapChat Content Topic Brainstorming Worksheet

Evergreen topics:

Trending topics:

Competitor content:

Audience pain points:

Brief content:

Series content:

SnapChat goals (follower count, view count, etc.):

Business goals (connections, sales, etc.):

Resources available to you (products, colleagues, etc.):

What you want viewers to do after the video:

Who you are trying to reach with this video:

Which hashtags your ideal audience uses:

What format content is popular with your target audience:

Types of content to help you brainstorm:

- Giveaway
- Challenge
- Trending
- Invitation
- Announcement
- Competition
- Inspirational
- Holidays
- Countdown
- Q&A
- Behind-the-scenes
- Fun facts
- Personal
- Tutorial
- Educational
- Interview
- Review
- Recipe
- Trivia
- Candid