

Snapchat Marketing Checklist

Snapchat is a social media app that lets you share photos and short videos. Snaps can be up to 10 seconds long and you can edit them to add filters, music, stickers, and more.

Snapchat can be used to create a social media campaign, promote your company, and engage with potential customers. Use this checklist of marketing tips to help you get started snapping today!

Audience Research

- Define Your Target Audience
 - What are their demographics?
 - What are their interests?
 - What are their pain points?
 - What can you do to solve their problems?

Setup Your Account

- Open a Business Snapchat Account
 - Visit <https://forbusiness.snapchat.com/> to get started
 - One account per email address & phone number
- Choose Your Display Name / Handle Carefully
 - Choose wisely! Your name should speak to your audience and tell them who you are or what you do

Getting More Friends on Snapchat

- Share Your Snapcode With Your Community
 - You can find your Snapcode by clicking on your profile picture in the upper left corner of the app home screen
- Promote Your Snapchat on Your Website
 - Add Your Snapcode or Snapchat profile URL to your social section of your site
- Create Exclusive Content
 - Share tutorials, and industry tips that are exclusive to your Snapchat
- Create Special “VIP” Promotions

- o Treat Snapchat friends as VIPs and give them a special inside view
- o Promote special events just for your Snapchat friends
- o Share behind-the-scenes info
- o Reveal new products and services on Snapchat first

Get the Word Out

- O Create Demo Stories
 - o String together multiple Snaps to create a demonstration
- O Create Brand Stories
 - o Put together a few Snaps to tell your brand story in a fun way
- O Entertain Your Audience
 - o Post relevant information and don't be boring!

Get Friends/ Followers Involved

- O Answer Frequently Asked Questions
 - o Collect questions in the comments of a YouTube video and then answer them on Snapchat as individual Snaps
- O Offer Coupon Codes
 - o Run a limited time promotion with a code only for Snapchatters
- O Reward Your Audience
 - o Give them freebies that no one else gets such as a checklist

Final Tips for Snapchat Success

- O Cross Promote on Your Other Social Media Channels
 - o Make your Snapchat image & Snapcode your profile picture
 - o Talk about Snapchat on YouTube and TikTok and invite followers to join you there
 - o Promote your Snapchat in emails that you send to your existing audience
- O Be Authentic, Be You!
 - o Don't try to be someone else, just be you!
 - o If you make small mistakes in your Snaps, share them anyway
 - o It's okay not to be perfect, it demonstrates authenticity

○ Monitor Your Metrics

- Keep track of screen captures
- Keep track of new friends/followers
- Notice what type of content does best
- Notice what time of day/day of week gets the most traction

○ Don't Be Overly Promotional

- One or two promotions a day is plenty
- Aim to interact with people and be friendly, not just sell, sell, sell