

Snapchat Organic Post Best Practices

1. Direct Snapchatters to take the next step in your funnel – send you a message, claim a free report, follow you, etc. People need and like permission to act!
2. Use a series of Snaps to tell your backstory and give people a compelling reason to fall in love with you.
3. Search for and use hashtags that your target audience would use and/or identify with.
4. Make Snaps asking strategic questions that help you to identify possible customers.
5. Keep things candid, funny, and casual, even when sharing business information. These types of Snaps outperform those that are just promoting non-stop.
6. Use the first 2 seconds of your Snaps to make people stop in their tracks and watch what you have to say.
7. Remember, people do business with people they like. Show off your fun side to potential customers by participating in trending challenges.
8. Use sneak peeks in Snaps to tease info you'll share in future Snaps. But don't wait too long in between the two, or people will lose interest.
9. Invite Snapchatters to ask/submit questions that you can then answer with a Snap of your own.
10. Show humor and personality with your own takes on trends and memes.
11. Pass on the hard selling. Light and fun content is popular on Snapchat, so you don't want to turn people off with hard sales tactics before they even get a chance to know you.
12. Start your Snaps with impactful visual and audio. People are quick to swipe and scroll to the next post so do this to grab their attention right away.

13. Attention spans are short, so keep the topic of your Snaps simple. Get right to the point and keep all the important elements (text overlays, focal points) towards the center of the screen.