



Digital
Marketing
Institute

INSTAGRAM AND SNAPCHAT

Study Notes

Instagram and Snapchat

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LESSON 1: INTRODUCING SOCIAL APPS FOR MARKETING

INTRODUCTION TO SOCIAL APPS

Benefits

There are so many benefits for using social apps in your social media mix.

- **Feature your brand product offerings and messaging:** This is so important for when you're taking your marketing messaging out to the masses.
- **Connect to your community:** You can do this in a personalized and authentic way. Community building is so important, and using social apps is the best way to do so because you're getting that one-to-one connection.
- **Build relationships through consumable content:** Everybody, whether they're standing in line at the supermarket or lying in bed, are consuming content constantly on their phones.

So, you're seeing how a brand is interacting. These are very important because social apps can now give the ability to go live and be able to connect in so many different ways. The benefits of your social media mix are going to be inherently important for every single aspect of your marketing mix.

DIFFERENTIATING SOCIAL APPS

What is Instagram?

Instagram is defined as a visual inspiration platform used by marketers to move and inspire audiences by showcasing their brand and products to drive action through a visual medium.

What is Snapchat?

Snapchat is defined as an image messaging and multimedia mobile application. Snapchat is used by marketers to utilize effective, ephemeral content storytelling and showcase their product through vertical video.

Difference between Instagram and Snapchat

Instagram and Snapchat initial uses differed, as Instagram focused on capture and share the world's moments, which translated into posting beautiful photos of travel, food, and adventures. Whereas Snapchat's core differentiator in the marketplace was in its ability for snaps to disappear after 24 hours. This ephemeral content focus defined Snapchat's initial product offering and tagline of "Snapchat is the fastest way to share a moment." This meant that curation and beautification of a photo wasn't its main purpose. It also meant that there were two different audience types. Although today, there is much overlap.

Instagram had a lot of early adapters from photographers, brands, celebrities, influencers, and, of course, millennials. Snapchat did extremely well with millennials in Generation Z, influencers, news organizations, and brands. As stated earlier, Instagram has more daily users. However, Snapchat has the fastest growing user base in the social networking marketplace.

Instagram

In Instagram, there's better targeting and analytics, and this is because there's a Facebook integration which gives you way more data and analytics than you would on Snapchat. There's an

ability to go live. So, when you go live on Instagram, you're showing real time and you're connecting with your audience. As said earlier, Instagram, especially with their Facebook integration, has way more users than Snapchat. And this gives more with influencer marketing, there are tons of Instagram influencers, as well as with the Facebook integration you have amazing insights using a business account. And this, of course, lends itself to better e-commerce and advertising opportunities.

Snapchat

Snapchat is all about ephemeral content. You're creating content that can disappear and does a connection to build with your community. There's also end-to-end storytelling. A lot of times, people will start and finish a Snapchat story because it's just second nature to do this. You're hitting up the millennial audience very hard, and there's a new form of advertising content creation. It goes away from that curated Instagramesque style to create very authentic, organic kind of advertising that is really applicable to the Snapchat platform in itself.

INSTAGRAM OVERVIEW

Let's take a look at the benefits, limitations, and misconceptions of Instagram that every marketer should be aware of before integrating it into your social media strategy.

Benefits

Here are the benefits with Instagram:

- Visually showcase your product, app, or service.
- Have live video.
- Communicate your brand's unique point of view.
- Reach the right people at scale with relevant content in a creative environment.
- Express highly memorable, creative, and distinct visual messages through Instagram advertisements.
- Generate awareness, interest, and intent for new products and campaigns.
- Utilize social influencers to expand your brand reach and awareness.
- Showcase your products, apps, or service where people seek visual inspiration.
- Drive website clicks and conversions.
- Drive mobile app installs and engagement.
- Drive people in the funnel from awareness to action.

Limitations

These are the limitations:

- There's non-clickable links to a website.
- There's a sixty-second time limit per video content.
- There are limited analytics for organic content.
- Scaling community and discovery is very hard.
- Written captions are condensed.
- There's lots of competition to capture attention.

Misconceptions

Here are some misconceptions about Instagram:

- Because the platform delivers a dopamine surge every time you get engagement, this leads to a lot of narcissism and selfies taken. Many see Instagram as a self-promoting platform full of duck-faced selfies.
- Since it is to capture the beauty of the world from a digital perspective, it is thought to only be used by digital natives, millennials, and Generation Z.
- Photos of substantial content as well, food, photos, sunsets, outfit of the day.
- It only works if you sell visual products or for big brands.
- The results can't be measured or reported on.
- Instagram can sell your photos and videos.

SNAPCHAT OVERVIEW

Benefits

Here are some of the benefits of Snapchat:

- It's an authentic platform to visually showcase your product, app or service.
- You can communicate your brand's unique point of view.
- You can reach the right people at scale with relevant content in a creative environment.
- You can express highly memorable, creative, and distinct messages through social storytelling combining photos and videos.
- You can generate awareness, interest, and intent for new products and campaigns.
- You can harness geofilters to promote your offerings with a low investment and high ROI.
- You can utilize social influencers to expand your brand reach and awareness.
- You can drive website clicks and conversions.
- You can drive people in the funnel from awareness to action.

Limitations

There are also limitations to Snapchat:

- Content disappears after 24 hours unless you save it to memories.
- It's hard to drive users to your content and grow followers.
- There's a non-curated look, which is a problem if you like a visual perfection.
- The platform's user interface is not intuitive.

Misconceptions

Some misconceptions of Snapchat are:

- It's seen as being only a sexting app.
- You can't scale ephemeral content.
- It's only for the certain generation, which is millennials and Gen Z.
- It's only for B2C companies and big brands.

NOTES

LESSON 2: INSTAGRAM FEATURES

BASIC FEATURES

Home feed

The home feed is dictated by the home emoji on the left-hand side.

- On the top, there's a brand name and logo. This is where you can know which Instagram page you are on.
- Then, you will see the content. The content can be a post, a video, a boomerang, a carousel. The sky's the limit.
- Then, you can also see the views and likes, views dictated off of a boomerang or a video, and likes is for photo generated content.
- And then, below that is the copy.

Benefits

The home page offers a number of benefits:

- You can draw inspiration for content.
- You can use it to look at the competitive landscape.
- You can add insights to your strategy.
- You can regram other people's content.

Activity

On the Activity feature, you have "Following" on one side, and "You" on the other.

- On the Following side, you can see all the posts displayed by the accounts that you follow.
- On the Activity side, you can see your people that you follow, who's going to follow you, and who likes your content.

The activity feature side is beneficial to marketers because it:

- It helps you to stay up to date on the people you are following.
- Facilitates user-generated content and discoverability.
- Enables you to do a quick user engagement and competitive analysis.

Search and Explore

When you touch on the magnifying glass, you're able to get to this page, and this page gives you loads of information for you to find new content, discover new users, and see how content is really generated nicely. This is very beneficial to marketers, because it lets you connect with a larger community and influencers, and find them within the niche that you are in.

You can get insights and discover how to do great content creation, and you can bring this all the way back to your brand, and you have the ability, if you're able to do so, you can get featured on the Search and Explore page, and this will help drive so many new followers and growth for your brand.

Filters

When Instagram started out, Filters was a differentiator. Instagram Filters are beneficial because they can enhance a photo, but doesn't take away from the original concept. You can incite emotional reactions. If you hit a black and white onto a photo, that really produces an emotional connectivity and makes you more emotional towards it. You can make a photo more beautiful, and if you use brightness and sharpen it, you can really add to your photo. You can unite your brand's imagery and messaging through a creative palette. A lot of times, brands have certain looks for their Instagram grid. They just want to have the same coloring, the same message, and they really create it unified. Filters bring dull photos to life!

Sometimes, you just take that photo and you need some extra help. So, Instagram filters are such a great way for marketers to help their brand, help creative photos become more enhanced, and just really take your Instagram to the next level.

Let's look at the basic features of a filter strategy. You want to bring out the best elements of the photo to further tell a visual story.

There are many factors to why choosing a certain filter lends itself to more engagement. In fact, a study shows that the world's favorite filter is Clarendon. However, in fashion posts, the most used filter is Kelvin. Hence, there is reasoning within each niche on what filters you should use.

- Overall, make sure the photo is **sharp, clean and clear**, and brings out the colors in an authentic way.
- Filters can add an **emotional element** to a photo. For example, using black and white makes it more sentimental.
- Don't forget you can always use **#nofilter**, which in turn helps to have your photo be searched. The #nofilter hashtag has been used over 170 million times. By putting that hashtag on your post, you are more likely to be searched and your content is engaged with. Additionally, it shows that your photo is so well captured that you don't need any extra editing capabilities.

Hashtags and branded hashtags

Hashtags are short words or phrases preceded by a hashtag symbol, added to content captions to enable discovery and engagement.

Branded hashtags are unique to your business, usually including your company name, company tagline, campaign or contest name used for driving participation and engagement. Learning the art of a hashtag will lead to incredible results. Hashtags are short words or phrases preceded by a hashtag symbol, added to content captions to enable discovery and engagement.

There are ubiquitous hashtags used by Instagram users, but you can also create a branded hashtag for your business, which is unique and can include your company name or company tagline. Also, when running contests, you can ask your followers to include a branded hashtag to drive participation, searchability and engagement.

Benefits

Hashtags bring a number of benefits for marketers.

- They can be used to help meet marketing objectives.
- They produce discoverability, which leads to new partnerships, engaged followers, and expanded reach. This can lead to higher sales and a larger global presence.
- They help grow followers by users organically discovering your content through hashtag search.
- They can be used to increase social reach and improve brand awareness by searching popular hashtags related to their service, location or target audience.

And branded hashtags bring these benefits:

- They can be used to connect with your community, by allowing them to share and use in their own channels.
- They can be used to create an organized repository showcasing your content and industry knowledge for users.
- They can be used in online to offline branded marketing campaigns.

Hashtag creation and utilization

Using the right hashtag in your post is a data-driven art form.

- **Search top hashtags:** You want to search the top hashtags in your niche to increase searchability. For example, if you are in fitness, look at similar and top accounts and see what they use in their posts. You can internet search for top hashtags in your niche as well. To have better search results for your brand, use the SEO keywords that are part of your content strategy.
- **Use ubiquitous hashtags:** These are the one that users use most. These include #tbt, which is Throwback Thursday, #photooftheday, #nofilter, and many more.
- **Use the hidden hashtag strategy:** This way, you use five dots, periods, and you put them in a vertical line.
- **Add up to 30 hashtags:** You can add in up to 30 hashtags that relate to your photo. And these will help get to the most targeted results and engagement. These hashtags can include overall descriptions of the photos, like sunset, location like San Francisco, and niche like #sanfranciscosunset.
- **Create a branded hashtag:** A branded hashtag for your company is important for brand awareness and having your users spread the word.
- **Monitor what your community is using for hashtags:** That way, you're on top of trends and their names.
- **Use hashtags in Stories:** Hashtags are now used in search for Instagram Stories and you can watch Instagram Stories based off of hashtags. Include hashtags in Instagram Stories to become more discoverable in your content.

Double-tap and regram

Double-tap

“Double tap” is a colloquial term used to have people like your photos. This is really important for marketers, because they can drive results by asking their users or audience to double tap a photo. By having more likes, this will help your content be placed above while in the algorithm, which is sometimes hard to get in, and asking your followers to double tap or like is just a way to really help that get through.

Regram

Regram is posting user-generated content on your own Instagram page. Reprogramming is super important for marketers.

It can be beneficial in these ways:

- It can highlight other content that promotes your business.
- It increases community interaction by showcasing user-generated content
- It encourages community engagement by motivating followers to share and post content that would be worthy of being regrammed.

And another way you can do it is if you have multiple Instagram accounts, you can regram content from other pages onto that one as well. So, when regramming user-generated content, make sure you always ask permission to use that and you can slide and give them a shout out in their own photos.

Instagram Direct

Instagram Direct is Instagram's native messaging platform that allows you to privately exchange threaded messages, and share posts, profiles, ephemeral photos, hashtags, and locations with other users. It's the best way to connect with users on a one-to-one basis, and is accessed by clicking the kite icon in the top-right corner of the home feed screen.

Benefits

This feature is very beneficial to marketers for the following reasons:

- It creates deeper connections with followers through making them feel a part of your brand through an authentic relationship.
- It can be used for social customer service and feedback, enabling real-time interactions to fix customer needs.
- It can be used to share content with your community, send photos one-to-one to users instead to all followers. It makes them more engaging and personable.
- It's great for sending targeted direct messages for lead generation, promote sales initiatives to highlight products for a purchase.
- You can easily connect with influencers and other brands for partnerships.
- You have direct access to top global influencers as opposed to email or third-party tools.

Best practices

When communicating with your followers via Instagram Direct, make sure to adhere to these best practices:

- Create a thread with your advocates.
- Connect with users when they are most active.
- Find user groups to gain feedback.
- Use DMs to your competitive advantage.
- Find your competitor's top users and DM them.
- Use location tags to connect with users.
- Use calls to action for sharing content

- Be strategic if you want photos to be ephemeral or stay there forever.

Mentions

When referring to the term mentions on Instagram, we mean that @ button to tag users in photos and videos, and in the comment section of a post, from which users receive notifications. Mentions help with discovery of content and can be used to expand audience reach to community members who would like the content.

Best practices

It is important, however, to be aware of some key best practices when using mentions to reach your audience. This is in order to leverage a feature effectively and avoid negative sentiment towards your brand.

Here are the ways to do so:

- You want to include mentions within the photo, so you notify users of either the people or products in the photo. Followers can click on those and be taken to their Instagram site.
- Don't overuse mentions and avoid spamming users.
- Keep your account clean and professional.
- Tag users that would find content relevant in hopes that they would share. In doing so, you're able to notify them of your content and with a strong call to action that they can engage.
- Ask your community to tag a friend in the comment section. This is the perfect way to boost your Instagram algorithmic placement by having strong engagement in the comment section in promoting your account.

Pinch to Zoom

Pinch to Zoom is a feature that allows users to zoom in on a photo or video on a touchscreen device by pinching the screen with two fingers. This took a while on the Instagram product roadmap, but was super important once it was implemented.

Benefits

It's simple feature, yet one that poses a variety of benefits for marketers. These include:

- There are increased opportunities for brands to insert creativity into their posts.
- Businesses can enhance their content and encourage their audiences to engage with the post on a deeper level.
- You can use it to run Instagram contests to find hidden content in your posts.

Save as Draft

Save as Draft is a feature that allows the user to choose whether they would like to save a post as a draft or discard it. This is beneficial to marketers that want to take extra time to post a photo even after capturing it.

Let's take a look at how marketers can benefit from this feature.

- Content isn't lost after adding edits.

- It allows you to take more time to incorporate more elements into building the perfect post, allows you to draft content and post it later at more suitable and convenient times.
- You can share the content on other social networks before posting on Instagram.
- It facilitates content approval before publishing.

You can access the Save as Draft feature by tapping “plus” at the bottom of the screen, then take or upload a photo or a video. Add effects, filters, and a caption or your location. Go back to the filtering and editing step, and then tap the back arrow in the top-left. And lastly, select “Save Draft” at the bottom of the screen.

Archive

Archive is a feature that lets you hide any of your posts from everyone else, but keeps them safe for you to look at in private or restore to visibility.

This feature is beneficial to marketers as it gives the ability to test out content to see if it delivers, use it for product launches to create a photo grid, or use it to promote sales and specials that expire.

Save to Collections

Save to Collections is a feature which lets you organize your saved posts into individual collections to make it easier to find what you’re looking for.

This feature is beneficial to marketers in many ways, and it gives you the ability to capture user-generated content for future use. You can create specific boards within certain verticals and niches and use them to show clients and perspectives, and you can monitor your competition as well as find inspiration.

INSTAGRAM POSTS

Taking the perfect photo

Knowing how to take a photo that works best on Instagram is a skill you must master in order to run successful campaigns, drive user engagement, and increase your following.

It is imperative to take the time to create an engaging photo and understand the importance of a visual social app.

Follow the tips:

- Create a strategic plan on your content creation and photography.
- Use natural light and focus on the lighting, if possible.
- Use your eyes first before taking the photo to see how the image can be captured.
- Have a clear point of interest.
- Use add-on features such as the grid and brightness to exhibit professionally captured images.
- Add filters to your photo.
- Go outside your comfort zone. Take photos of the mountains, the waters, whatever is going to be great.

Non-branded content

Creating the perfect photo isn't all there is to Instagram. Non-branded content types work best on Instagram as well.

These include:

- **Memes**, which are of-the-moment content that is clever and funny
- **Quotes**, which inspire users to take action and emotionally connect to the brand
- **User-generated content**, which highlights your followers through regramming your posts to diversify your strategy between owned and community content

Writing compelling captions

Now that you have the perfect photo, let's look at how to write compelling captions. Instagram posts accompanied by a compelling caption can lead to higher engagement.

Follow these tips:

- **Succinctly describe the photo or video content:** Do this in an enticing way. Make sure your copy relates to what is happening in your content so that it's clear to your audience.
- **Use your brand voice:** Make sure this is relatable to your targeted audience on the Instagram platform.
- **Front load the most important content:** Remember that attention spans are short and figure out how to take your brand voice from longer copy and switch it to copy for Instagram. Also, the copy limit is 2,200 characters. However, they are truncated after three lines of text.
- **Add relevant emojis:** They're fun and make brands seem relatable.
- **Include an action item:** For example, ask a question and a call to action. This leads to action from followers which can increase brand awareness.
- **Include @mentions:** This encourages influencers to see your content. By including the @mentions, you engage your community and help find new users through alerting them to your mention since they will get a notification that they are tagged.
- **Add keywords and hashtags for searchable content:** Hashtags lead to broader reach, discoverability, and long-term relationships if users follow back after finding you. They are key for your Instagram posts to receive more likes, comments, and shares. Make sure to be up on all the hashtags that are trending and part of Instagram's landscape.
- **Add Link in Bio if necessary:** If you're promoting a product or content that is hosted on an external website, post the website link into your bio. Tell your community, "Check out link in bio above."
- **Claim the first comment:** This enables you to add in more hashtags or content. Instagram lets you comment on your posts. You can keep the caption clean by adding hashtags or call to actions on your first post.

Instagram post: Best practices

Here are some best practices for creating Instagram posts:

- **Keep captions short:** Utilize them as a concise way to deliver your message.
- **Have no more than three hashtags in the caption:** Make sure they do not distract from the simplicity of the post.
- **Ensure your logo is visible:** Use pictures with your logo visible on the product or packaging.
- **Ensure that the image has a strong focal point:** Does it send a clear message.

- **Utilize the hidden hashtag strategy:** Post five periods in a vertical line and then add as many hashtags as possible. However, 30 is the limit. Instagram will truncate the periods and hide all the hashtags so your post is clean yet discoverable.
- **Post beautiful content:** Post photos and videos of beautiful and unexpected moments that exude authenticity and tell a story.
- **Share unique business points of view:** Highlight your product offerings and what differentiates your brand from others.
- **Obtain permission to use the content:** If you do not own content, ask for permission to use it. Utilize Instagram Direct to ask permission or post in the Comments section to do so. Give the content creator a shout in the comments, i.e., "Photo by @xxx."
- **Utilize social influencers:** They can promote your content and expand your reach. Social influencers are key to drive growth and grow brand awareness if the relationship is strong and aligns with your brand.
- **Add emojis and CTAs:** Emojis are useful for a social media and mobile component. Calls to action lead to a desired action from your audience.
- **Keep your content and posting schedule consistent:** Utilize analytics to create an editorial calendar to then find the right times and amounts to post.
- **Create a variety of content:** That could be a layout, video, boomerang, carousel, and this can be up to 10 photos and videos.

Creating posts

Creating an Instagram post takes skill and craft that adds incredible elements to your marketing mix.

Tips

By taking the time to think strategically about your post and how you'd like to execute that post to your community, Instagram can lead to increased engagement, new followers, and heightened brand awareness. It's not only important to create a clear, beautiful photo. It is important to add all the elements of an Instagram post. These include tagging people and products in the photo.

Add a location so your Instagram post can be placed. And remember to share across all social networks, which makes sense with your overall strategy.

Steps

These are the steps to take to create an Instagram post.

1. Click the plus icon.
2. Choose if you want to take a photo or upload a photo or a video.
3. Apply a filter and edit the photo and video accordingly.
4. Add a caption, add a location, tag people, and share across platforms.
5. Click Share.

Considerations

Here are a few things to note about Instagram:

- **Their API is open:** Anybody can schedule posts. You can do this through third-party tools like Buffer, Sprout Social, or Sprinklr. And these tools might be expensive. However, if you have a large team, it will help expedite the Instagram process.

- **Know the number of posts per day:** Knowing this tool is important for content strategy. If executed correctly, you can increase engagement. In fact, HubSpot says you should have 11 to 12 posts per month, with almost one-third of companies falling behind that. If you can really get your content strategy down and know how many Instagram posts per day, you can really be ahead of the pack.
- **Work across departments:** Being in the marketing department, you want to have great relationships with sales teams, engineering, products, because they're going to have things that they want to be promoted on their end. So you really want to know what is important and how to add that to your editorial calendar and mix.

INSTAGRAM VIDEO

From static to live

Instagram video is a great way to bring your story to life. Even though it's not a curated photo, it's important to have your videos still be on brand. With video, you can share your brand story through action and adventure. You can share behind-the-scenes content, interviews, product releases, and more.

It is important to note that the video view count on Instagram does not include video loops and isn't counted as a view from within the app and when the video is watched for the first three seconds.

Components of a fully optimized Instagram video

Remember, when you do an Instagram video, there is so many different ways you can do it, and in doing so you can highlight about leadership, behind the scenes content, and do quick tutorials. In fact, the content you produce on Instagram, you can post across platforms that will help out with SEO and those platforms can be Facebook or YouTube.

Here are some best practices:

- **Share your experiences:** Show what's happening at your company, and tell that story with video.
- **Use behind-the-scenes content:** You can use video for real-time events that highlight community and excitement.
- **Have a strong point of view:** You want those to be high-quality videos, and high-quality content.
- **Highlight your brand story:** In 60 seconds you only have so much time you can fill, but you want that to be part of your brand and make sure it's aligned with everything else that you're doing.
- **Add hashtags:** You want everything to be discoverable and to make sure that people see this.
- **Have a compelling cover shot:** You're able to figure out which cover of that 60 seconds you want in there and make sure that it's something that people will click on.
- **Integrate text:** You want to be able to share what is actually going to happen in that video for people that are just scrolling through the feed.

INSTAGRAM STORIES

What are Instagram Stories?

Instagram Stories are defined by a feature that allows users to share ephemeral moments of their day, appearing together in a slideshow format to create a visual story.

It's ephemeral content and they only last 24 hours. The content disappears after this timeframe and it's mostly just photos and videos from that day.

Now, if we look at Instagram Stories as opposed to the regular grid, you would know that Instagram Stories are way more authentic and behind the scenes. You can post a photo, videos, boomerangs, and so on, and you can also now include content from your camera roll. They're a great way to be top of mind to your users because you'll always be at the top of their feed if you keep constantly creating Instagram Stories. Also, you can view who is looking at your stories, so you can measure drop off rates and engagement.

Components of fully optimized Instagram Stories

When you make an Instagram story, you want to include a lot of these components to be effective and fully optimized:

- **Show an authentic side to your brand:** Share behind-the-scenes content, interviews, and photos that aren't Instagram worthy.
- **Use social influencers:** Have them create Instagram Story takeovers so you can use them to their fullest capabilities to grab users' attentions and share messaging points.
- **Include different elements:** On Instagram Stories, you can include boomerangs, video, super zoom, focus, live, rewind, hands free, stop motion, and type to create an engaging story.
- **Use the native tools:** You can use these to add elements to your content – these include photo filters, GIFs, geolocation tags, polls, time, weather, typing, and drawing.
- **Create Instagram-centric content:** Don't just use Snapchat content. Create content for the channel. People will know when it's Snapchat because of the native tools associated with the platform. Use the native tools to add elements to your content. Instagram Stories provides drawing and text tools to spice up the content, too.
- **Add @mentions that notify and highlight targeted users:** This will bring more engagement to your channel and direct traffic to their page.
- **Include a "See more" link:** This directs people to web content. This is a perfect way to drive users to websites. At the time, you will need over 10,000 followers to be able to have that See More capability.
- **Have a clear narrative:** Talk about the events you're promoting. For one-off events, make sure your community knows what's happening in the events that are taking place through your Instagram story narrative.
- **Include a call-to-action:** At the end, you want followers to take action that results in a direct result. For example, a promo code or go to a website.

Creating a Story

To create an Instagram Story follow these steps:

1. Swipe right on the Instagram News Feed.

2. Choose if you want to take a normal photo/video/boomerang/superzoom/focus/rewind/handsfree/stop motion.
3. Tap or hold down on the circle, or swipe down and upload a photo or video in your camera roll.
4. Add text, drawings, emojis, handles, polls, or filters.
5. Click Next and post to 'Your Story'.
6. View the users viewing your content by swiping up your story.
7. You can hide content from users by clicking on the 'x' on their account.
8. To save content for the future, click on the ... on the lower right-hand side and click 'Save Photo'.

Search and Explore

Within the Search and Explore feature, Instagram also allows you to see location-based Instagram Stories as well as influencer Instagram Stories.

Geo-located stories help you see what's actually happening where you are. You can always be a part of this if you include the geolocation within your own story and hopefully be part of the larger Instagram story of where you're at.

And with influencers, you can always learn best practices within your niche and learn how to execute and produce an Instagram story.

INSTAGRAM LIVE

What is Instagram Live?

Instagram Live is a feature that lets you broadcast video to your followers in real time. They can watch while you're streaming or later in your Instagram Stories.

Going live on Instagram alerts your followers to your activity. In doing so, you're allowed to connect with your audience in real time and promote your business offerings or provide behind-the-scenes interactions. Going live allows for comments and questions between audiences and host, and it brings audience members into live stream. It's a great way to build community and connect one to one.

Components of a fully optimized Instagram Live

In order to have a fully optimized Instagram Live broadcast that attracts viewers and builds a loyal community, follow these guidelines:

- **Show authenticity:** Show an authentic side to your brand because your audience is seeing a behind-the-scenes aspect to your brand.
- **Use social influencers:** They can do an Instagram Live and leverage your network to your page to increase followers and views.
- **Speak to your audience directly:** Use the selfie feature and have a real conversation with them.
- **Reply to viewers' comments:** Pin a comment to the top. By doing this, you are giving real-time feedback and customer service to your followers.
- **Know how many people attend your broadcast:** Data is key in understanding how your content optimizes.

- **Split your screen:** Invite others onto your broadcast, which adds depth to the conversation and connects with your audiences and influencers.

Creating an Instagram Live

To create an Instagram Live, follow these steps:

1. Tap the camera in the top left of the screen or swipe right from anywhere in Feed.
2. Tap Live at the bottom of the screen, then tap Start Live Video.
3. The number of viewers appears at the top of the screen and comments appear at the bottom.
4. Tap Comment to add a comment, and tap and hold a comment to pin it to the top so that viewers can see it more easily.
5. To turn comments off, tap '...' then select Turn Off Commenting. Keep in mind that any keyword filters you've turned on will also apply to comments on your live video.
6. To add another person to the Live, tap on a person's name to invite them to join your live video. Keep in mind you can only invite someone who is already viewing your live video. If your friend accepts the invitation to join, you'll see them appear in a split-screen view. You'll also see if they've chosen to decline. You can remove the person you invited to join your live video at any time by tapping x at the top-right corner of their split-screen.
7. When you're done, tap End in the top-right, then tap to confirm.
8. From there, you can tap Save in the top-right to save it to your camera roll, or share it to your story.

Instagram also showcases live videos in Search and Explore. This helps with discoverability and highlights how to produce an Instagram Live that receives a lot of views.

Marketers can view a variety of pieces of content to see how live videos are being created. Those are from influencers or those with modest followings. They can use these to create insights to their own broadcast and create engaging live video.

NOTES

LESSON 3: SNAPCHAT FEATURES

SNAPS

What is a Snap?

A Snap is an ephemeral photo or video taken within the Snapchat app, that include text, art, stickers, filters, bitmojis, and so on. It can be displayed for a duration of up to 10 seconds.

Benefits

Here are the benefits of photo Snaps.

- You can create content that people can digest.
- You can promote brand offerings.
- You can get creative with native tools to incorporate into your brand messaging.
- It's easy to post a promo code or a website to highlight, and you can link to a website for direct response actions.

The benefits of video Snaps include:

- Live video inspires and brings ideas to life.
- You can promote brand messaging with native tools, including the fast forward, slow, and reverse buttons.
- You can create content that can be used in an interview format.
- You can showcase live events that give a breadth of scope beyond what a photo captures.
- Influencers can showcase products and talk about the benefits of them.
- You can zoom in to give brands another way to feature products.

Visual storytelling

Snaps are really important within visual storytelling. Taking a Snap photo that entices your community is a blend between clear, curated content and authentic storytelling.

Here are the best ways to do this:

- **Have a clear photo:** It should showcase the product in focal point.
- **Be entertaining:** Ensure that consumers stay throughout the story and want to learn more.
- **Use native tools:** These help to make the Snap creative and true to the platform.
- **Tell a story:** Make sure it's part of a large narrative that helps tell a dynamic story.

Snapchat copy

Creating compelling captions are another component which brings consumers back for more. Snapchat captions are restricted to 80 characters, so short and snappy is the name of the game here.

The most compelling of Snapchat captions have the following characteristics:

- They are to the point.
- They illustrate the content created.
- They use colors that accent the photos.
- They use different font sizing to add an extra element of creativity to the Snap.

SNAPCHAT MEANINGS

Understanding the icons

These meanings guide the user experience and help all the interactions on Snapchat.

Sent arrows

- Red closed arrow: A snap is sent without audio
- Purple closed arrow: A snap is sent with audio
- Blue closed arrow: A sent chat
- Gray pending icon: Appears if a user has not yet accepted your friend request

Open arrows

- Red open arrow: A snap is opened without audio
- Purple open arrow: A snap is opened with audio
- Blue open arrow: A chat is opened
- Green open arrow: A friend viewed and received cash

Received icons

- Red closed square: You have received a snap or multiple snaps that all do not contain audio
- Purple closed square: You have received a snap or multiple snaps that contain at least one snap with audio
- Blue chat icon: You received a chat

Viewed icons

- Red open square: Your snap without sound has been viewed
- Purple open square: Your snap with sound has been viewed
- Blue open chat icon: Your chat has been viewed
- Gray open chat icon: A snap is pending and may have expired

Screenshot icons

- Red screenshot arrow: A screenshot has been taken of your snap without audio
- Purple screenshot arrow: A screenshot has been taken of your snap with audio
- Blue screenshot arrow: A screenshot has been taken of your chat

Replay icons

- Red circle + arrow: Your snap sent without sound has been replayed
- Purple circle + arrow: Your snap sent with sound has been replayed

Snapstreak

A Snapstreak is when you and a Snapchat friend have snapped each other (not chat) within 24 hours for more than three consecutive days.

When you understand all these aspects of Snapchat, it will help you as a marketer make better decisions and see the data and metrics of how your Snaps are received.

SNAPCHAT STORY

What is a Snapchat Story?

A Snapchat Story is a 24-hour video, which is a combination of your photo and video Snaps from the day. It disappears as each Snap hits the 24-hour mark. However, a Snapchat Story can be saved into Memories if you hit the Download button next to My Story.

There are many benefits to Snapchat Stories:

- It's effective, constant storytelling.
- You can also repurpose saved stories across other social media channels, marketing materials, and blogs.
- There's end-to-end content that features brand messaging and products.
- Users can interact with your story, which provides data and feedback on content creation.
- You can understand who your audience is and how to grow your followers.

Creating a Snapchat Story

When creating a Snapchat Story, the importance of visual storytelling and authentic content cannot be stressed enough.

Snapchat prides itself on its look and feel of sharing of the moment content. Create content that is true to your brand's nature, while being aware that good visuals always deliver great stories.

The best practices for creating an impactful, fully optimized Snapchat Stories include the following:

- Tell a story.
- Uses a mix of photos and videos.
- Involve key stakeholders.
- Promote a product.
- Interview changemakers.
- Include geofilters and data filters.
- Add selfies within filters.
- Always be entertaining.

BASIC FEATURES

Screenshots

So, when Snapchat started out, they really wanted the content itself to disappear. However, now we have to use screenshots to make sure that content can be saved as well as notify users if their content is saved.

Marketers can utilize the screenshot abilities as a way to highlight promo codes. You can say, "Screenshot this next Snap," and then include a promo code there, and then that way, you can see how many people screenshotted it, and then used the promo code.

Views

Views are another in-app feature that helps marketers out so much. This is because you want to learn who your audience is, as well as you want to see how they're viewing the content. Are they staying on the whole time? Are they dropping off in certain areas? You want to know that. That's the key to the bread and butter of using data for your Snapchat Stories to create better-optimized content.

Memories

In the beginning, Snapchat was all about ephemeral content that went away. But, Memories transformed the ephemeral nature of Snapchat. Memories is a smart camera roll alternative, where you can import your Snaps, search by caption or recognized objects, creatively embellish and reshare clips, and keep sensitive content "for my eyes only."

Benefits

The benefits to marketers include the following:

- You can post photo and video content that has been captured outside the Snapchat app.
- You can post content from your camera roll that can be uploaded onto Snapchat.
- You can use #tbt promo codes and high-quality content.
- It adds element to your content strategy that helps users feel more connected to your brand.
- You can create branded content on other platforms and post it onto Snapchat.
- You can save content into Snapchat and easily share for later use.
- You can cross-promote your Snapchat content onto other marketing channels (such as YouTube, Twitter, and Instagram).
- It reduces the need to post in real time.
- You can diversify your content by having a mix of real-time content and memories.

Our Stories

Our Stories are a collection of Snaps submitted from different Snapchatters throughout the community. They are collected, and categorized to capture a place or event from different points of view. This way, you can view geolocated stories and learn what is happening in those areas and demographics that is utilizing Snapchat there as well.

This feature is beneficial to marketers in a variety of ways:

- **Go viral:** You can go viral as your content is seen by many. If you average 50 people a Snap in your regular content, with Our Stories, you can get up to 50,000 people in views depending on the story itself.
- **Participate:** You can participate in a larger story, and in doing so, connect with others in your area. You can follow them and then add them to your community.
- **Learn:** Third, you can learn how others are producing content around you and you can see how they're creating Snaps. You can find creative inspiration from their content. You can also see what kind of content gets chosen for the larger audience. So, you can mirror that in your own content, so you can be part of Our Story.

Campus Stories

Snapchat is very big within Generation Z. Campus Stories are a special Our Story, which is created specifically just for college campuses. Only Snapchatters whose phones indicate that they are in or around a campus, or within the last 24 hours, able to post and view the Campus Story.

You will need to activate your location services to enable Snapchat to determine this. Remember that the accuracy of a geolocation's information can be affected depending on the operating system and the applications used. For marketers, this is super important, because you can focus marketing efforts to a specific college, and you can learn how this demographic is using Snapchat.

Discover

Discover is a collection of channels from publisher stories, shows, or Our Stories to learn about how things are going on around the world. If you want to see what's going on in the world, you can always explore Discover. Just swipe left from the camera to go to Discover. Here, you'll find shows, content from publishers, and Snaps from creators and the community personalized for you.

To view a story in Discover, just tap it. To view the next Snap, just tap on the right side of the screen, or tap on the left side to go back. Swipe to skip to the next story in Discover. You can even swipe up to learn more. When you're done, just swipe down to exit.

With Discover, you'll never run out of new things to explore!

Live

On Snapchat, Live is a special event happening that you can watch live on Snapchat Discover. An example of this is watching the Olympics on Snapchat. The benefits of Live for marketers are you can connect with users all around the world watching the same content. You can create content that relates to the live content, and you know what is hot content out there.

To join, tap on a story that says "Live" to tune in. For longer events, you can also sign out to be notified when your favorite event is coming up. To do so, press and hold on a story and discover labeled live, and then tap "Get Live Updates."

Face Lenses

Lenses add spice to Snapchat. They are special effects that are applied in real time using face detection, allowing users to watch their facial actions affect the lens on screen.

Lenses are available on both the regular camera and front facing camera. As lenses are often interactive, you may have to match a certain motion in order to produce a certain event. For example, open your mouth for the rainbows to continually waterfall out. There are featured lenses per day and they change regularly.

Benefits

Let's take a look at how marketers can leverage Snapchat lenses to meet their marketing objectives:

- They can be used when taking selfies and photos and videos to diversify content.
- They add a fun element to the advertisement.

- There's a large reach in impressions.
- They enhance the overall user experience of watching a story.

If investing in a business lens, you can reach accumulative Snapchat audience to promote your offering through their own storytelling capabilities.

World Lenses

Snapchat has been on the forefront of augmented reality and they do this with World Lenses. World Lenses are special effects that are applied in real time using detection, allowing users to watch a world in front of them and allow them to see the world brought to life through the lens on the screen.

Benefits

The benefits of World Lenses for marketers include:

- You're able to add a fun element and showcase the augmented realities on Snapchat.
- You can get a better large reach and impressions because your audience is going to be so excited about what you're creating.
- You can increase the overall user experience of watching a story.
- If investing in a business-use lens, you can reach a cumulative Snapchat audience to promote your offering through their own storytelling capabilities.

How to use the World Lenses

Here's how you use World Lenses:

- Open Snapchat to the camera screen.
- Use the rear-facing camera – tap the button in the top-right of the screen if you're in selfie mode.
- Tap on any surface.
- A selection of different Lenses should appear at the bottom of the screen. Just swipe over to the World Lens you want to use.
- Tap it to switch between different options (like different captions or Bitmoji poses). You can also drag it to move it around or pinch your fingers in and out to change its size!

1:1 Chat

One-to-one chat is a very important aspect of Snapchat. It allows brands to communicate with their customers. This lends itself to a one-to-one relationship on the platform and is a new frontier in customer service. They can leverage this feature to connect with users on product feedback and brand messaging, and is also helpful for any crisis situation. You're able to talk to your customers and learn what is going on and be able to communicate and let them know in real time any aspects that they need to know.

Snapchat does have a downfall with the platform in that Snapchat chats can easily disappear. You need to make sure you're saving your content by tapping on the actual words and sentences. You can also video chat and send photos within the chat. This increases the relationship between brand and user. You will need to hit the telephone and video icon to do so. And in fact, you can actually leave a voicemail all within Snapchat.

Group chat

Snapchat allows for group chat, which has many benefits for marketers to engage and curate audiences. With group chat, you can choose up to 31 friends to stay in touch with and you can share the moment. Once you create a group chat, a group story is created. Group chats can be effective for targeted marketing to a specific audience. You can create a special promo code or product offering for your specific groups.

For example, you can have a group of elite shoppers or super fans. Now, with Snapchat, you can also include group video chat, which is up to 16 friends, and can conduct a video chat with each other simultaneously. This would provide a fun and engaging relationship with the group because you can hop on a video call to get FaceTime activities, and even include filters that will create amazing content and further their relationships.

The benefits of group chats for marketers include a group story, which creates a community between users, there's relationship building, and an ease to message out to target users. The benefits of group video chats for marketers include face-to-face communications, and you can utilize the filters in a fun way.

Mentions

Just like in Instagram, there are mentions as well within Snapchat. Mentions allow users to tag friends in snaps uploaded onto stories. After you shoot a photo or a video within the Snapchat camera, you can add text to it and @ the username to mention them. When someone views your snap, they'll see a More option, making them swipe up. This reveals title, showing people's profiles info and an Add button. The tags don't appear to trigger notifications for people mentioned, which helps with spam and bullying.

Benefits

There's a lot of benefits to this for marketers:

- You can highlight users in content.
- You can make sure users see the actual content you've created
- You can increase discoverability for users, influencers, and brands.

Snap Maps

With Snap Maps, you can view snaps submitted to a story from around the world, and these can include sporting events, celebration, breaking news, and more. You and your friends can also share your locations with one another and see what's going on around you.

Benefits

The benefits of Snap Maps for marketers include the following

- You can view what's going on around you and see if you want to meet up to build better relations, so you can go from online to offline.
- You can see the storytelling aspects in various targeted areas around you.
- You can learn about the happenings around your city that you might not have known existed.
- You can find new Snapchat users to follow and connect with.

The bottom of the map screen, which is Explore, is a way to find new activities from friends and discover stories from all around the world. Friends can see explore updates when you travel, visit certain locations, or use a geofilter in your story. Your current locations, sharing studies also apply to explore, so you can update who sees your location on Snap Maps at any time.

Context Cards

Context Cards provide more information to users within Snapchat and are recognizable from snaps that say More and allow users to just swipe up. They include reviews from critics and customers, directions to the venue, hours of operation, phone numbers to contact, rides from ride sharing services, reservations at restaurants, websites for more information, and more snaps from around that area. When you submit a snap to our story, it can also show up on a Context Card of the location you're submitting from.

Benefits

This feature is beneficial to marketers as enables direct response conversion because the content provided lets consumers makes decisions to go to your store or company, provide users information to make informed decisions. In doing so, consumers will look to Snapchat to learn more about companies and it's imperative your information is in there.

You can learn more about the local competition by analyzing the Context Cards and reviews of your competitors.

Widgets and Extensions

Widgets and Extensions enable you to start a chat with friends right from your device's home screen. This means that instead of digging a chat thread out of Snapchat, users can select their favorite friends, create Bitmoji widgets for them with their personal avatars, and click them from their iOS Today screen or Android home screen to launch straight into a chat with friends.

Benefits

The benefits of Widgets and Extensions for marketers include that there's no need to copy and paste links into the chat, and you can always share things with friends on Snapchat right from your browser or from certain apps.

Snapcodes

Snapcodes are the next wave of QR codes. They are unique scannable codes that make adding new Snapchat friends and opening Snapchat content easier.

Benefits

Marketers should share their Snapcodes across various marketing channels to increase the number of followers that they get and increase brand awareness. They can also be used to show up your brand logo as an identifier across all your social channels, so users will know where to follow you on Snapchat.

Snapcash

Snapcash evolved when Snapchat partnered with Square to bring an eCommerce element to this platform. This is a way for Snapchatters to exchange money within the Snapchat contacts. You're able to do this by linking your debit card to the app. Once Snapchat users have done this, they can send a Snapcash to anyone in their contact list who is eligible to receive Snapcash.

To execute, swipe into chat, type the dollar sign and amount, for example, \$10, and hit the green button. This leads to actionable sales within the platform and will be highly useful for small businesses that have low price points for their product.

Spectacles

Spectacles are the hardware technology from Snap Inc. That is a camera which has 115-degree lens which is meant to more closely approximate how humans see. Since Spectacles record video snippets that are then saved to your Snapchat Memories, for marketers, Spectacles, provide a worthwhile investment because they can allow you to record more content from a different point of view than your mobile phone. Your users are creating more content since the act of taking a snap is a simple click on the sunglasses. Spectacles can increase your user-generated content if your followers send you their content. You then can post that onto your account to create a mixture of owned and user-generated content. To note, Spectacle snaps showcase in a circular manner as opposed to vertical video on regular snaps.

Using Spectacles

Follow these steps:

- After you've paired your Snapchat account with Specs, Specs connect to your phone wirelessly.
- When your phone is nearby, your Specs will automatically import Snaps to Memories in Snapchat.
- Tap the button on Specs once to take a 10-second video Snap.
- Tap the button again to extend the Snap to 20 seconds, and again to extend to 30 seconds.
- Then, you can send Snaps you took to friends, or post them to your Story.

You don't need to have your phone nearby to take Snaps with Specs.

GEOFILTERS

Types of geofilters

Geofilters are such a fun way for Snapchat to define themselves.

Community geofilters

Community geofilters are special overlays that communicate the where and when of a snap in a fun way, whether sending to a friend or adding it to your story.

They can prove beneficial in the following ways:

- They can promote location in a fun and on-brand effective way that educates the public about where they are.
- Users can share this content with your location geofilter to their community, lending itself to free promotion for your own community.
- They can create campaigns and contests surrounding the geofilter by asking the public to take a selfie or photo in the area and send to the brand for a chance to win a prize.
- It also adds element to your Snapchat story.

When you create your Story, you can add community filters to diversify your content.

On-demand geofilters

On-demand geofilters are when businesses and individuals can purchase them for events, businesses, or a specific location.

These can help deliver on marketing objectives in the following ways:

- It's a low investment – you can get a geofilter for as low as \$20 for 5 hours, and a high ROI with incredible amount of views and engagement.
- Users can create their own on-demand geofilter, and in doing so, spread your marketing efforts to their community.
- You can post this content across social media networks, making the snap go further than just a Snapchat platform and hitting communities on Facebook, Twitter, Instagram to increase brand awareness.
- You get analytic insights into the use of the geofilter. Snapchat provides analytics to the users and in this way, you can view your Snapchat efforts and make data-driven decisions of your content, the promotion for product launches, trade shows, or special events.

You can utilize on-demand geofilters at special events to showcase how this is important for your brand. If you're at a large event, like a trade show, you can hit all your targets via Snapchat and drive them to your booth to learn more about your product.

Data filters

Data filters information provided by your device as well as third-party services to deliver relevant data, such as the temperature, speed, battery life, etc. To turn these on and off, simply go to Manage in your Snapchat settings and adjust.

These can benefit marketers in as following ways:

- You can add additional elements to your snap that dives deeper into the story that you're telling.
- It brings snap videos to life with miles per hours and altitude and shows action and adventure.
- You can show the extremes of weather in a region to help bring users to the moment and make them connect with the snap.

Community geofilters

Creating a community geofilter

Creating a community geofilter is a competitive feat. Here are the ways to be able to have your artwork showcase to all those within the city limits.

First, you can create and submit a free community geofilter for a city, university, local landmark, or another public location. All geofilter graphics submitted for approval must be original artwork and not create brand logos.

For community geofilters, you need to draw your geo fence thoughtfully. It should only cover the relevant area. Keep it local. Do not cover an entire country, state, or province. Select a public place, neighborhood, landmark, venue, or other location where people are likely to gather and send snaps.

Graphics

Bear in mind these graphic guidelines:

- All graphics used must be 100% original.
- No logos or trademarks. The only exception is that Snapchat will accept college and university logos submitted by authorized officials from those schools.
- No photographs.
- No hashtags.
- Be creative and make it visually compelling.
- Don't cover up too much of the screen.
- Make sure it's relevant to the location and something that people will want to use.

Submitting

To submit a community geofilter, go to the geofilters website and click Community. Read the instructions and guidelines on creating a community geofilter, then choose a geographic area you want your filter to be available in and upload an image asset.

Best practices

By following these steps, you have a good chance of your geofilter being approved:

- Good description: First, provide a good description including any relevant dates.
- File dimensions: File should be 1,080 pixels wide.
- File size: File should be under 300 kilobytes for the PNGs.

These are some of the reasons why you might be declined:

- Unoriginal content
- Not visually interesting or useful
- Not relevant
- Too broad
- Insufficient description
- Incorrectly formatted
- Non-transparent background

On-demand geofilters

On-demand geofilters make Snapchat so much fun. The boundaries of how on-demand Snapchat geofilters are dictated by geo fences, which are virtual barriers. Programs that incorporate geo fencing allows an administrator to set up a trigger when a device enters or exits the boundaries defined by the administrator. Whether it's for a house party, or wedding, a coffee shop, or a campus-wide events, geofilters make it easy for Snapchatters who are there to send your message to friends.

Brand logos and trademarks are permitted, unlike with free community geofilters which are meant for public places like parks, landmarks, and cities. Businesses and individuals can purchase on-demand geofilters.

Personal geofilters

These promote a personal event, location, and these can be used to promote events such as weddings, reunions, birthdays, graduations, and so on.

Personal geofilters can also be used for private locations over a longer period of time, maximum 30 days. Snapchatters on the scene can add your message to their snaps and send them to friends. Personal geofilters cannot include marks, logos, or branding for business.

Business geofilters

Business geofilters promote a business or a brand and can be used for sales promotions, advertising companies, or events. Upon submission of business geofilters, the user must enter their business name on the purchase page which will be displayed to Snapchat users to allow them to recognize that your business sponsored the geofilter. The business name will appear briefly next to Sponsored when a user is previewing your geofilter over there snap.

Snapchat Geofilter Creator tool

The Snapchat Geofilter Creator tool will guide you through the process of producing a geofilter for your event.

Pre-made templates

They are pre-made templates within Snapchat app that will expedite the process.

To do so, follow these steps:

1. Log in with your Snapchat username.
2. Select the Design tab on the right.
3. Select your geofilter type. By default, you'll be given the first template with the first color palette selection.
4. Scroll down to select the templates and colors you like the most.
5. Choose from many fonts, colors, texts, and designs to create a geofilter.
6. Select Finish.
7. Select the start and end dates, and times, area, and check out.

Creating your own geofilter

To create your own geofilter, follow these steps:

1. Open your preferred image editing software. Templates are compatible with Adobe Photoshop or Illustrator.
2. Create an image on a 1,080 by 1,920 pixels large file with a transparent background.
3. Create your geofilter design. Remember to leave enough free space available so Snapchatters can see their image content behind the design. Snapchat suggests you only use the top or bottom 20% of the screen. Remember, Snapchatters want to see themselves in a selfie.
4. Save your geofilter from the File menu using Save for Web and select the PNG 24 preset from the drop-down menu.
5. Make sure you save your image as a PNG, so the background is transparent. It's important to create a geofilter with a transparent background so Snapchatters' photos and video can still be seen within the geofilter in use.
6. Upload your geofilter using on-demand geofilter's tool.
7. Select your start and end dates, and times.
8. Draw your geo fence. It should cover the relevant areas.
9. Keep in mind geofilters work by using a few location indicators to determine where Snapchat is and then showing all relevant filters in that area.
10. Enter your payment information and submit your geofilter.
11. Wait to hear back from the Snapchat team to learn if your geofilter is approved.

Geofilter analytics

Geofilter analytics are extremely helpful data points to learn if your Snapchat strategy is successful.

After your geofilter runs, follow these steps to view your metrics:

1. Log into your account.
2. Click your name at the top-right corner.
3. Click My Geofilters.
4. Select the geofilter.
5. Scroll down to see your metrics.

To accurately measure and report on the success of a geofilter campaign, it is important to differentiate between uses and views in reference to the Snapchat geofilters.

- **Uses** is the number of times your geofilter was applied to a snap.
- **Views** is the number of times a user watched a snap with your geofilter in a story or on a snap sent to them.

LENS STUDIO

What is Lens Studio?

Snapchat Lens Studio is a desktop app for Mac and Windows that you can use to create, publish, and share magical AR experiences via Snapchat. Lens Studio invites artists, students, designers, animators to unleash their creativity and share it with millions of people who play with lenses on Snapchat every single day.

Using Lens Studio

There are three easy steps to do this:

1. Upload your artwork.
2. Build your experience with movements, animations, and interactive triggers with easy-to-use templates.
3. Publish and promote with a unique Snapcode and Lens Link that anyone can use to unlock the lens or share with their friends.

Lens Studio is very innovative and is used to create user-generated content and encourages a community to create daily. For marketers, the sky's the limit with creating specific content for events or for their own users. By understanding the Lens Studio capabilities, it can lead to standing out in a crowd in the digital space.

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LESSON 4: INSTAGRAM ACCOUNT MANAGEMENT

INSTAGRAM ACCOUNT OVERVIEW

Types of account

There are two types of Instagram accounts, organic and business. There are a variety of reasons for why you would choose one account over another. Figure out your long-term goals and make the decision as to how you can best achieve them.

Organic

The organic account is more familiar to a social media audience.

Reasons to use an organic account:

- **Relationships:** Organic account allows you to engage and build relationships over time with people interested in your business.
- **Discovery:** It's easier to be found on an Instagram search.
- **Communication:** You can respond to comments on ads or posts and move these communications to direct messages.
- **Clickable account name:** There's a clickable account name when you use advertising, meaning people can visit your Instagram account for more about your business through your organic posts and follow your account.

Business

The business account has features that drive business results. There are additional resources like contact and website information with the ability to utilize paid advertising.

Here are reasons to use a business account:

- **Discovery:** It increases chances of being discovered with Instagram's new algorithm.
- **Recognition:** Users can immediately recognize you as a business.
- **Additional profile options:** You can add contact details, a business address, and call to action.
- **Analytics:** It has robust analytics with the insights view, overall impressions, top post, reach impressions, engagement, follower growth, location, and demographics.
- **Ads:** It includes Instagram ads within the platform.
- **Promotion:** You have a higher chance of being promoted.

Verified badge

A verified badge is a check that appears next to an Instagram's account name in search and on the profile. It confirms that Instagram acknowledges this is the authentic account for the public figure, celebrity, or global brand it represents.

There is a verification process because well-known accounts and figures have a high likelihood of being impersonated. Instagram wants to make sure that the community can easily find the authentic people and brands they want to follow. Verified accounts are reviewed to make sure the Instagram experience stays authentic. Instagram will take away an account verified status if it posts spam or

other content that doesn't follow community guidelines or uses a profile pic or a bio section to promote other services.

Account structure

There are two types of Instagram account structure that can be adopted: single account and multiple accounts. Take note of the following considerations for each account structure before choosing which structure suits your company needs most

Single account

A single-account structure has the following benefits for marketers:

- Have centralized content.
- Maintain a consistent voice.
- Simplify account moderation.
- Keep followers under one account.
- Support discovery and scale.
- Single Instagram account: there's security risk with sharing account details with multiple stakeholders and defining roles and responsibilities for those without account access.

Bear in mind the following:

- There's security risk with sharing account details with multiple stakeholders.
- You need to define roles and responsibilities for those without account access.

Multiple account

A multiple-account structure has the following benefits for marketers:

- Business approach differs by region.
- Parent brand supports sub-brands.
- Localize content.
- Manage customer service content.

Bear in mind the following:

- Do you have the budget?
- Do you have the resources to support multiple accounts?
- Do you have a clear strategy to post unique content on a regular basis?
- Do you have a localized or sub-brand message that is critical to driving your business objectives?
- Does it make sense for your brand to be spread thin across multiple channels?
- Do you have a bandwidth across your company to teach them best practices, brand voice, and execution?

Switching between accounts

You can have up to five Instagram accounts per brand and you can switch between each account very easily by just changing a few settings.

1. Go to your profile and tap gear (iPhone) or vertical line (Android) in the top-right.

2. Scroll to the bottom and tap 'Add Account'.
3. Enter the username and password of the account you'd like to add.
4. Go back to your profile.
5. Tap your username at the top of the screen.
6. Tap the account you'd like to switch to.

To remove an Instagram account that you've added:

1. Go to your profile and switch to the account you'd like to remove.
2. Tap the gear button on iPhone, or vertical line on Android in the top-right.
3. Scroll down and tap 'Log out of [username]' or 'Log out of All Accounts'. Logging out of all accounts will remove all the accounts you've added.

ACCOUNT SETUP

Setting up an account

Setting up an organic Instagram account entails a few simple steps.

Account name

Choose an account name that is tied to your business. In fact, if you have other social media accounts, make sure it is the same name, so that you can cross-promote easily. The account names have a 30-character limit. The profile photo is pretty tiny, so you will need to find a simple and recognizable image for your business photo. This can be a logo or a symbol.

Bio

The bio is another important area that has impact. It's 150 characters, @handles, and hashtags, so make sure to be as clear as possible and include a link to your website within the link area.

Profile

You need to decide if you want to have a public profile versus a private:

- Public: Anyone can see your content information.
- Private: Only the people that you approve to see your information will see it.

Now, for marketers, it probably makes most sense to do public as with private, you limit your engagement and the amount of people who are able to find your account.

Here are some benefits of a public account:

- It's searchable, so, people can find you.
- People can engage with your content.
- People can add comments, which then you can reply to.
- The hashtags that you include are searchable.

Images

Images can be viewed across other social networks if you share them. Content can be shared through direct messaging, which is really great for algorithm reach, and contests can be activated.

Again, if you want to be part of a contest, you need to have a public account most of the time so that you could be a winner. And also for brands, you want to be able to make sure everybody can see the contest to engage.

Influencers

Influencers will want to work with your team. They want to invest with companies that their content will be seen and shared and you want to make sure that your relationships with influencers are great.

Changing from organic to business

Switching your Instagram account from Organic to Business involves a lot of steps.

To do so, you will need to go to account settings under 'Switch to Business Profile'. This will link to your Facebook account, where you will need to be the admin of the Facebook page to connect it to your Business account. Note that only one Facebook page can be connected to an Instagram business account.

Facebook will pull your contact information from your Facebook page and you need to choose which information you would like to include on Instagram. With a Business profile you can now include contact information, receive Instagram Insights, and boost posts from within your account.

Editing details

To edit business details on your Instagram account:

1. Go to your profile and tap the cog symbol.
2. Tap 'Edit Profile' > 'Business Contact Information'.
3. Tap on the different contact options to change them.
4. Tap 'Save'.

AUDIENCE DEVELOPMENT

Executive buy-in

Getting executive buy-in into your Instagram strategy is very important. Millions of people use Instagram. But using Instagram for business is a whole different task, and you want to make sure that everybody's aligned with your brand and marketing strategy for Instagram.

Consider these personas. Keith here is an Instagram user. He uses it to capture his moments with his family. He's 35 years old. Then we have Jen, who's a CMO, and uses Facebook and LinkedIn. So both of them are coming from different areas of how they use social media.

You want to make sure that you share and get approval for them of how Instagram will be beneficial for your business. And a lot of ways, this will include thought leadership, driving high-level business goals, such as conversions or follower engagement. You can host a lunch during your company's lunchtime to help educate them on how to use Instagram or a manual so they can go back to and see how best practices are used for Instagram for business.

Growing audience: Organic

There are a multitude of ways to grow your audience organically.

- **Content:** The best way to have repeat users and growth is to create high-quality on-brand content that people want to see.
- **Hashtags:** A big differentiator on Instagram is the use of hashtags to grow your audience. You should research ones that are relevant to your target audience and include them in your posts. When people search for those hashtags, your content will appear.
- **Influencers:** Influencers are a major part of your Instagram growth. You can have them promote your product on your page or theirs, do a takeover, or run a contest.
- **Links:** The Instagram link or the Instagram logo for your company can be posted on your website and on other channels to drive traffic to your page.
- **Integrate with offline:** Integrate with offline marketing channels, including television, video boards, street marketing, mention account names in the press, sign with account names at retail locations, and so on.
- **Go live:** Go live and create ephemeral content, utilize consistent Instagram Stories and Live. In doing so, you can further your social selling program and increase brand awareness.

Growing audience: Paid

Now that we know the organic ways to grow an audience, let's look at the paid ways to do so.

- **Influencers:** Use Instagram influencers. There are many Instagram influencers out there within every single niche, so if you partner with them, you're able to grow your audience and create a stronger brand presence. They're so well-skilled in knowing how to actually create branded content that you can learn from them as well as create engaging stories with them as well.
- **Advertising:** Advertising through Instagram is really effective as well. Now that there's Facebook integration, you're able to access so much data and to be able to do targeted Instagram ads, and you can do these in a variety of ways – from photos, to videos, to carousel, the list goes on.
- **PR:** Work with a PR firm – the PR firm understands media and marketing very well, so you can promote your Instagram account on media channels and this will lead to increased engagement and your Instagram account can even be part of press articles as well.
- **Social media contests:** These are great ways to get way more audience members to engage with your content, find new followers to your content, and this will lead to so much more growth and a way more fun to create Instagram content.

The role of influencers

An Instagram influencer is a person or even an animal who has an influence in a certain niche, and inspires users to complete an action, for example, like a page, buy a product, or promote brand messages. Instagram influencers can grow your audience account because they have a built-in audience. For example, Kylie Jenner has millions and millions of followers, so if you're able to utilize Instagram influencers, whether they have 10,000 followers or millions, think of how many of those followers will come to your page. You can also find influencers in your niche in a variety of ways.

You can do organic search, social media search, connected conferences, or trade shows, or events, or work with a third-party tool to connect with them. Each influencer has their own pay rate and requirements. You will need to research comparable rates and connect with your influencers to

connect and execute a campaign that is relevant to how your brand is and it's preferable to have this in contract, so both parties are happy with the end result.

Keep account spam-free

Keeping your Instagram account spam-free is so important. There are so many spam bots out there that say, "Love your account," "So cute," and so on, but they're not real! And you really want to have a highly engaged audience with real comments and real connectivity.

Reporting spam

To report spam you need to:

1. Tap on the comment below the post.
2. Swipe left over the comment you'd like to report.
3. Tap the wheel.
4. Tap 'Spam or Scam' or 'Abusive Content'.
5. Select an option for why the comment is abusive.

Reporting a post

To report a post:

1. Tap the three horizontal periods (iOS) or the three vertical periods (Android) above the post.
2. Tap 'Report'.
3. Follow the on-screen instructions.

Reporting a profile

To report a profile:

1. Tap three horizontal periods (iOS) or the three vertical periods (Android) in the top right of the profile.
2. Tap 'Report'.
3. Follow the on-screen instructions.

Blocking and unblocking

Should you ever find the need to block someone, tap their username to open their profile. Click the settings icon in the top right, tap 'Block'.

To unblock someone, follow steps 1 and 2 above and then tap 'Unblock'. Don't worry, users aren't notified when you block them.

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LESSON 5: SNAPCHAT ACCOUNT MANAGEMENT

ACCOUNT CREATION

Getting started

Getting started on Snapchat is obviously the first step to your success.

Finding friends

To start, download the app, click 'Sign Up' and follow the on-screen instructions. Once you're all set up, it's time to start growing your audience. To do this:

1. Tap the Bitmoji icon in the top-left to go to your Profile screen.
2. Tap 'Add Friends'.
3. Tap 'Contacts'.
4. Tap 'Find Friends' and Snapchat will walk you through the rest.

Being added

When a Snapchatter has added you, the ghost icon at the top of your camera screen will turn yellow:

1. Tap the yellow ghost icon, which will bring you to your Profile screen.
2. Click 'Added Me' on your Profile screen.
3. Tap the + next to their name to add them back. It will turn to a ✓ to let you know they have been added.

Adding someone by Snapcode

To add someone by Snapcode, and they're beside you:

1. Open Snapchat to the Camera screen.
2. Have your friend tap their Profile icon in the top-left to go to their Profile screen.
3. Take a Snap of their Snapcode to add them.

If you just have a photo of their Snapcode:

1. Tap the Profile icon in the top-left to go to your Profile screen.
2. Tap 'Add Friends'.
3. Tap 'Snapcode'.
4. Choose a photo with a Snapcode to add them.

Adding someone by username

To add friends by their username:

1. Tap the magnifying glass at the top of the screen.
2. Type in a friend's username.
3. Tap '+ Add' to add them as a friend.

There are all kinds of ways to make new friends on Snapchat!

GROWING YOUR AUDIENCE

Getting executive buy-in

So just like our Instagram slide, getting executive buy-in to your Snapchat strategy is super important. And, of course, with Snapchat, people are way more confused about it than Instagram, so you really need to educate your extended team and stakeholders.

Consider these personas Ryan is 35 years old. He's an Instagram user. He feels like Snapchat is for 18- to 34-year-olds. Then we have Sheila, who's a CMO and she's heard that Snapchat was the next thing for millennials. She wants to bring this social channel to their strategy.

So just like with Instagram, you can do this by hosting an educational lunch or creating a best practices strategy manual because you really want to educate why Snapchat would be important for your marketing mix.

Growing your audience: Organic

You want to have as many followers and a big audience.

Follow these steps to do this:

- **Content:** Create on-brand content that is of high-quality use.
- **Story:** Tell an interesting Snapchat story to engage your audience.
- **Behind the scenes:** Use behind-the-scenes or interview content. For example, you could interview your CMO, or C-level executives to really show that behind-the-scenes stuff that you don't see on other marketing campaigns.
- **Contests:** You can run contests, which are great for engagement and user growth.
- **Influencers:** You can use influencers and they can do Snapchat takeovers because they understand the platform so well and they can tell a great story.
- **Publicity:** Announce your Snapchat account on other platforms. That could be Twitter, Instagram, or Facebook. This will drive your already engaged audience onto Snapchat and educate them to let them know you are active there.
- **Offline:** Integrate with offline marketing channels. So you could have a billboard and you can have your little QR code or flyers. You could let them know that you have a Snapchat account as well.

Growing your audience: Paid

Going through paid channels to grow your audience will have exponential results.

- **Influencers:** There are many Snapchat influencers who are costly. However, they have millions of followers that can give a strong ROI and bring their following to your account.
- **Advertising:** Snapchat advertising and discovery channel is another way with a high barrier of entry to capture the correct audience through targeting them with your content.
- **PR:** Working with a PR firm with strong relationships with the media can also help promote your Snapchat channel.

Role of influencers

A Snapchat influencer is really similar to an Instagram influencer. You want to use people who understand the app, who are in a certain niche, and who can drive a lot of followership and, of course, know how to use the platform well.

Snapchat influencers are a little bit more creative because they have to use the Snapchat tools to do so to create some storytelling abilities. Each influencer has their own pay rate and requirements. You will need to research comparable rates and connect with your influencer to execute your campaign. It is preferable to have this in a contract.

NOTES

LESSON 6: INSTAGRAM ADVERTISING

INSTAGRAM ADVERTISING

The role of advertising

Instagram advertising has been a key driver in propelling Instagram to become a global leader in the social media space. Instagram advertisements are part of the newsfeed and the user experience, so there's little distraction, leading to a high click-through rate. And the reason for their success is that they have an integration with Facebook data. You can use a power editor and manager to be create Instagram ads that can go throughout the whole newsfeed and engaging your audience as well as driving conversions.

Restrains

Instagram advertising has a couple of restrains, different than just posting a regular organic post:

- Text character and photo images are different from regular organic posts.
- Don't have 25% copy over the photos.
- Similar to Facebook guidelines.
- Max 2,200 characters for photo and video ads.
- Image text checked by Facebook.

Ads

You can put your Instagram ads everywhere and be able to monetize. With Instagram advertising, you're able to do this in a variety of ways:

- Photo ad
- Video ad
- Carousel ad
- Dynamic ad
- Stories ad
- Leads ad

AD TYPES

Photo ads

Photo ads are perfect for businesses who want to have visual social storytelling in their marketing mix. You want your photo to stand out amongst the crowd, and for users to take action. You can use Instagram photo ads in your Facebook Ads Manager tool to do so. Video ads bring content to life. They inspire users to understand your product through sight, see, and sound.

Brands do best by storytelling and storyboarding prior to creating content and having a strong point of view.

Video ads

Just like photo ads, video ads can be created in the Facebook Ads Manager, and the maximum length is 60 seconds.

Carousel ads

Carousel ads enable advertisers to inspire people with deeper storytelling through multiple photos or videos known as cards, allowing users to swipe through the cards to view additional images. You can merge the photo and video components to create a different dimension to Instagram advertising.

Dynamic ads

As with retargeting other online marketing platforms, Instagram uses these techniques for their dynamic ads. These ads help brands connect users with relevant products that they have browsed through previously on their website or mobile app. With Instagram's open API, you will need to set up these options to create dynamic ads. Advertisers can import an entire product catalog to Instagram via Facebook, and automatically promote any of these products without having to create thousands of individual ads.

To run dynamic ads on Instagram, you need to first set up their product catalog, Facebook pixel or Apps Event to measure actions and create targeting audiences for ads, and ads based on your product catalog. Product catalogs can be imported via Facebook using the manual file upload option to run dynamic ads on Instagram, or by using the auto upload with the URL option to run dynamic ads on Instagram.

Story ads

Story ads help advertisers thrive with vertical video storytelling. They are placed in between users' Instagram Stories.

Lead ads

Lead ads are to help your business grow by having potential customers sign up for what you're offering, and you'll get accurate contact information to follow up with them. When potential customers see your ad, they can sign up for more info or request something from your business, like price estimates, newsletters, product demos, test drives, and much more. To complete the form, people will need to open your ad and click through a series of pages to complete it. Lead ads are only available on the Instagram app and won't appear on Instagram's desktop site.

CAMPAIGN OBJECTIVES

Instagram objectives

Instagram advertising includes three main objectives:

- **Awareness:** You want to think about reach, reaching frequency, brand awareness, or local awareness.
- **Consideration:** You need to consider website clicks, video views, or reaching frequency.
- **Conversion:** You need to check website conversions, dynamic ads on Instagram, mobile app installs, and mobile app engagement.

These dictate an advertiser's spend and intentions with advertising on the platform. You want to know what your end result is and why you would choose an ad and the type of conversions that you would want from that ad.

AD BUYING

Promoting posts

To promote a post with Instagram for business, you'll need to follow these steps:

1. You need to have an Instagram for business account.
2. Ensure that your Facebook page is connected to your Instagram page, and that you're the admin. If you're not the admin, reach out to who is and they can add you as one.
3. Reach your target audience. Figure out who you want to connect with and add those parameters within your advertising.
4. Set the duration for your promotion, whether it's one day or one month.
5. Analyze your results. The more you analyze, the better you'll be at understanding your audience and scaling up.

Buying ads

When you're buying ads, you have to do it through their Facebook Ads Manager. You want to follow the step-by-step process to produce ads at scale.

To do this:

1. If you have an Instagram account, add it to your Business Manager or add it through your Page's settings. If you don't have an Instagram account, your Facebook Page may serve as the voice of your ads on Instagram.
2. Next, go to 'Ads creation'.
3. Choose an objective for your ad that supports Instagram.
4. Click 'Continue' after you've chosen an objective. Next, fill in the details of your ad, including ad targeting, budget, schedule, and creative.
5. Before you place your order, make sure that there's a check next to Instagram in the Ad Preview section of ad creation. This will ensure your ad will be eligible to run on Instagram.

Instagram partners

With Instagram partners, you can drive bigger, better business results. You can do this in a couple of ways. You can deliver top business results for your clients. You can drive bigger business with access to advanced tools and techniques. And the companies that are characterized that use this are ad tech, content marketing, community management, and media buying.

Best practices

Here are four ways to create ads that convert:

- **Include call-to-action:** Have a clear call-to-action. You need your audience to know what they want to do with this ad and that will make sure that they'll be able to have a direct result.
- **Create good content:** Create high quality photos that showcase a product clearly. This is so important because this is your visual storytelling and product catalog. You want people to know exactly what you're selling and why they should buy it.
- **Make actionable copy:** Have quick copy that is actionable. As Instagram truncates copy, you need to highlight what you're selling quick to engage the consumer.

- **Stay on brand:** Use on-brand messaging and color palette, so that consumers can connect the ad with your organic content in grid.

NOTES

LESSON 7: SNAPCHAT ADVERTISING

ADVERTISING OVERVIEW

Advertising products

There are three main advertising products on Snapchat:

- **Snap ads:** These are 10-second snaps displayed between friend's stories or live stories.
- **Geofilters:** These are location-based overlays that users can apply to their snaps. Brands can use geofilters for their events, businesses, or a specific location and include brand logos and trademarks.
- **Sponsored lenses:** These are a combination of 3D animations, using facial recognition software, augmented reality, and a selfie to create excitement.

Ad placement options

There are many ways to push ads on Snapchat:

- You can do it **inside a user story feed**. This is the newest feature.
- You can buy ads that are **served between user's stories**.
- You can do it **inside of live stories**. Snapchat is curating and making advertising, and between live stories.
- You could do it **inside of a Snapchat Discover publisher**. Snapchat has partnered with many publishers across specific verticals on Discover, which provide Snapchat users with fresh content from editorial brands, such as the Food Network, CNN, People, BuzzFeed, and the Wall Street Journal.
- You can do it **inside of Discover with an audience buy**. An advertiser buys against an audience type within the Discover platform.
- You can do it **inside Discover with takeovers**. You can optimize during a Snapchat takeover from an influencer, and you can decide where that ad is placed. With a takeover, an advertiser has the entire set of ad units on a Discover channel for the entire day. This means they have 100% share of voice.
- You can do it inside **Discover with thematic takeovers**. This is the same as a takeover. However, the publisher builds an editorial theme surrounding a specific day, and is closely aligned with the themes of the advertiser's content. For example, Jolly Rancher could sponsor a Halloween theme takeover on Taste Maid's discover channel, that includes a bunch of different treats you can make with hard candy.
- Discover ads versus vertical ads. Advertisers who are interested in paying for ads on Snapchat can do so in two different ways. First, they can purchase ad space directly through their channel. This requires them to go through the publisher rather than Snapchat. They also have the option to show their ads across an entire vertical that suits their industry. In this case, the advertiser pays Snapchat.

3V ADVERTISING

What is 3V advertising?

3V – vertical, video and views advertisements – are a Snapchat native form of advertising, where all ads are 100% viewable and shareable. It's an end-to-end experience for the user.

This involves three elements:

- **Vertical:** This refers to the orientation of the ad. As mobile screens are typically held vertically, Snapchat ads are vertical to fit the screen.
- **Video:** The best channel for branding campaigns and videos are what Snapchat viewers expect to see.
- **Views:** Snapchat video ads are viewed by choice.

ADS MANAGER

Using Ads Manager

Snapchat's Ads Manager provides you with the tools to build audiences, manage and optimize campaigns, manage your creatives, and monitor the performance of your ads.

Follow these steps to create a campaign in Ads Manager:

- Click on the icon in the upper left-hand corner to access the global navigation. This is the shortcut into all of the different tools and resources you need to flight ads on Snapchat.
- Select ad accounts. This is where you set up your account details, like name, billing type, time zone, and funding sources. You can also add other team members and assign them roles, like account admin and campaign manager.
- Before you set up your campaign, you'll want to make sure that you have the right creative assets. Our Snap publisher tool allows you to either transform existing assets into Snap ads, or start from scratch. Snap publisher can turn still images into videos and it can also resize horizontal videos into vertical ones. If you have your creative assets, you're ready to set up your campaign to drive traffic to your website.
- Click the create ads icon in the top left corner of the global navigation.
- Select your objective. Let's say your business has a website and your objective is to drive traffic to it. You would select, drive traffic to my website here.
- After you choose your objective, you can create a name for your campaign. Toggle the status of your ad set here. Any ad set to pause, will not be able to run on Snapchat until you change the status to Active.
- Select the start and end date, as well as the daily spend cap.
- Next, create your ad set. Think of an ad set as a group of ads within your campaign that has specific targeting criteria, such as location and demographics. You can have multiple ad sets within one campaign. Give your ad set a start and end date, and toggle its status.
- If you're building a campaign to drive traffic to your site, the creative type is already pre-determined. This is how you select where on Snapchat you want your ads to show. We recommend you run across all of Snapchat to maximize your reach.
- Select the geographical locations where you'd like your ad to run. Select a country and then choose which states and DMAs to include or exclude.
- Next, select which demographics you would like to reach, including age range, genders, languages, and add advanced demographics, like household income. If you want to select a

pre-defined or custom audience, set that up here. Predefined audiences allow you to reach people based on their interests and behaviors, like gamers or beauty mavens. Custom audiences allow you to use your own customer data to reach or exclude or develop look alike audiences.

- Choose the devices you would like to target, including operating system, device makes, connection type, and carriers.
- Next, input your daily budget, bid, and goal. To give you a reference point when setting your bid, a suggested bid amount will be displayed. This recommendation is based on average platform performance.
- Now it's time to build your Snap ad by adding important labels and CTAs to your creative. These labels are necessary to help your Snap ad generate the best result for your web view campaign. Name your creative and choose whether you'd like it to be shareable.
- Then write your brand name and headline. These will appear in the upper left-hand corner of your Snap ad.
- Choose a call to action from the drop down. These are pre-determined selections aimed to drive traffic to your website.
- Next, you'll want to create your top snap. This is your full screen vertical creative. You can either upload an existing asset, create one from scratch in Snap publisher, or browse your creative library for any assets you've uploaded in the past.
- For web view, please add the URL where you want Snap chatters to go when they swipe up on your ad. Enabling auto fill allows you to collect leads interested in your business. Enabling preloading will load your mobile site content faster.
- To finish creating your ad, select the ad set you want this creative run with.
- If you have pixel tracking, you can add it here too.
- The final step is to review the campaign details.

Before launching your campaign, make sure you review the following to ensure success. Confirm you have selected a funding source, make sure that creative is attached to an ad set, make sure your budget is divided accurately between your ad sets, and make sure your bid is competitive for the action you'd like the Snapchatter to take. Once you've reviewed, click Publish Campaign to Launch.

Campaign structure

Just like with Facebook, Snapchat campaigns have a three-level structure:

- **Campaign:** At this level, your campaign objectives are chosen, on which there are four. Drive traffic to the website, drive installs of the app, grow awareness, and drive video views.
- **Ad set level:** The first thing you do at the ad set level is to define your goals on which here there are four: swipe up, installs, impressions and views. After that, you need to choose your target audience, schedule, and budget.
- **Ads:** You need to choose a Snap ad creative and format you want to run.

SNAP ADS

Types of Snap ads

There are three types of Snap ads:

- **Web view Snap ads:** These are 10-second teaser snaps, that allow users to swipe upwards to launch your pre-selected mobile site within a seamless, full screen experience. Snapchat

gets quite specific with all ad specifications, so be sure to require the link in the reference to get a full picture of exactly what is required to run a web view Snap ad.

- **App install Snap ads:** They're 10-second teaser snaps that drive installs for the user apps, and they go directly to the Google play store or the App store, and you can get there with a simple swipe up.
- **Long form video ads:** These are 10-second video Snaps, that allow users to swipe upward to stream branding content of up to ten minutes of vertical or horizontal video.

SNAPCHAT GEOFILTERS

Creating geofilters

Geofilters are a great fun way to drive engagement with your target audience, grow brand awareness, and drive affinity. If you have an in-house design team or agency you work with, geofilters can be created on their own, or else you can design one yourself using one of the many templates found on geofilters.snapchat.com.

To create your own geofilter, follow these four steps:

- Create your geofilter design on your preferred imaging editing software, or design it online on Snapchat's geofilter website.
- Select Start and End dates and times for when you would like Snapchatters to be able to use your filter.
- Draw your geofriends. Keep in mind that it should cover a relevant area of your business or event, and be between 20,000 and 50,000 square feet.
- Purchase your geofilter with your line of credit or credit card and submit.

Metrics

When the time comes to report on the success of your Snapchat geofilters, it is important to be able to differentiate between the following two metrics:

- **Uses:** This is the number of times your geofilter is applied to a snap.
- **Views:** This is the number of times a user watches Snap with your geofilter in a story, or on sent to them.

SPONSORED LENSES

Using sponsored lenses

Sponsored lenses are the most premium ad buy on Snapchat. Taco Bell was the first one to put these on the map. During Cinco de Mayo, they had a lens that got over 224 million views. They put a taco on front of your head as a Facebook selfie. And Red Bull did that for finals week, and she was drinking a Red Bull.

This is a major benefit for advertisers, as many people view ads as a hindrance to their own digital experience. And in this case, people are loving the ads and they're using it as a way to increase their selfie and increase their views.

These can cost between \$400 to \$800,000, though. They're high price and you have to have a great partnership with Snapchat and their in-brand partners, but they're a great way to build excitement, and get global reach.

TARGETING

Targeting options

There are five options to target through Snapchat advertising:

- **Predefined audiences:** This option allows you to choose from over 300 audiences based on where Snapchatters care about, what they buy, what they watch, and where they go.
- **Demographics:** You can get specific with age, location, device type and advanced demographics like household income and parental status.
- **Audience match:** This option lets you combine your data with Snapchat's to build custom audiences. All you have to do is drag and drop a customer list to get started.
- **Look-alike expansion:** Here, you can expand your reach and fine tune performance by building look alike audiences similar to your best customers.
- **Geofilters:** These inspire customers in your neighborhood or predefined geofence.

CAMPAIGN SETUP

Setting up your campaign

Snapchat Ads Manager is very easy to use and navigate. So, once your story has been locked down, creatives have been set and advertising strategy has been defined, literally takes minutes to have it all up and coming through this ads campaign.

Getting started

Follow these steps:

- On your dashboard, click Create Campaign to start launching your new campaign.
- Give your new campaign a name.
- Select your key objectives for it.
- Schedule your campaign's start and end dates.
- You can choose to launch it right away and have it run indefinitely until you want to take it down.
- Choose whether to make your campaign active from the get go, or to launch it from the paused state.

Setting up your ad set

Follow these steps to ensure your campaign is only reaching the kinds of Snapchatters you want it to:

- Set up your ad set. Here's where you'll set up your ad sets targeting. You can have multiple ad sets at a time.
- Choose what country you want to run your ad set in. You can only choose one country per ad set. You can even target more specifically by choosing individual locations, like states or major cities. Then, decide whether you'd like to exclude or focus on those specific locations.

- Choose what age and gender you're trying to reach out to. If you're running your campaign in the US, giving a target Snapchatters using demographic data from Datalogics. You can also use Snapchat's predefined audiences, such as Snap lifestyle categories, or reach audiences by Datalogics data, comScore data, or PlacelQ data.
- Lifestyle categories group Snapchatters by how they use the app. Shoppers group Snapchatters by their offline and online shopping habits. Viewers groups Snapchatters by their favorite kinds of content. Visitors group Snapchatters with geolocation data provided by PlacelQ. You can even target Snapchatters based on your own data.

Setting a budget

Follow these steps to set a budget and schedule your campaign:

- Decide on a budget you'd like to allocate to the ad set.
- Choose what goals you like to bid on.
- Decide on the highest bid you're willing to make for your goal.
- Choose when you want your ad set to start.
- The audience size indicator lets you know how broad or narrow your potential audience size is.
- When everything looks good, click Next.
- Select the Snap ad you uploaded earlier.
- Click Launch Campaign.

NOTES

LESSON 8: INSTAGRAM AND SNAPCHAT ANALYTICS

INSTAGRAM ANALYSIS

Instagram Insights

Instagram and Snapchat advertising products have a variety of ways of reaching your target audience in a fun, creative way. Instagram ads integration with Facebook's ad manager provides truly in-depth advertising options that cater to all your business needs.

With the opening of the Snapchat API, there are more opportunities for brands to invest in Snapchat ads. Snapchat advertising utilizes all components of the platform to insert ads. And finally, Snapchat ads can be found between Snaps, within Discover and even offline.

Analytics are key to this overall process and helps drive business decisions. Within this section we will cover the Instagram Insights tool, which is a tool available for Insights for Business that gleans key insights for marketers, looks at organic analytics, and looks at third party tools that deliver insights for companies to utilize their capabilities.

Instagram Insights is a tool available with Instagram for Business used for content and follower analysis, so you can tailor your post to be more relevant to your audience. With this tool, they'll give you a variety of insights. These are impressions, reach, website clicks, follower activity, profile visits, and video views.

Variables to measure

You can measure a number of variables for organic Instagram content creation:

- **Photo:** You can see if it does well if you get a lot of likes and comments.
- **Video:** You can look at likes, views, and comments.
- **Story:** You can look at views, comments, and direct messages.
- **Live video:** You can look at likes, views, and comments.

Third-party tools

Third-party tools help optimize your Instagram outreach and execution. They provide insights if you don't have a business account and can help schedule and post content.

These tools range in price but can help your investment and your Instagram strategy very much so. They can help your followers and expand your brand.

Some of these include Sprinklr, Hootsuite, Buffer App, Planoly, and many more.

SNAPCHAT ANALYSIS

Snapchat analytics

It's very important to understand the analytics associated with your advertising and content outreach.

Here are the analytics with advertising you can analyze:

- **Total Impressions:** The total number of times your ad was served

- **Video Views:** The total number of impressions that meet the qualifying video view criteria of at least two seconds of consecutive watch time, or a swipe up action on the Top Snap
- **Quartiles:**
 - 25% Quartile: The number of Snaps watched to 25% of duration
 - 50% Quartile: The number of Snaps watched to 50% of duration
 - 75% Quartile: The number of Snaps watched to 75% of duration
- **Completions:** The number of Snaps watched to 97% of duration
- **Average Screen Time:** The average number of seconds spent watching your ad across all impressions
- **Spend:** The total amount spent on your ad campaign to date
- **eCPM (effective cost per thousand impressions):** The average cost per 1,000 impressions
- **eCPV (effective cost per video view):** The average cost per qualified video view. Video View = at least two seconds or swipe up, whichever comes first
- **Swipe Ups:** The total number of times Snapchatters swiped up to view your attachment
- **Swipe Up Rate:** The average number of swipes per impression, shows as a percentage
- **eCPSU (effective cost per swipe up):** The average cost per each swipe up
- **Average Attachment Screen Time:** The average number of seconds spent watching your attachment across all swipe ups
- **Installs:** The number of times your app was installed
- **Install Rate:** The average number of installs per swipe, shown as a percentage
- **eCPI (effective cost per install):** The average cost per each app install
- **App Opens:** The number of times Snapchatters are linked to your app successfully
- **App Store Visits:** The number of times Snapchatters without your app are directed to the appropriate app store
- **25% Attachment Quartile:** The number of swipe ups watched to 25% of attachment duration
- **50% Attachment Quartile:** The number of swipe ups watched to 50% of attachment duration
- **75% Attachment Quartile:** The number of swipe ups watched to 75% of attachment duration
- **Attachment Completions:** The number of swipe ups watched to 97% of attachment duration

The role of influencers

Snapchat has invested in their influencers and they give them key insights to help them better tell stories. They give them tools for this data.

The data includes:

- **Story Views:** Total number of Story views* by all Snapchatters since January 1, 2018. 'Week' tracks Story views over the last 7 days, while 'Month' tracks views over the last 28 days.
- **Time Spent Viewing:** Total time Snapchatters have spent viewing your Story since January 1, 2018. 'Week' tracks Story view time over the last 7 days, while 'Month' tracks view time over the last 28 days.
- **Reach:** How many unique Snapchatters have viewed your Story each day.
- **Average View Time:** How long each unique Snapchat viewer viewed your Story each day, on average.
- **Story View Percentage:** How many of the available Snaps in your Story were viewed in a single session, on average, each day.

- **Lifestyle:** Snapchatters are sorted into 100+ different categories based on their interest in politics, music, and more! This list includes the top four Lifestyle Categories of your viewers, based on how they compare to the average on Snapchat.
- **Popular Regions:** The top three regions where your viewers are located, and the percentage of your audience in each region.

*A 'Story view' is counted as any time your Story was opened and viewed. So, if someone tapped on your Story to view it twice in Discover and once in Search, then you'd have three Story views.

These analytics can refine their content strategy and figure out which content optimizes best on the platform.

Discover analytics

Discover content includes quizzes to swiping up to read articles to screenshotting horoscopes, etc. The better the content, the more targeted the audience. For example, Cosmopolitan is gaining the Gen Z and Millennial females, the more ads towards that audience it will contain.

To measure the analytics, Discover includes average watch times, completion rates, tap rates, audience insights, swipe up rates, screenshots, story views, and more. So for organic reach, Snapchat Insight data can help navigate and structure your editorial calendar and Snapchat strategy. The more insights you have into engagement, the more likely you will create content that will connect with your audience and in doing so you'll build an audience and ultimately drive sales.

Editorial decisions

Even though Snapchat is based off ephemeral content, it is helpful to think about social strategy. This is similar to Instagram or Facebook or Twitter.

Will you do TBT, like Throw Back Thursday? MCM like Man Crush Monday? Or FBF like Flashback Friday? This way it can guide content and be similar for your audiences to see what they're used to on other platforms.

NOTES

