

2017

SOCIAL MEDIA CONFERENCE

DELMARVA'S PREMIER SOCIAL MEDIA EVENT

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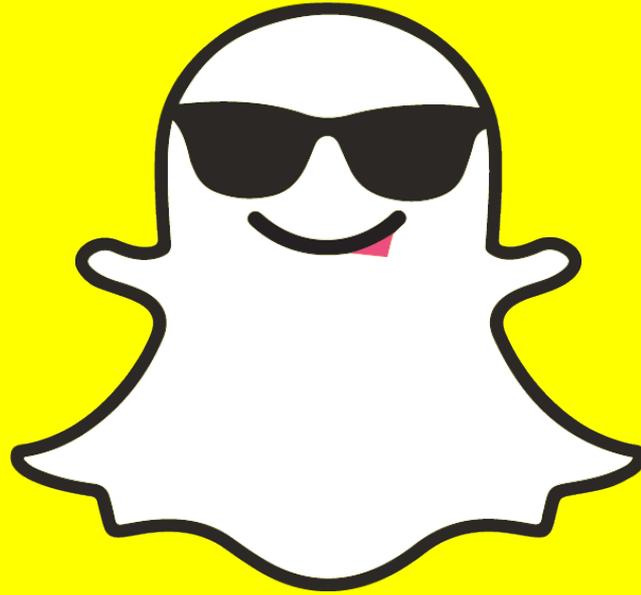
Attract.

Engage.

Convert.

Amaze.

Breakout Session: Getting Started with Snapchat



How Snapchat can help you interact with your customers and capture a new audience.

The Gurus



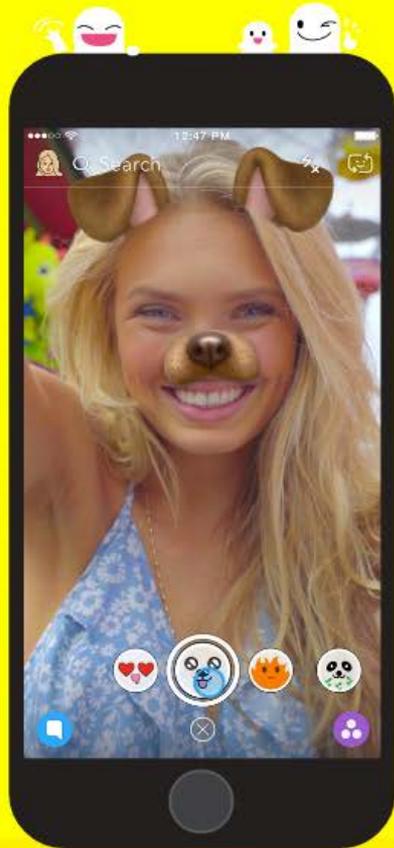
Tom Little,

La Vida Hospitality &
DRI Media



Reno Intreglia,

La Vida Hospitality &
DRI Media



Download now.

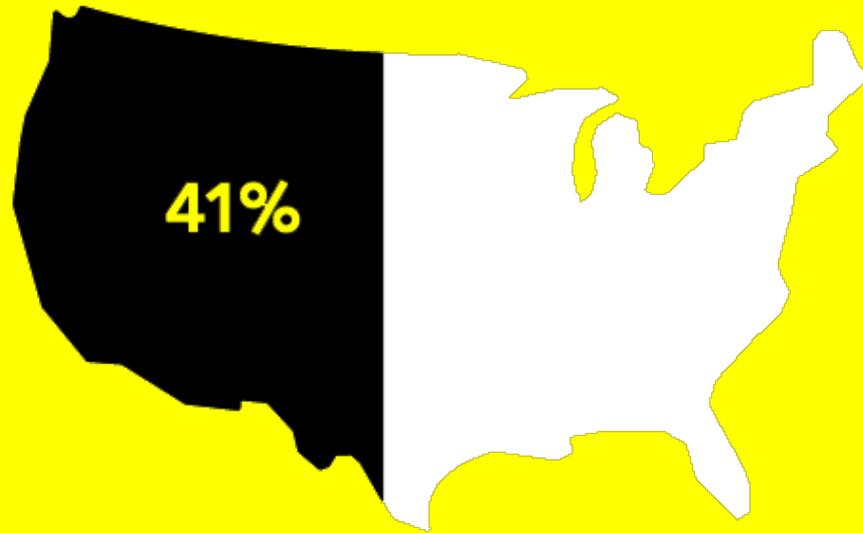


What is Snapchat

- #1 in the App Store
- Stories last 24 hours & 10 second snap limit
- Full Communication Suite: Video and Audio Calling & Chat Messaging
- Platform for Media Channels: BuzzFeed, CNN, Vice, ESPN, WSJ etc
- Collaborative Live Events
- Native Advertising

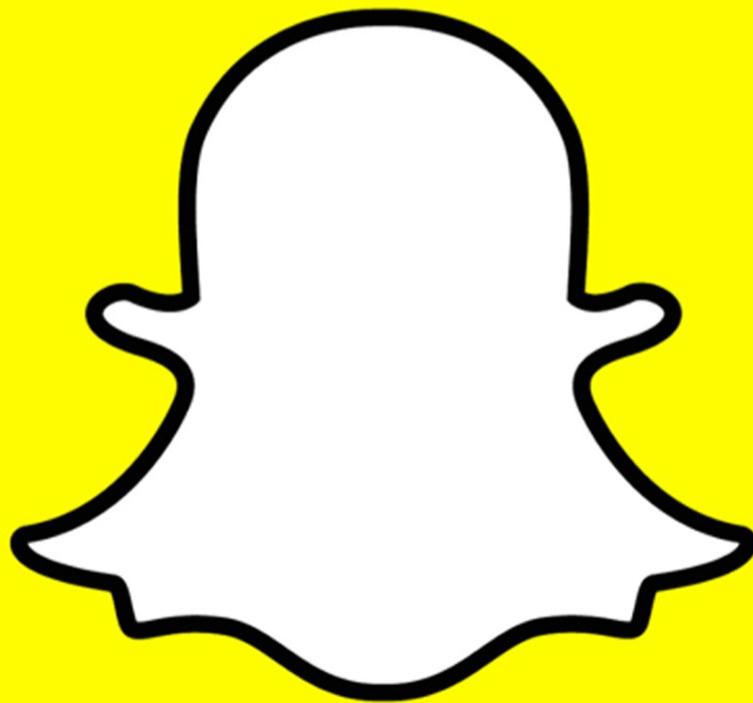


The Stats



- On any given day, Snapchat reaches 41% of all 18 to 34 year-olds in the United States.
- Snapchat has over 100 million daily active users.
- 54% of Snapchat users log in every day.
- Snapchatters watch over 10 billion videos per day—an increase of more than 350% since 2015.
- More than 400 million Snaps are sent every day and 8,796 photos are shared on Snapchat every second.

HOW TO USE

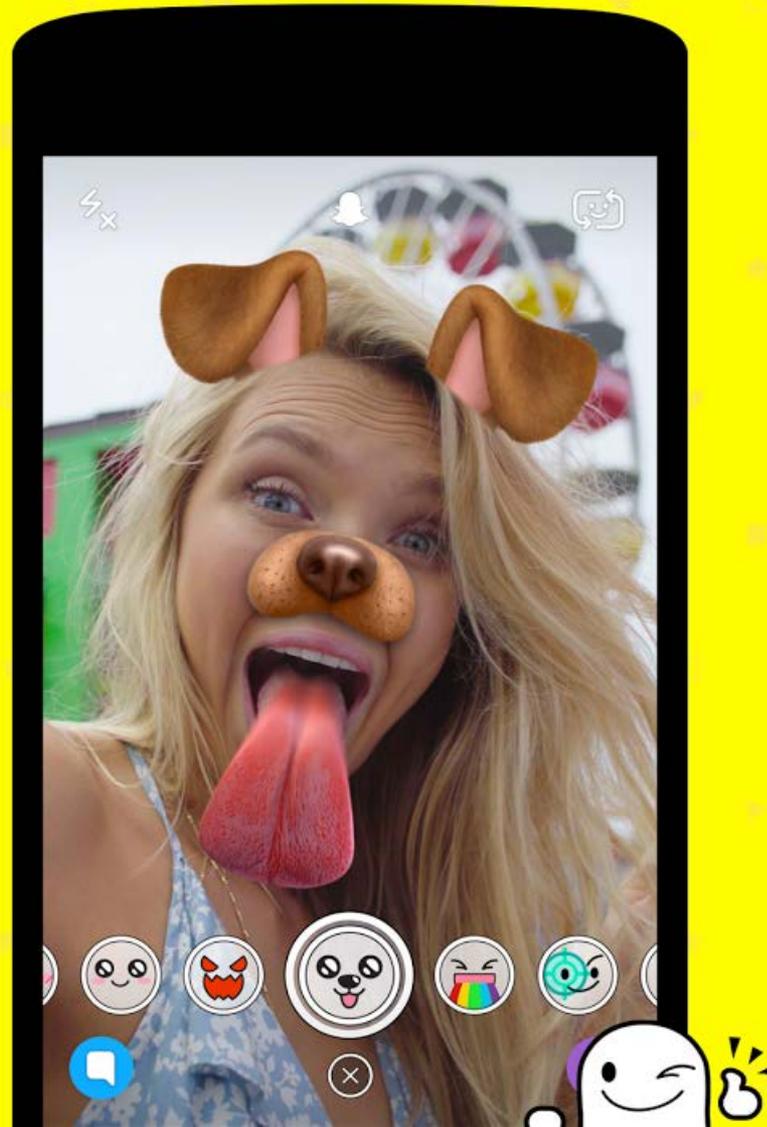


Snaps

- Share a fun moment
- Viewable for 1-10 Seconds
- Video or a Picture
- Choose who gets to see it

Snap

Tap to take a Snap with fun filters, special effects, and more!



Share a Moment

Tap to take a photo,
press and hold to record video.





Burned my face yesterday ☀️😞



Life's good



Rip old mac&hello
new macbook



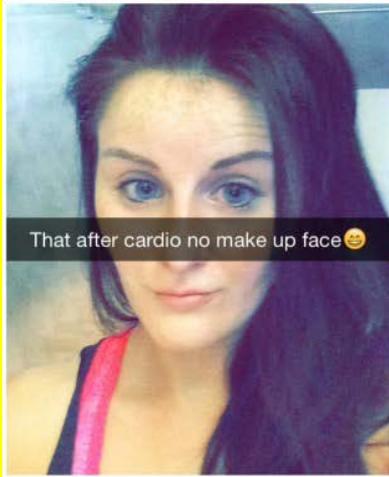
Drinks
with the
blogger
friends



Babypool is better than no pool ☀️



😞😞😞 24degrees already 🧊



That after cardio no make up face 😞



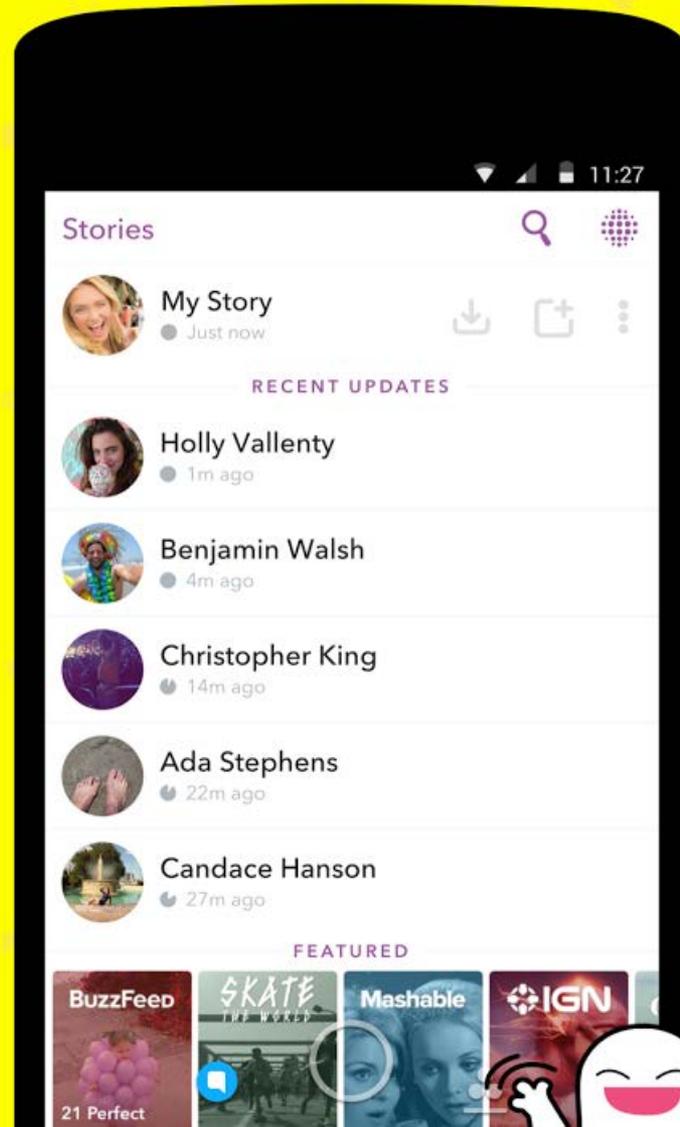
@swim4good
charity event



Trying to get rid of that winter paleness

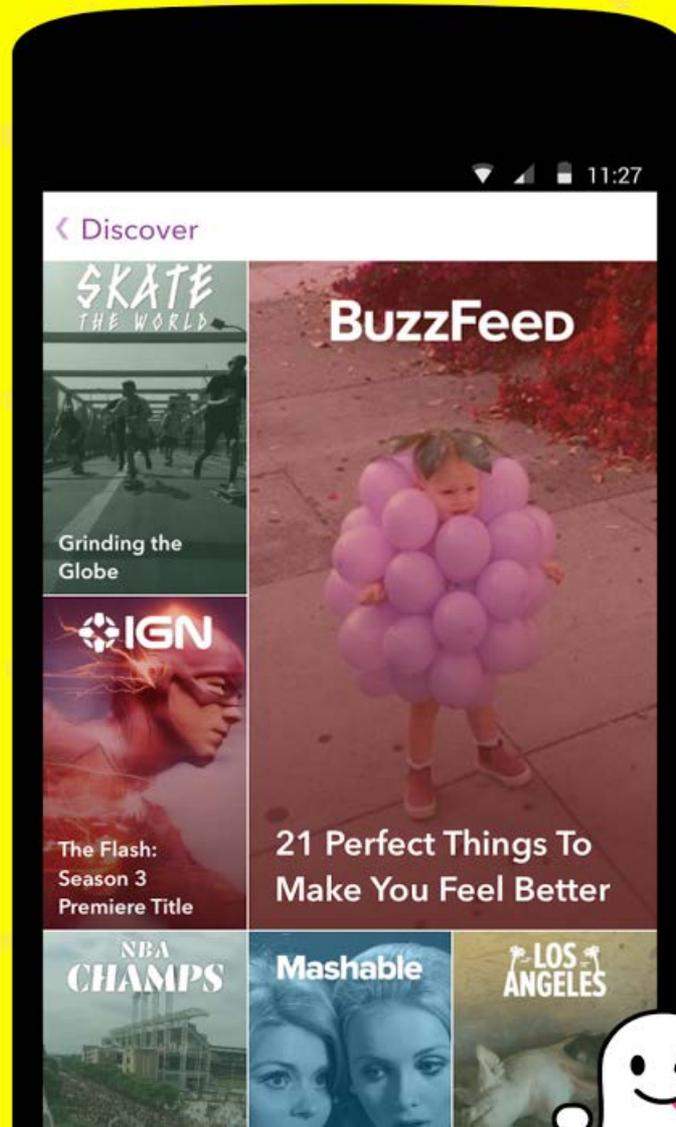
Stories

Keep up with your friends' Stories every day.



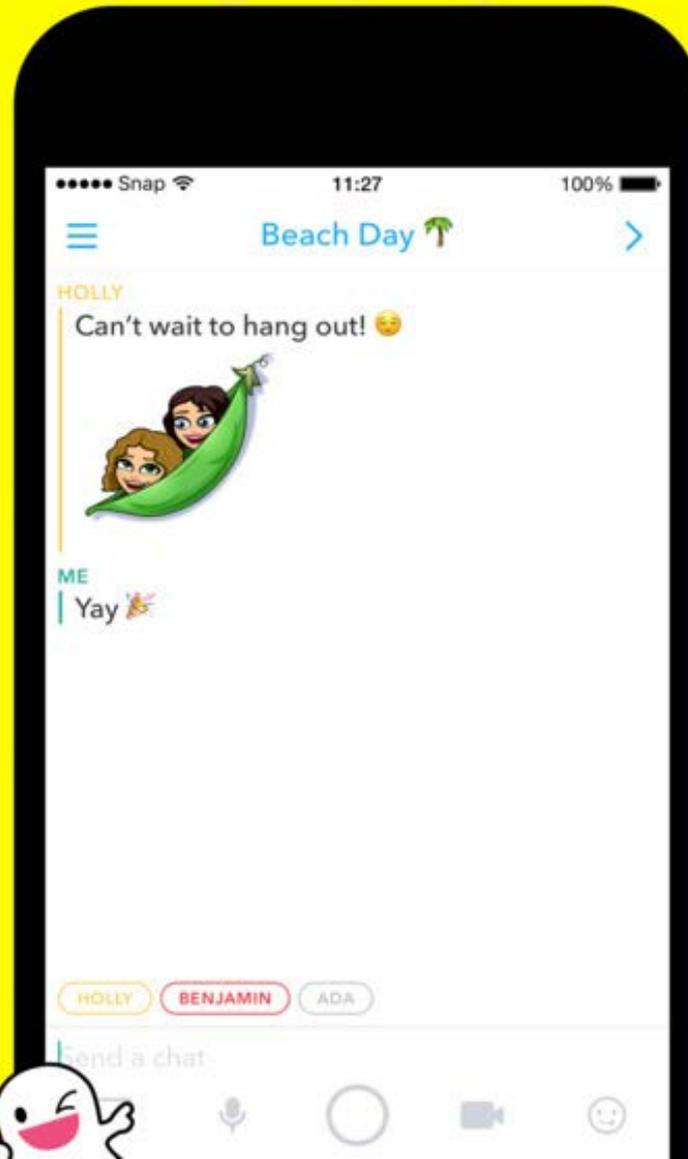
Discover

Explore hand-crafted stories from the world's top events and publishers.



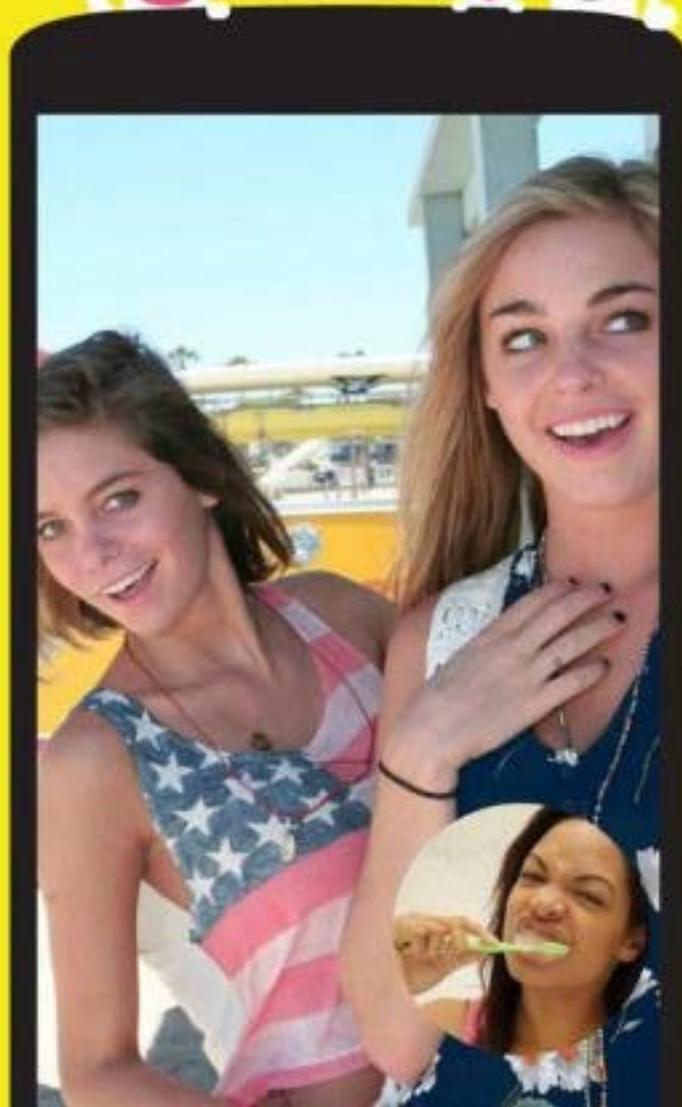
Chat

It's fun and easy to communicate –
however you want!



Enjoy Conversation

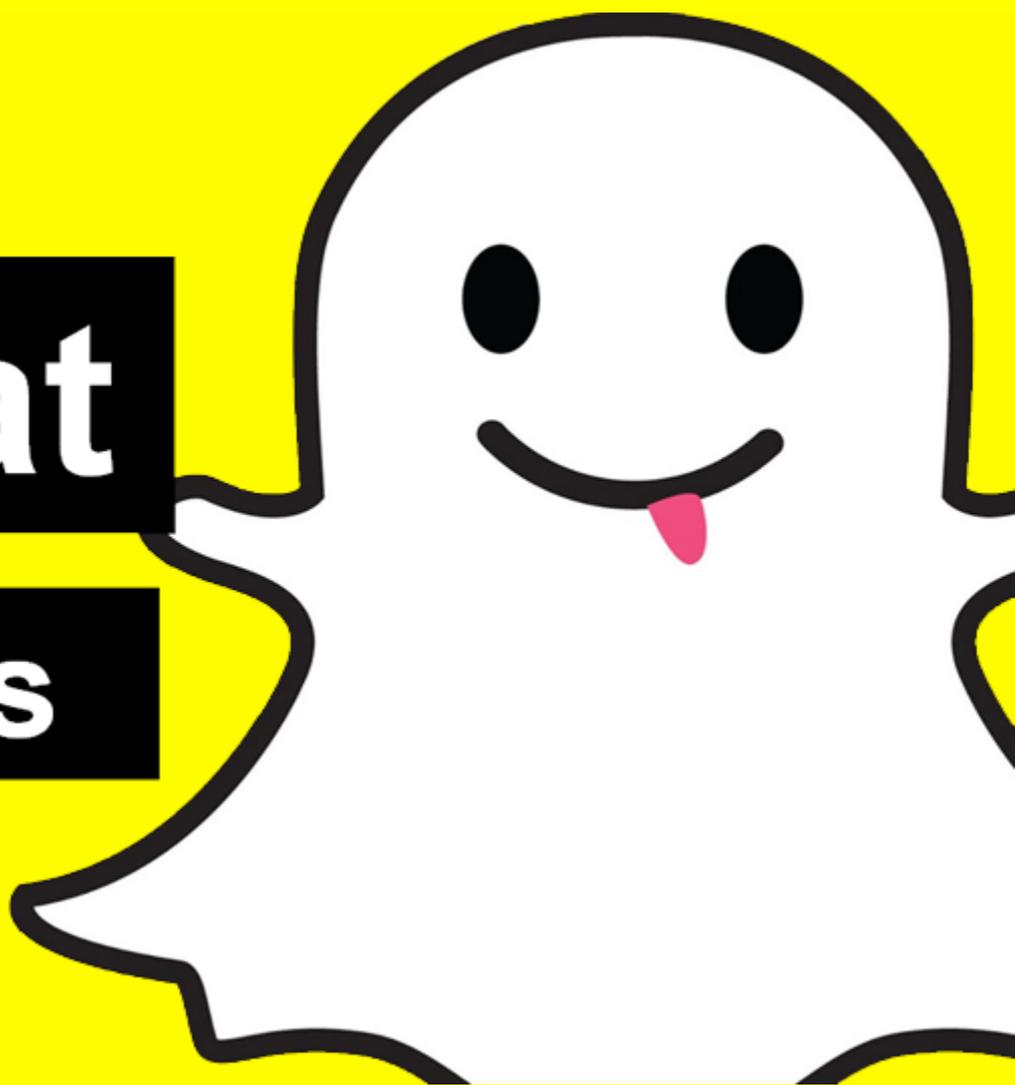
Share live video instantly from Chat.



How to use

Snapchat

For Business

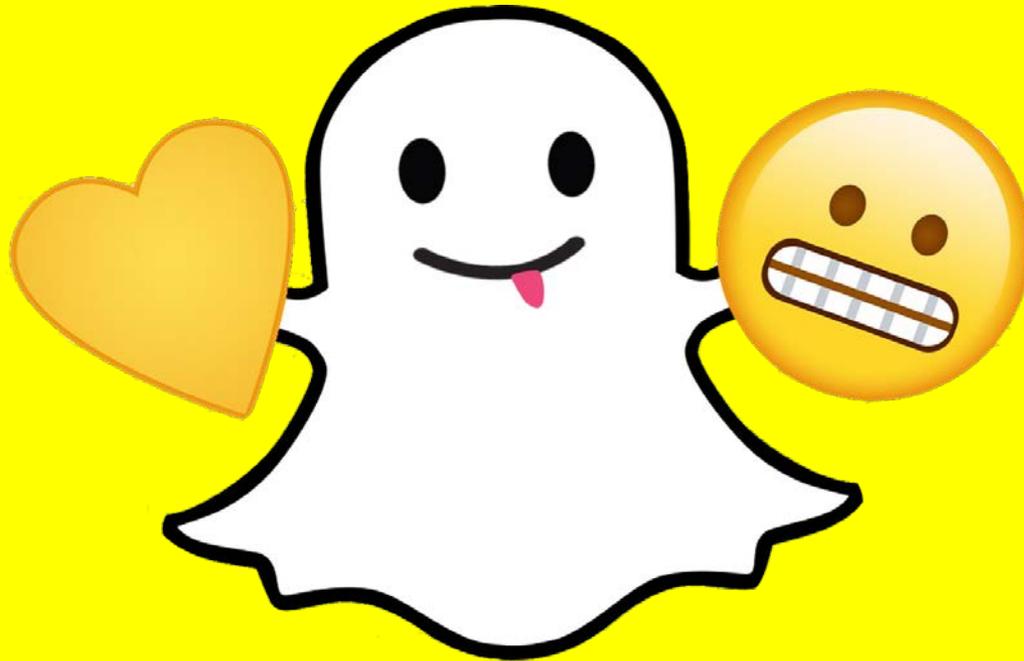


Tell a Story... Behind-the-Scenes



Pro Tip: Use your top-performing content from other social channels to inform the type of footage you share on Snapchat. If you've noticed that laydown shots have been getting high engagement on Instagram, then use Snapchat to take the viewer on a behind-the-scenes look at how that photo shoot came together. When you post the beautiful, final shot to Instagram, update the link in your bio to direct people to your Snapchat page so they can see the process behind creating that image.

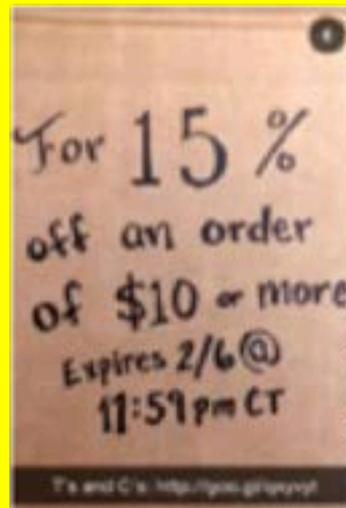
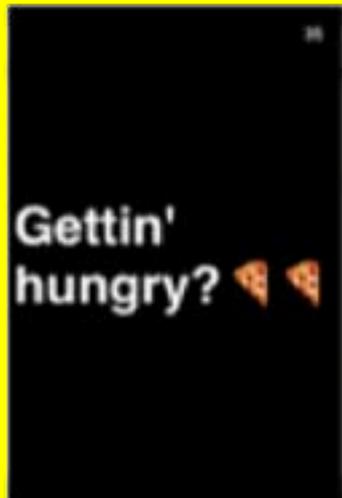
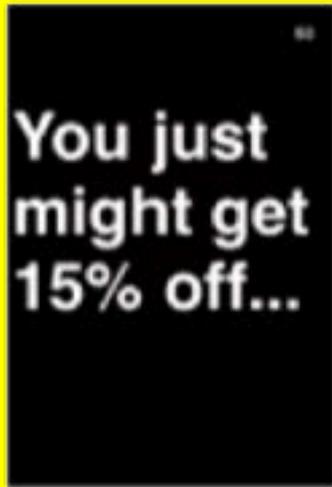
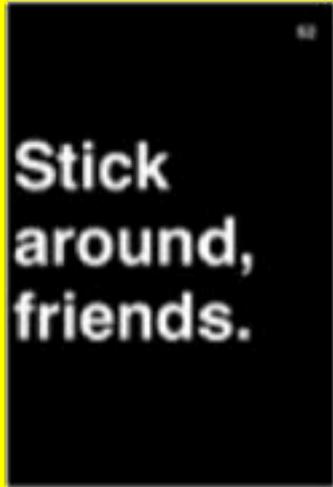
Showcase Trending Products



Snapchat is a great place to show off products that are trending or products you'd like to push to your audience. Time for a boring stock image set against a white backdrop? Forget that. Instead, places like the Crooked Hammock brewery tap into (pun totally intended) Snapchat's quirkiness by dancing up images with text overlays, bitmojis and smiley faces to showcase a new beer.

Pro Tip: Emojis, filters and text are your friends. Big time. If companies can make customers feel like a friend sent them a snap — not a business — it'll feel much more natural and will likely drive more engagement.

Create Exclusive Snapchat Offers



A unique feature about Snapchat is that people have to click through each post in a story to see the next piece of content. GrubHub capitalized on that functionality by using Snapchat to gradually reveal a 15 percent off discount code. The people that clicked through the story (with new content posted every 30 minutes or so) were rewarded with a discount on their next order.

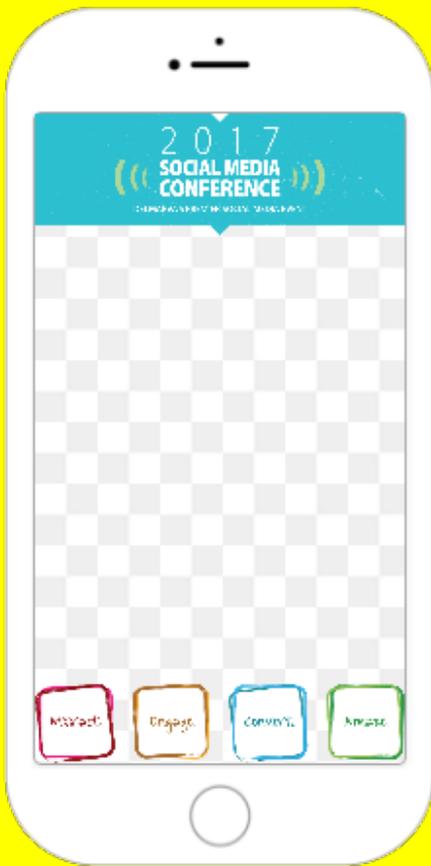
Pro Tip: Use a specific code to measure your company's engagement with its Snapchat audience. In this example, Grubhub knew that the discount code was only available to its Snapchat followers, so it had a clear indication of whether it was driving them to make purchases.

Create Custom Geofilters



Pro Tip: Use custom geo-filters to drive people to events or specific store locations. If you're a retail brand, for example, create a hyper-local geo-filter for each specific store and use it to attract customers.

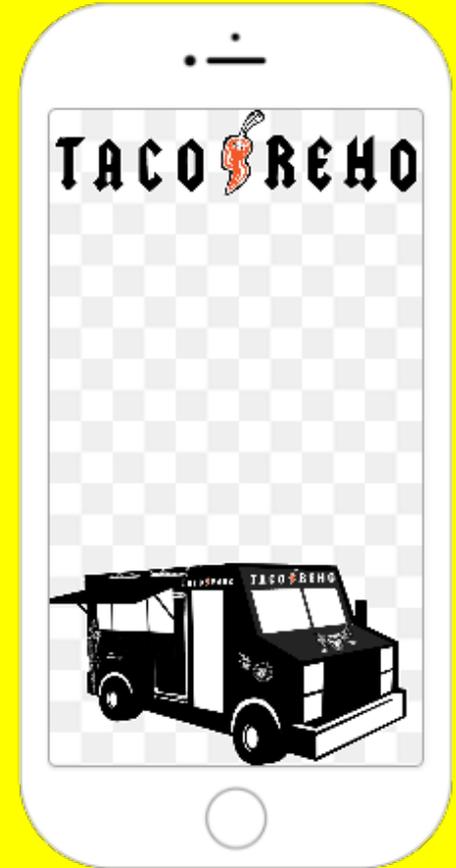
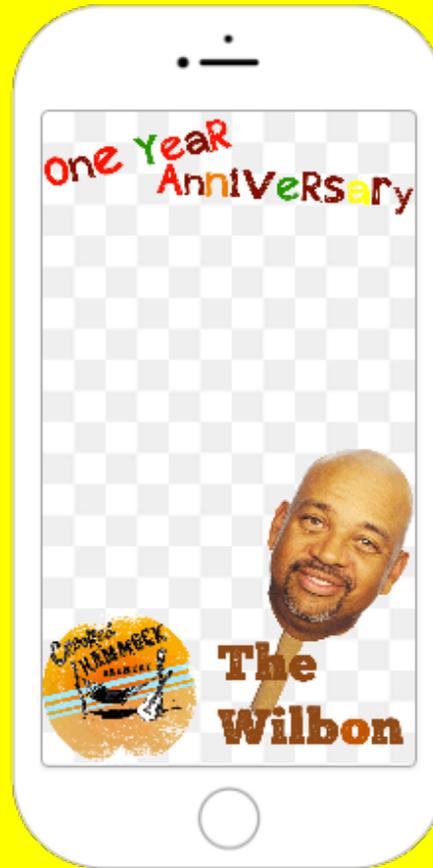
Using Geofilters



Special Events



Contest Voting



Grow the Brand



 81,000 square feet

 25 hours

 \$30

 389 uses

 91,346 views

Align the Brand with a Lifestyle



Many brands want to be associated with a certain lifestyle. Harley Davidson wants to project an image of the leather jacket wearing motorcyclist. Nike wants to associate itself with a sports-loving person obsessed with exercise. Forever 21, has a brand ascetic that's young, stylish and trendy. So it sent some folks to the Coachella music festival to show what the consumer experience and lifestyle is like for Forever 21's prototypical customer.

Pro Tip: Engage your Snapchat audience with poll questions. Forever 21 posted a photo of the lineup on the Coachella Stage and asked: “Snap us who you’re most excited for.” Then its audience felt engaged and were more likely to follow along with the rest of the Forever 21 Coachella adventure.

Give Employees a Voice

SoulCycle, the fast-growing indoor cycling company, conducts Snapchat interviews with trainers after workouts. For SoulCycle and many other businesses, employees represent the brand — so why not show them off? SoulCycle uses Snapchat to create a connection between its trainers and members when they're not at the gym — hoping that it'll prompt people to keep coming back to future classes.

Pro Tip: Ask your Snapchat audience to submit questions about your business, and find employees (that aren't camera shy) to answer them in short videos.

Snapchat Takeovers

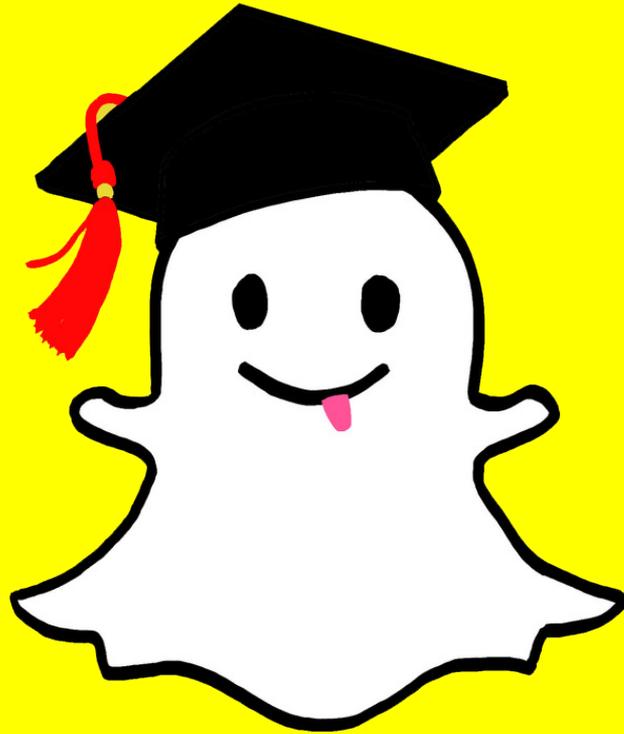
The popular young women's clothing retailer Wet Seal (username: wetseal) launched a Snapchat campaign, which was quickly taken over by a Snapchatter named MsMeghanMakeup.

Meghan has over 300,000 followers and her influence was quickly felt as a halo effect over Wet Seal's campaign. The boost propelled the clothier to 9,000 connections in two weeks and over 250,000 views of the holiday "story." Wet Seal was named winner of the 6th Annual Shorty Awards, which honors the best in social media.

Pro Tip: To get your message seen, you can let an influential Snapchat user take over your account. You may not have connections with 300K+ followers, but even local authorities with hundreds or thousands of fans can improve your Snapchat reach.

Wrap Up

Q&A and Takeaways



Don't forget to follow us!



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Crooked_Hammock



Thanks!

A big thank you for everyone who joined us at this years DTCC Social Media Conference. We look forward to seeing you again next year!

For more information on Snapchat, social media, web design or graphic design visit us on the web at www.drimedia.com or send us an email info@drimedia.com!

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