



8 Essential Elements of Success in Snapchat Marketing

Snapchat works in a vastly different way than other social platforms such as: Twitter, Instagram, and Facebook. While businesses aim to get more interaction like shares, likes and comments, Snapchat aims to deliver content to target audiences using the innovative and fun features offered by the app. That's why Snapchat marketing requires methods that are somewhat different from those used in marketing on other social platforms.

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1. Auto Snaps are better on Snapchat

Have you ever asked yourself why Snapchat is attracting millennials? The vast majority of the app's users under 25 feel that the content shared on the app is easy to set up, it just requires you to make a snapshot with the quick-open camera, adjust the image with fun additions and then release it, in short, ephemeral content.

Although other platforms such as: Facebook and Instagram are interested in the transparency factor in the content, Snapchat greatly outperforms them in this transparency. Users share short, light photos and videos without the need for costly settings. So make sure you capture automatic content that isn't artificial, and don't worry about shots that aren't shot perfectly.

2. The effect accelerates the spread

The fastest way to grow your brand account on Snapchat is to collaborate with influencers, and an influencer is someone who has a large number of followers on their account. Snapchat has its own army of influencers with the ability to quickly share engaging stories, which is exactly what you need to grow your account at a good pace.

Use Snapchat Star Influencers as a great resource to share content about your brand and spread awareness about it, and don't just base your choice on price, but watch for the following indicators to make the best choice:

Audience interactions: Don't just rely on the number of followers. Although it is an important factor, but it is included in a group of other influences, especially the extent of the regular interaction of the audience with the content of the influencer.

Audience: Choose the influencer who is followed by an audience you target, relevant to your industry, or from the age and geographic you are seeking to

reach.

When you find the right influencer, ask them to add to the content they will be sharing about you; A clear, compelling call to action, such as adding a link to your site or an invitation to subscribe to your newsletter, using promotional text on the image, repeating certain phrases, or asking the audience to take a screenshot for later reference.



3. Trump exclusive content

Because of the short lifespan of content on Snapchat, there is an atmosphere of urgency in the application environment and users check the application more than once a day, so brands should take advantage of this automatic feeling that they must act now to motivate users to take action in Snapchat its marketing campaign.

This can be done by publishing exclusive content that you do not provide on any other platform that will attract the attention of your followers and encourage them to take advantage of exclusive offers. For example, Warby Parker offered sunglasses for sale exclusively on Snapchat, and announced on her Instagram account the link to buy the limited-edition glasses on Snapchat in a professional Snapchat marketing method.

There are many other ways it can be used to share exclusive content such as: contests and giveaways, flash sales, and behind-the-scenes content such as new products being prepared and in-office shots. As well as the questions and answers that the audience asks for a team member to answer, announcing an upcoming event, or celebrating the company's founding anniversary.

In addition to discount codes, which are a great way to measure engagement on Snapchat, you can see how many people have already used the discount code. Mix up past content formats over the course of the days to keep followers drawn to your fresh content and make it easier for you to market to them again and again.

4. Telling the story makes a place for you in the minds of your followers

Sharing the story is one of the important ways to make a special place for your brand in the minds of your followers. However, the task is not always easy, as the odds of completing the story drop by 36% when you reach the fourth shot of it, so the story should be built so that it includes a beginning, middle and end.

The duration of your story may not exceed a minute or two, but telling it in the form of a beginning, middle and end will make it more interesting, so if you are a beginner in Snapchat marketing and have not yet practiced adding stories, use the "story board" method in order to plan your story well before publishing.

Then start the story with clips that interest viewers and spark their curiosity to learn more, update the story three times a day every four or five hours, and finally finish the story with a bottom line or invite viewers to take action such as: follow your other social accounts, or tell them about the next time In which you will add new content on Snapchat, one of the simplest ways to end your story is to add an ending word.



5. Video is an essential component of Snapchat content

Our age today deserves the title of the era of video marketing well, as everything revolves around video, at first it was YouTube, then Facebook “Watch”, then Instagram in addition to Snapchat. Snapchat gives you 10 seconds to create a video where you can let viewers see your brand for themselves rather than tell them about it.

Besides image, video attracts other senses such as sound, and you may be able to interview them in a more lively and warm way. Snapchat is a fun application, and one of the biggest obstacles that new marketers face on Snapchat is shyness or boredom. The shyness that is meant here is the hesitation that strikes you before implementing your ideas in front of the camera, while boredom is publishing content with a mentality like the one you use when marketing in other social platforms such as Reuse stylized images and choose a long display time (exceeding 7 seconds).

Enjoy using the app’s filters and lenses in your photos and videos. Viewers don’t want to feel like they’re watching an ad like they see anywhere else, so you need to create interactive content related to the creativity and fun atmosphere on the platform, and for that use features like snap drawing, writing a comment, Insert information such as date, time and temperature,

add a poll, use one or more filters, and use lenses.

And you can go further and allocate a portion of your marketing budget to creating a filter for your brand that will be designed by a Photoshop or Illustrator designer and then send to Snapchat to be reviewed and published within hours.

6. Content plan makes marketing more effective

Social media marketing requires advance preparation and organization of goals and activities, so it is essential to have a clear plan for your Snapchat content marketing before getting started, in order to ensure the greatest possible effectiveness of your marketing efforts. In order to clearly define the features of the content plan, you must first define your goals from Snapchat marketing and set the metrics by which you will test your success in achieving the goals, then research your competitors in the industry and note their effective marketing practices on the application.

This is followed by thinking about your brand personality that will appear in your Snapchat content so that it is consistent in appearance with other social accounts. Finally, you should set a schedule for publishing the content, including the form of the content, the date it was published, and the amount of time allotted to interact with your followers. And don't forget that Snapchat marketing starts with promoting through your other accounts.

The obvious component to the success of your Snapchat marketing efforts is your followers. Followers won't learn about your new account out of the blue, of course, so you should try to target your followers on other social accounts. If you have just created your new account, it is inevitable to take advantage of your existing audience and tell them about your new account in different ways:

Add your account link in the personal description (Bio) of your Instagram account.

Add the account icon to the end screen of your YouTube videos.

Include the account code or link to your various marketing tools (website - newsletter - email signature).

7. Interacting with followers keeps your brand

Suppose that a group of new followers, as soon as they press the follow button, want to know your account for the first time, on Snapchat, and unlike other platforms such as Twitter and Instagram, viewers will not be able to

follow your old content that disappeared after 24 hours, and therefore in the absence of recent published content On your account you will have lost an important opportunity to gain the attention of followers.

Hence the importance of continuity in adding content to interact with new followers, especially when a large number of users add you at once after publishing the snap code on social media or appearing on the account of an influencer, in these cases it will be appropriate to quickly publish a short story that introduces the new followers on your business. Another way to deepen your interaction with your followers is to use the Swipe Up to Call and Swipe Up to Text features to make it easy for viewers to connect with you with a single swipe.

Snapchat separates Friends and Brands content in the interface, and because of this division, you'll need to interact with your followers in order to keep your brand in mind. Interacting on the platform means viewing photos and videos created by others, following other users' accounts, collaborating with other brands, as well as viewing and responding to messages from your followers.

8. Keep up to date with new features

Snapchat is a surprisingly innovative app, and its developers keep adding new features constantly. That's why it's important to be up to date with the latest features that are added periodically to discover what fits your brand and keeps your Snapchat marketing activities up-to-date. Among the relatively new features that Snapchat launched:

Snap Map: which allows users to share their location and also allows them to search for businesses that are known to other users in a specific geographic area.

3D Camera Mode: This feature makes the image come to life by adding a third dimension to it. When the user shakes the phone, this holographic effect appears. This feature may be useful for businesses as they announce new products or to present the product in an unconventional way that highlights its various aspects more clearly.

Finally, remember that the main purpose of Snapchat marketing is to convert followers into customers, and since it is not possible to measure how much viewers like your content on the platform, you should encourage followers to take action and take them to a place that will deepen their connection with your brand.

Whether it's a product purchase link, a link to reading blog articles, or a newsletter subscription.

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