

Case Studies: Snapchat Content Strategies



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SUCCESSFUL CONTENT MODELS

**BRAND
STORYTELLERS
(REOCCURRING)**

**ACCOUNT
TAKEOVERS
(ONE OFF)**

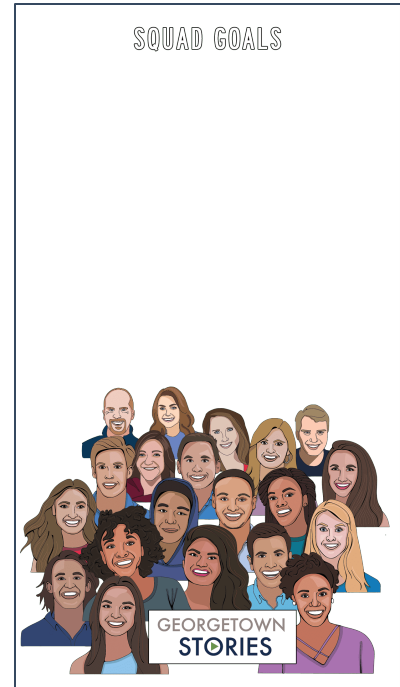
**CTAs
+
CURATION
+
CONTESTS**

IF YOU HAVE A SMALL SOCIAL TEAM...

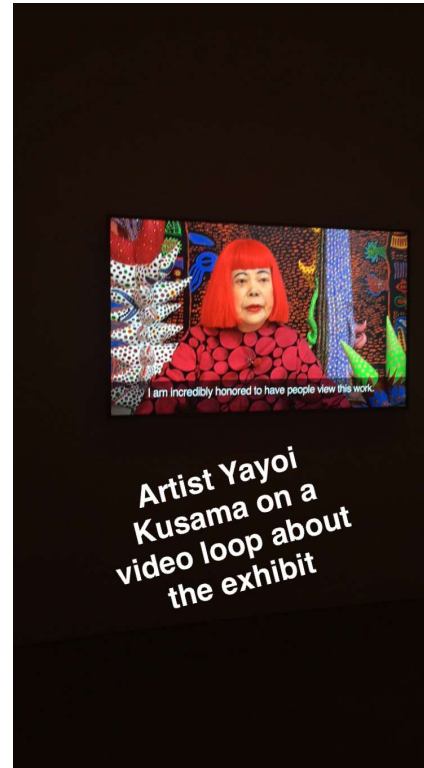
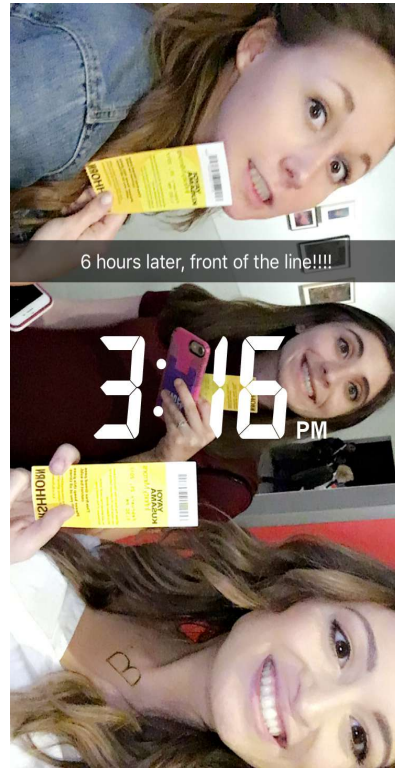
**SPEND MORE TIME ON CONTENT CREATION
PROCESSES FOR SNAPCHAT + LESS TIME
CREATING CONTENT YOURSELF**

BRAND STORYTELLERS

WHO ARE THE BEST PEOPLE TO TELL
YOUR BRAND'S (SNAP) STORY?



BRAND STORYTELLERS



WHAT STORY LINES CAN THEY TELL?



Washington, DC



Global



Catholic/Jesuit



Academic Excellence



Community/ Alumni Network

**LOOK AT YOUR BRAND
PILLARS TO HELP DETERMINE
CONTENT STRATEGY**



The Social Shake-Up
May 22-24, 2017 | Atlanta

#socialshakeup

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CHOOSING YOUR BRAND STORYTELLERS

1. Identify a “cast” that truly represents your brand
2. **Consider the story lines these creators can tell**
3. Give some content guiderails but creative freedom is key to what creates the magic
4. Pay close attention to metrics to inform future content

SNAPCHAT TAKEOVERS ARE STILL EFFECTIVE



KEY DIFFERENCE: TAKEOVERS MAY ONLY APPEAL TO A NICHE AUDIENCE FOR YOUR BRAND

1. Establish guidelines/rules with content creator
2. Discuss objectives of the takeover
3. Storyboard ideas and outline content dos + don'ts
4. Determine how you will facilitate the takeover
5. Ensure the content creator introduces + concludes

SIMPLE EXAMPLE STORYBOARD

1. Selfie-style introduction w/ name, class year and context for the event. (what, where?)	2. Showcase a shot of campus. What is going on there today?	3. Photos/Videos of a typical day-in-the-life of a GU student.	4. Photo of event progress + caption of what is being said or going on.
5. Chat with an attendee! Why are they there?	6. Video of event progress. What is happening now?	7. Closing photo of campus + caption with context from the day	8. Selfie-style closing remarks from story "host." Thank the audience for joining!

GIVE DIRECTION TO YOUR FANS



NEED SOME WORDS
OF ENCOURAGEMENT
THIS FINALS SEASON?



Snap @georgetownuniv
TODAY from 2:30-3:30
and get a personalized
note back from your favorite
bulldog mascot.



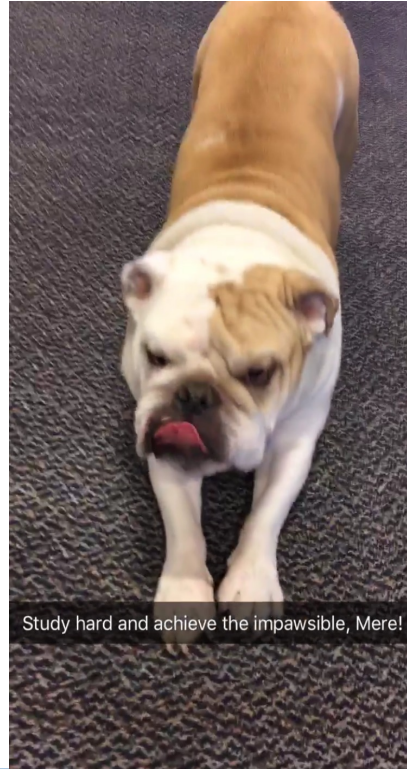
TAKE A STUDY PAWS!
you deserve it.



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#socialshakeup
@LAURAEWILSON

RESPONSES FROM FANS = CONTENT SOURCE



SCAVENGER HUNT USING GEOFILTERS

time for a...
Scavenger Hunt!




A cartoon character wearing a green cap with 'GU' on it and a green jacket, holding an open map. The character is standing in front of a dashed circular geofilter with a crosshair.

Snap @GeorgetownUniv
with the custom geofilter
from each designated
location and
be entered to win
\$100 to the Tombs!

Contest runs from
9AM-6PM!


Check back tomorrow for
instructions!

~~Instructions!~~
THE WINNER!




A cartoon character wearing a green cap with 'GU' on it and a green jacket, holding an open map. The character is standing in front of a dashed circular geofilter with a crosshair.

Screenshot
the next pic
for a list of the
locations!



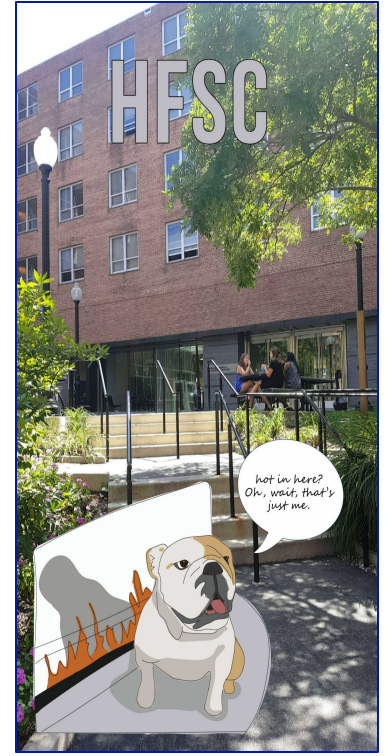
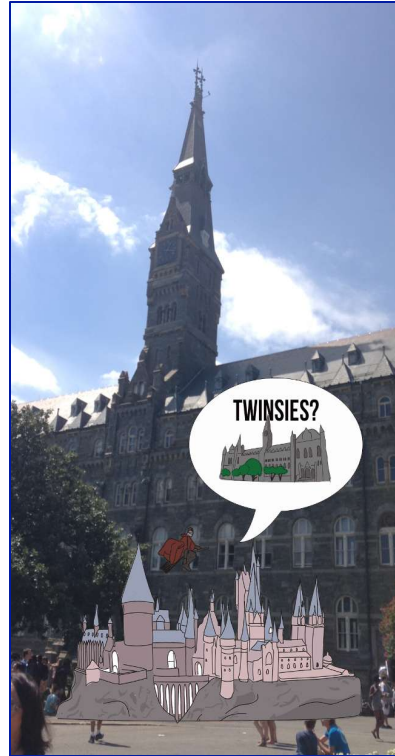
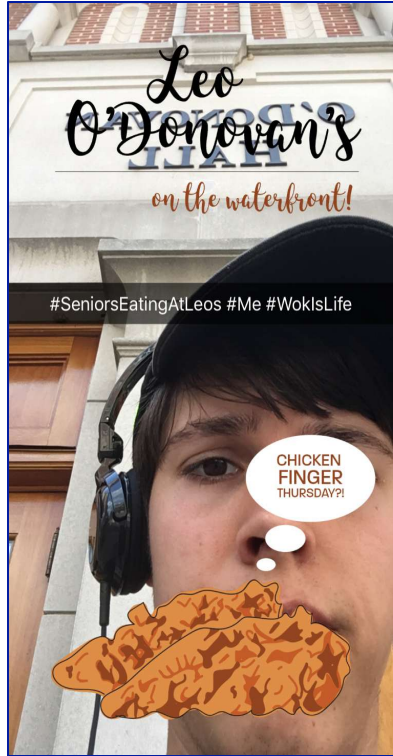
A cartoon character wearing a green cap with 'GU' on it and a green jacket, holding an open map. The character is standing in front of a dashed circular geofilter with a crosshair.

Front Gates
John Carroll Statue
Healy Hall
Lauinger
Saxby's
Wisemiller's
The Tombs
HFSC
Yates
Arrupe Hall
Red Square
Leo's
Dahlgren Quad



A cartoon character wearing a green cap with 'GU' on it and a green jacket, holding an open map. The character is standing in front of a dashed circular geofilter with a crosshair.

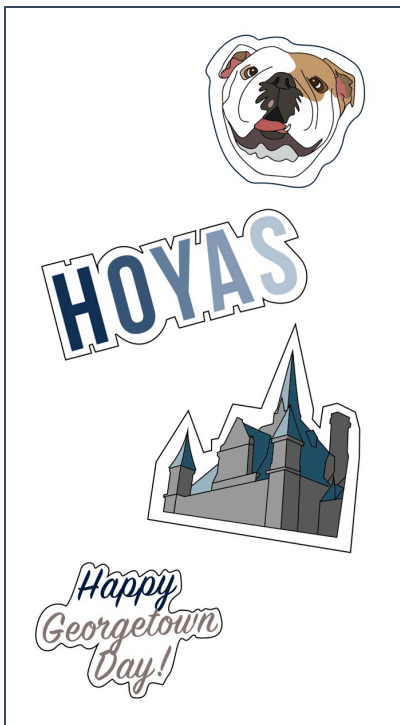
SCAVENGER HUNT USING GEOFILTERS



USE SNAPCHAT SPECIFIC FUNCTIONALITY

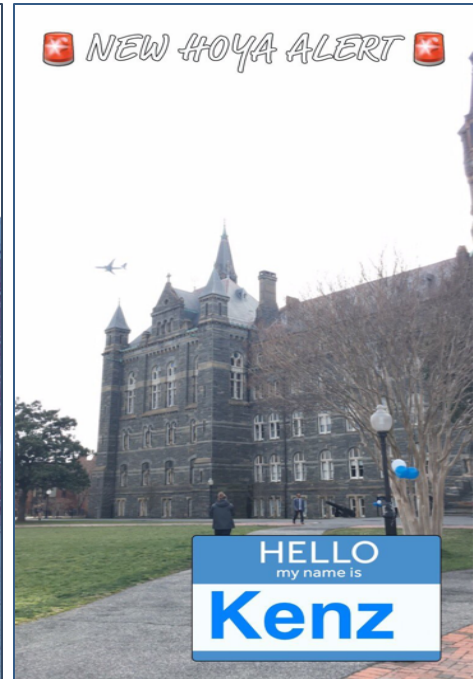
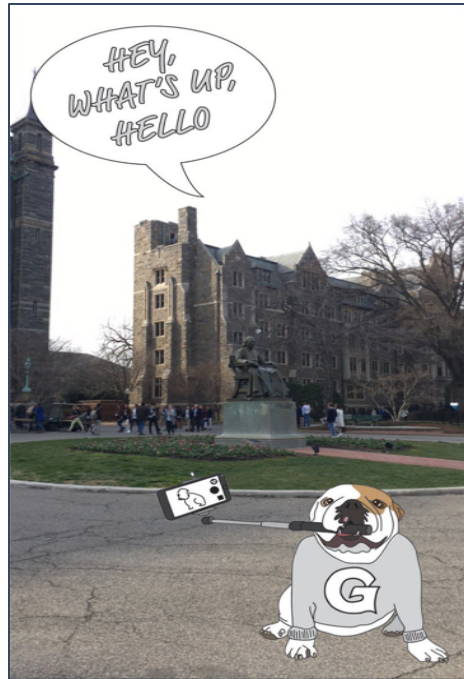
HAPPY
GEORGETOWN
DAY
2017!


SCREENSHOT THE
NEXT SNAP AND USE
THE SCISSORS TOOL
TO MAKE YOUR OWN
GEORGETOWN DAY
STICKERS



SUGGESTED STICKERS
HAVE BEEN HUGELY
POPULAR

STRATEGIC PLACEMENT + RELEVANT DESIGN

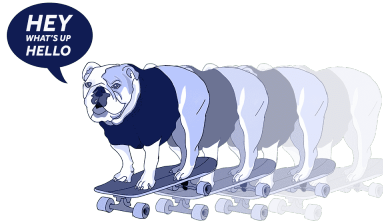


CUSTOMER CENTRIC DESIGN

FINALS ARE COMING

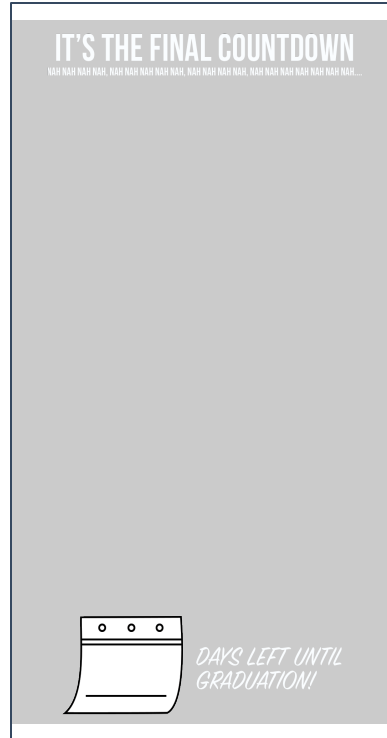


**ROLLING
INTO THE
SEMESTER LIKE...**

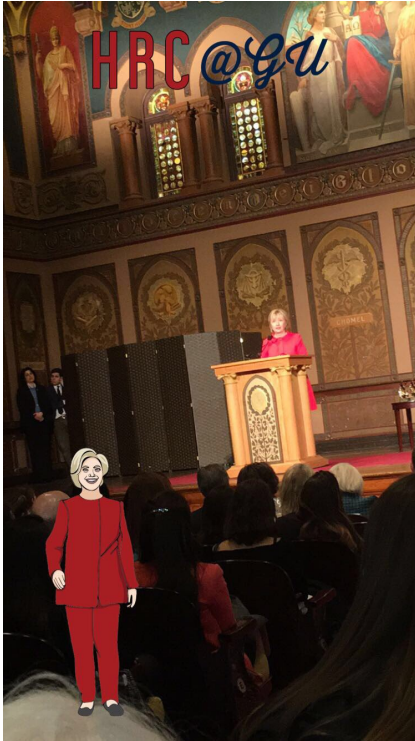


**SNAPCHAT IS FUN
YOUR GEOFILTERS
SHOULD BE TOO!**

DESIGN FOR USER ENGAGEMENT



EVENTS WILL REACH CAPTIVE AUDIENCES



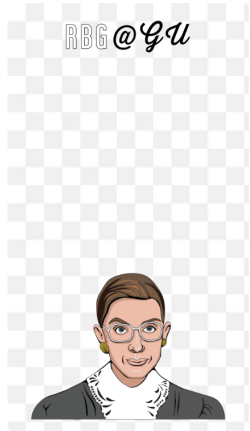
RBG @GU



HOMESW33THOME



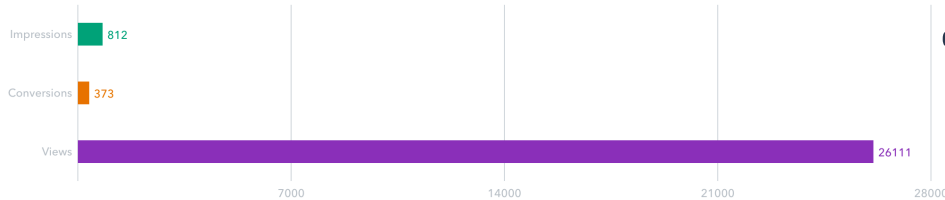
EXAMPLE CAMPAIGN RESULTS



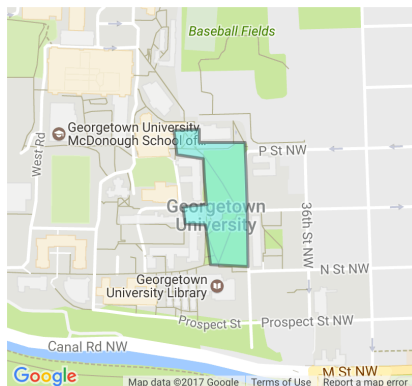
**\$15.78 total/for
6 hours**

.04/usage

Metrics

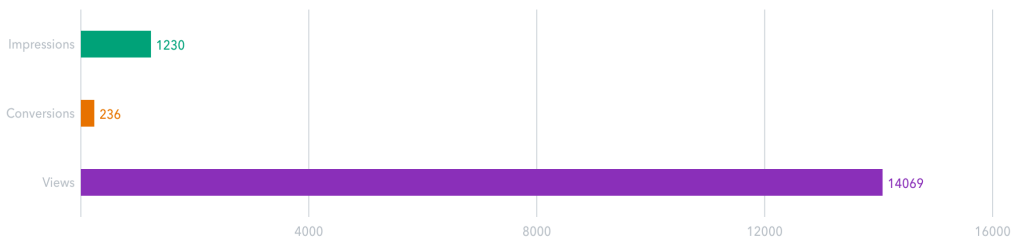


EXAMPLE CAMPAIGN RESULTS



**\$46.31 total/for
30 hours**

.20/usage



GEOFILTER GUIDANCE

1. Do your research! Choose location + time strategically
2. Geofilters can make effective CTAs (think scavenger hunt, voting, or a contest)
3. Consider using a filter to raise awareness of an issue, cause, or an event
4. Make the design more about them and less about you

CROSS PROMOTE WHEREVER POSSIBLE



Happy Birthday, @GeorgetownJack! Check out his Snapchat story today at

: GeorgetownUniv





RETWEETS 11
LIKES 44



**PROMOTE YOUR SNAP CAMPAIGNS
ON OTHER RELEVANT PLATFORMS
GIVING MORE LIFE TO YOUR
SNAPCHAT SPECIFIC CAMPAIGNS**

GROW YOUR SNAPCHAT COMMUNITY

 **Georgetown Univ.**  @Georgetown · Mar 31
Students lined up for hours to see @HillaryClinton live at @Georgetown for the @GIWPS #HRCawards! **Follow** along on **Snapchat** 📷:GeorgetownUniv



👤 2 🔄 14 ❤️ 32 📷 ill

MAKE THE ASK AND GIVE THEM A REASON TO KEEP WATCHING!

KEEP REMINDING YOUR CUSTOMERS!



**THINK DIGITAL + PHYSICAL
TOUCHPOINTS TO PROMOTE YOUR
BRAND'S SNAPCHAT PRESENCE**

MEASURING SUCCESS

- Followers
- Views
- **Total Story Completions**
- **Screenshots**
- Opened Snaps
- Received Snaps
- Conversions on geofilters
- **Conversions on Trackable CTAs**

MAJOR KEYS RECAP



Leverage client, customer, employee or product stories to show authentic **“day-in-the-life”** content



Cross promote your Snapchat campaigns including geofilters on established social media channels to build excitement+ buzz



Tie the geofilter design into the location and date to make it as relevant as possible for users



Save money by getting hyperlocal with your geofilter campaigns to reach highly targeted audiences

QUESTIONS?

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DIY CONTENT CREATION HACKS



DELMONDO



**mish
guru**



 **SNAPLYTICS**
Don't snap in the dark