

SNAPCHAT

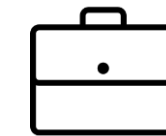
CASE STUDIES:

SNAPCHAT CONTENT STRATEGIES
THAT HOOK AUDIENCES
& MAKE THEM CARE



About me

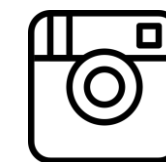
Larissa Von lockner



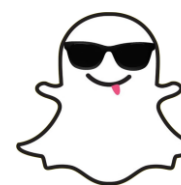
PR + Social Media at PwC



Larissvon



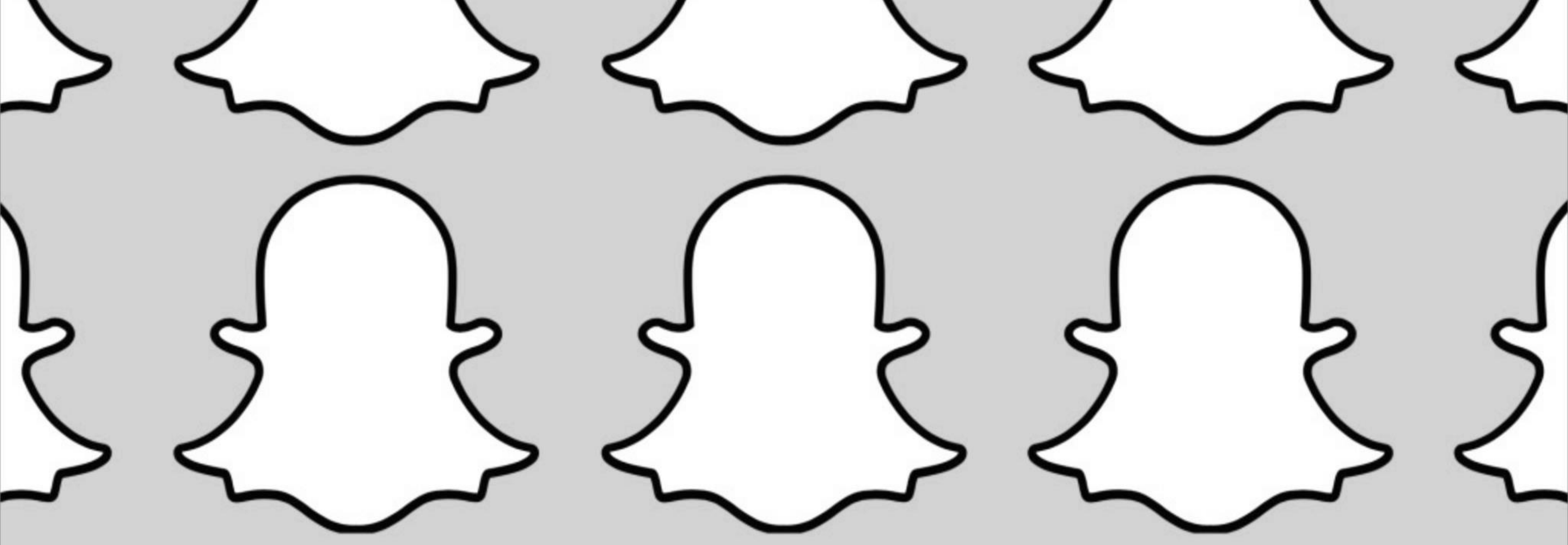
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#ShakeUpShow

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What are we Talking About Today?

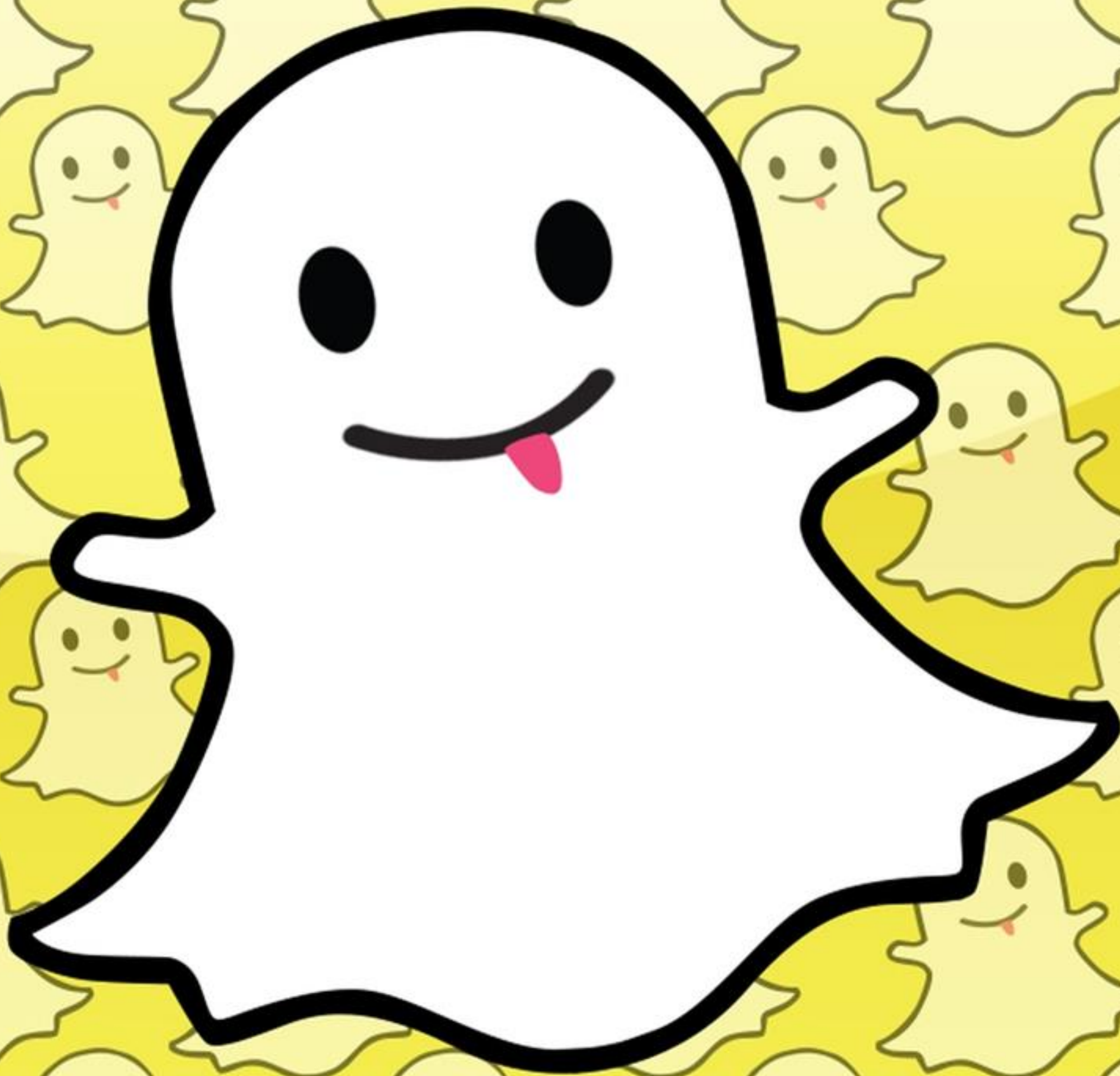
- How to hook your audience
- Case studies that work
- Building a content strategy
- Evaluating results

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Overview

W

things to
consider
before
launching
a campaign



In order to hook an audience & make them care, consider:

Your target demographic

Who are they & Do they use snapchat? Put yourself in their shoes

Engagement potential

Is your story engaging? Does it humanize your brand & you give viewers an opportunity to interact?

Current trends + events

Are you timely & relevant

The visual nature of your campaign

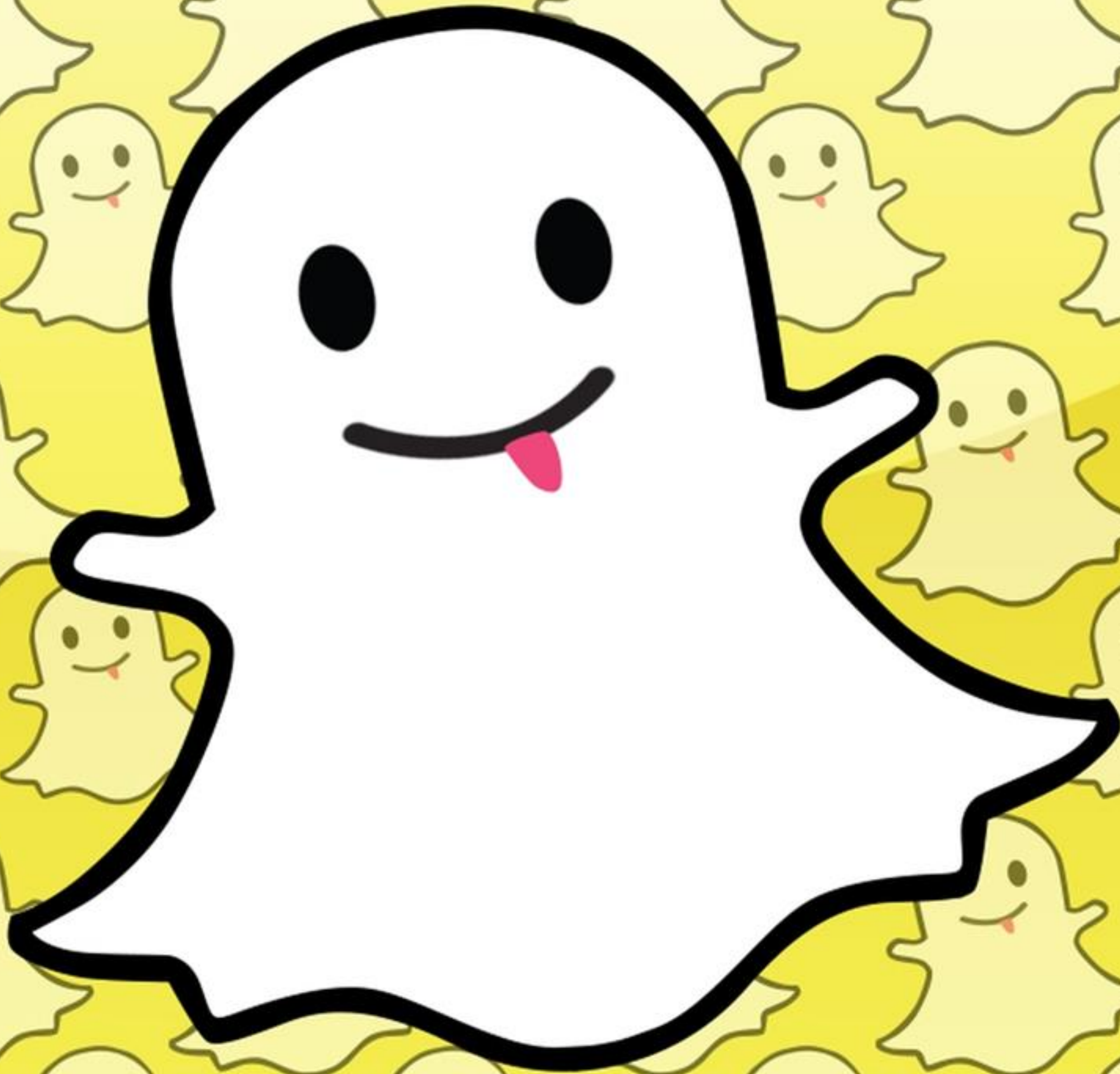
Does your content Lend itself to highly Visual, dynamic representation? Does the viewer get pulled into the experience?

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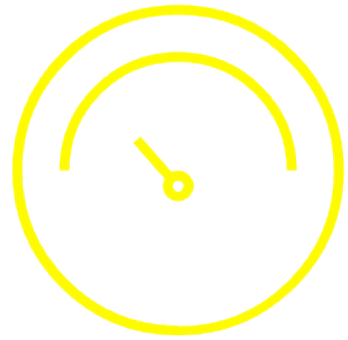
Case 1

understanding your target demographic:

influencer takeover



Dee 1 fin lit takeover



challenge

Our millennial audience was disengaged with our traditional "voice" however rated themselves as highly likely to use Snapchat to engage with an influencer.



Execution

Went "on tour" with Dee-1 to announce our new Fin Lit commitment while rapping at various schools across the nation and sharing financial tips through short raps. All done via Snapchat.



hook

Empower a rapper and celebrity personality to take over our brand on Snapchat in order to help our content reach a wider audience while "hooking" our current audience.



results

By using an external spokesperson, we multiplied our reach and engaged a new audience while also catering to the appetite of our existing audience. Rather than modifying the content we wished to promote, we modified the way in which it was delivered.

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Dee 1 fin lit takeover

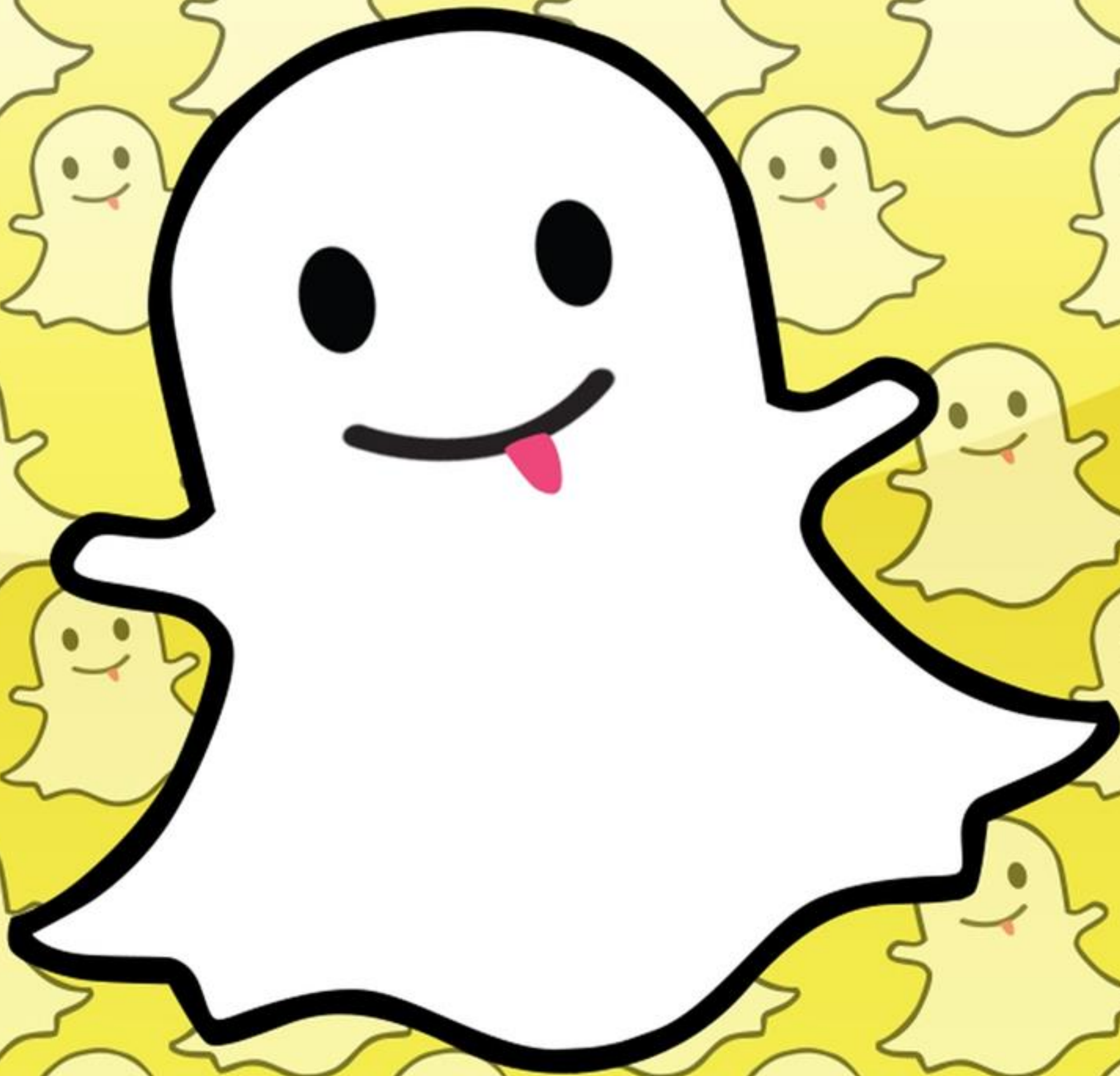


The takeover begins!

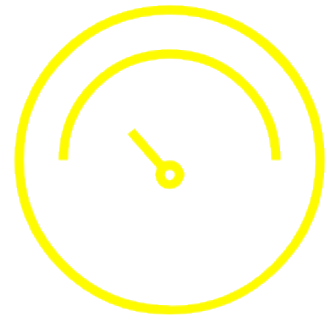
Case 2

focus on
current
trends and
events:

join the
bigger
convo



Giving Tuesday



challenge

Goal of promoting the PwC Giving Campaign externally while internally reminding our people to donate and contribute to causes they care about.



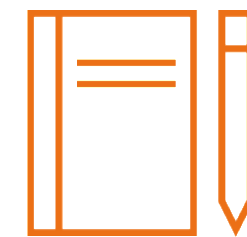
Execution

To achieve both internal + external goals, we set up a live event in our NY office where staff were encouraged to fill out a sticky note sharing "why they give." We documented the process on Snapchat and shared externally with #GivingTuesday



hook

By running the story on Giving Tuesday, we inserted ourselves in a bigger conversation. Our content was relevant and timely and tied to a major current trend + event.



results

Internally, our people were invigorated to donate and excited to be part of a Snap story. Externally, our viewers were made aware of the powerful impact of our campaign and our commitment to our communities. We also reached a new audience by joining the #GivingTuesday convo.

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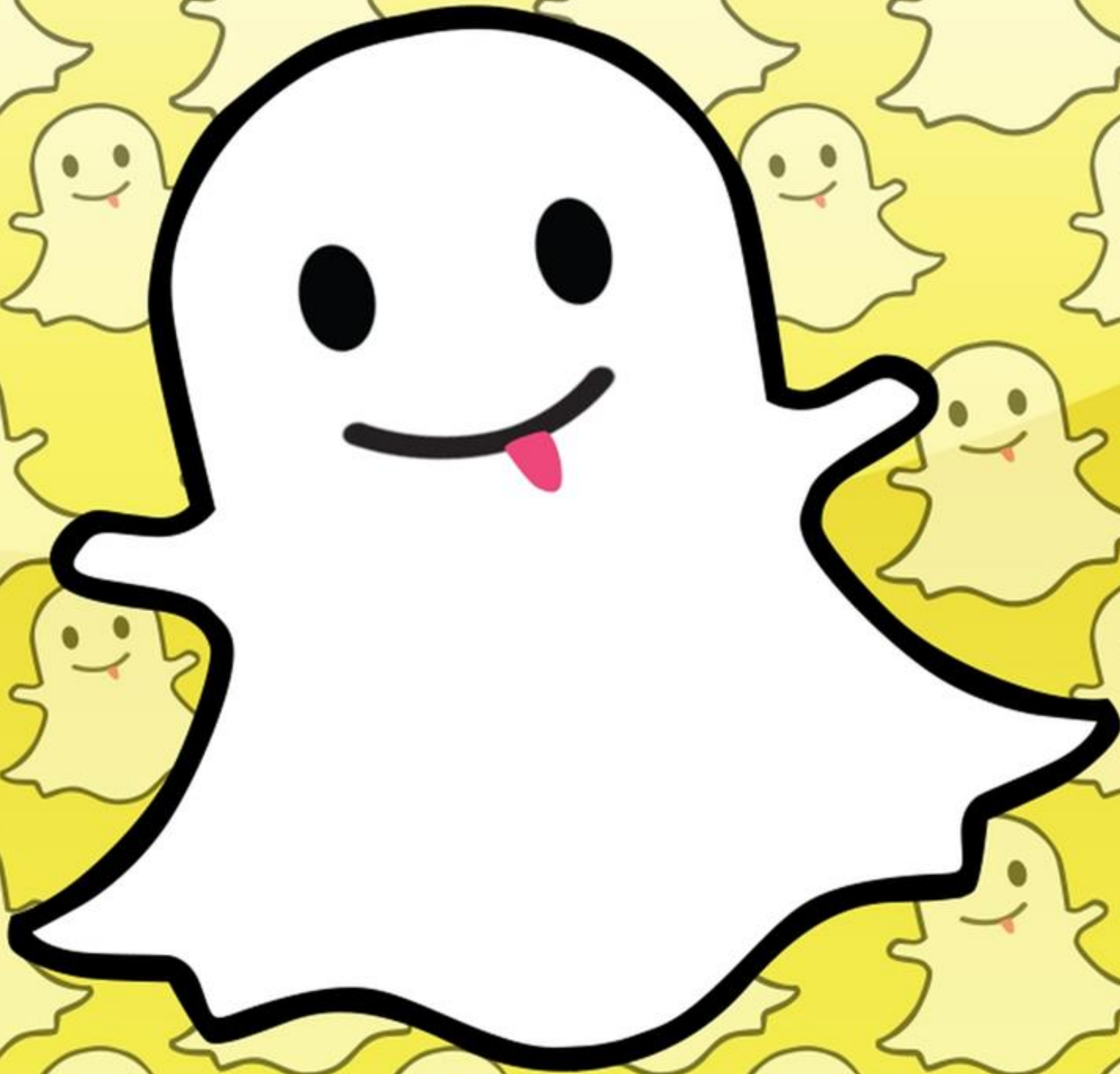
Giving Tuesday



Case 3

drive
engagement:

humanize
your
brand

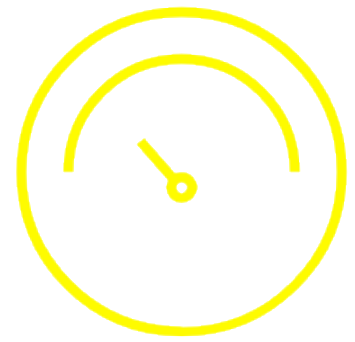


Wednesday wisdom recruiter tips



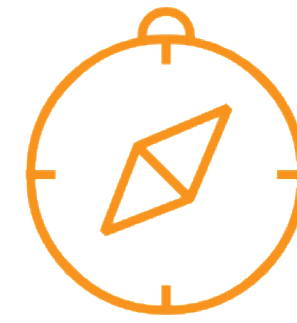
The case

Wanted to better engage with potential talent by humanizing our brand and making us more relatable.



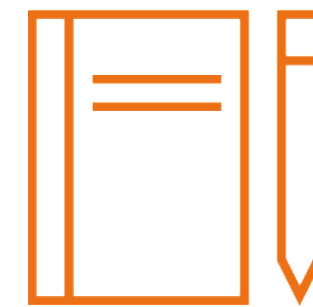
The Execution

Provide robust training to recruiters, help them to storyboard their thoughts, and allow them to truly own the production of a snap story.



The hook

Feature real PwCers and their real tips. Allow them to truly “take over” the Snapchat handle and share the “spirit” and culture of PwC in a raw and authentic way.



The results

By using real PwCers, we humanized the brand in a way previously unheard of. The content was raw and authentic and drove the highest engagement we have seen on our channel.

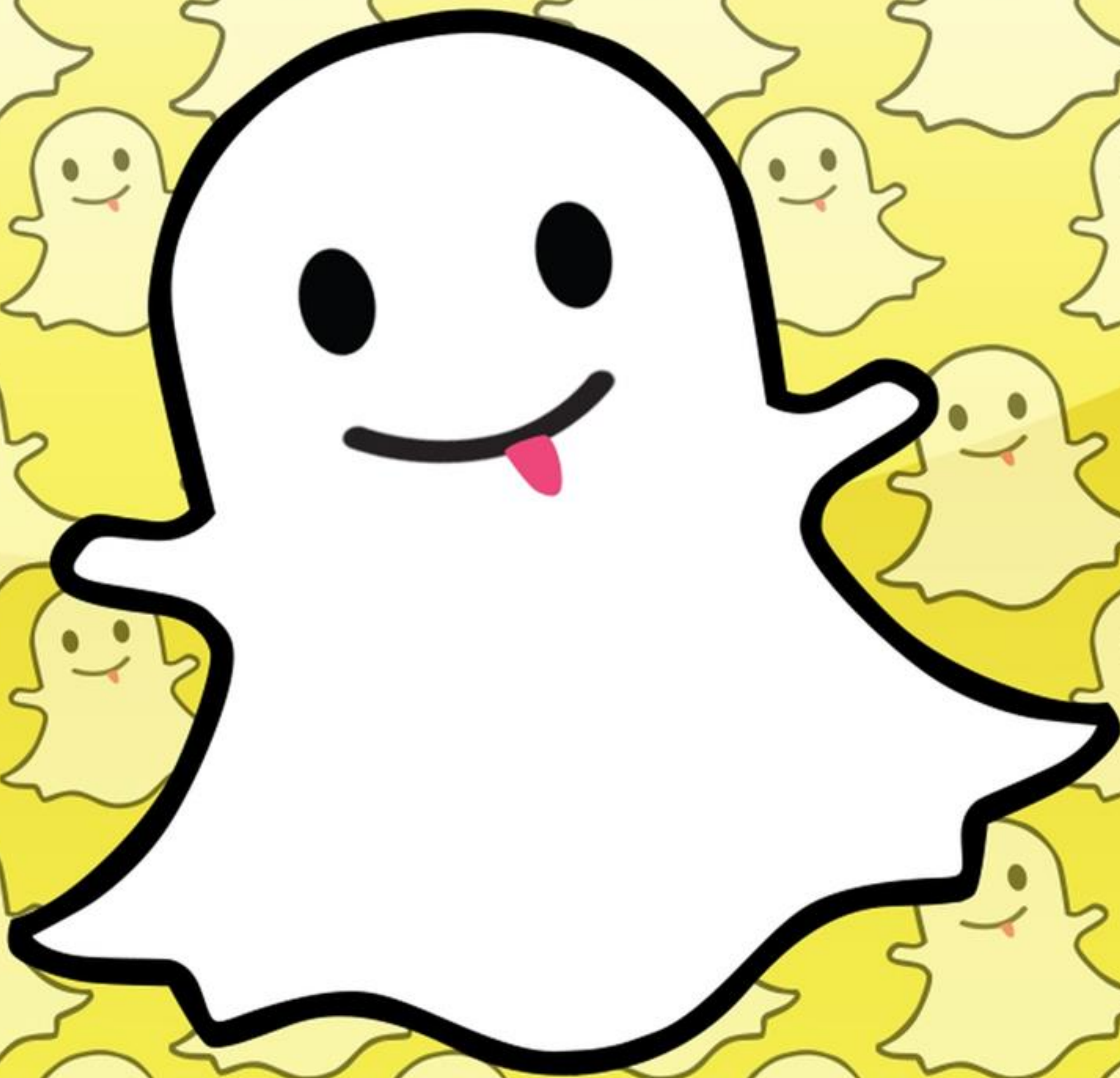
Wednesday wisdom recruiter tips



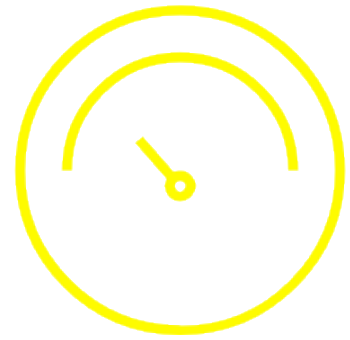
Case 4

think
outside the
box:

make non-
visual
content
visual



STEM



challenge

To raise awareness of PwC's commitment to advancing STEM careers, and to make "STEM" seem fun and light-hearted.



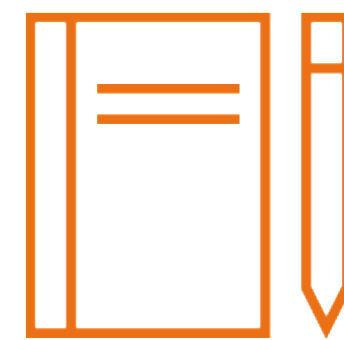
Execution

Filmed a PwC actress with different props on "Pi Day" (3.14) to explain what STEM is and why it is becoming increasingly important in today's professional world.



hook

Instead of focusing on traditional concepts in science, technology, engineering, and mathematics, we had an actress personify the different subjects in a fun and silly way.



results

By taking an out-of-the-box silly approach to STEM, we were able to engage more viewers and spread more knowledge than we have historically. Remember, Snapchat should be fun!

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STEM

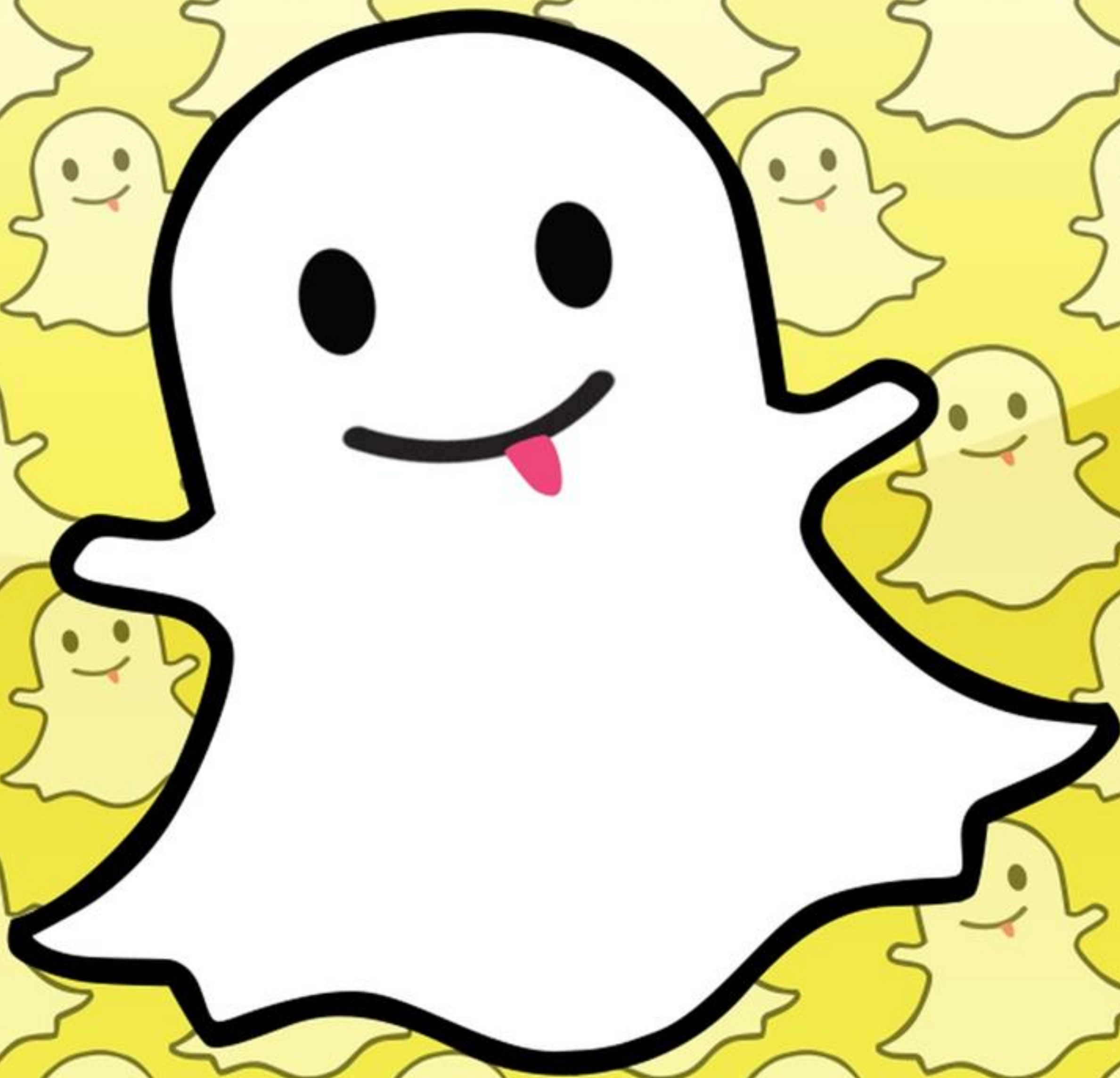


It's 3.14 and in celebration of Pi Day, we're calling all STEM students & professionals to learn more about career opportunities at PwC



extras

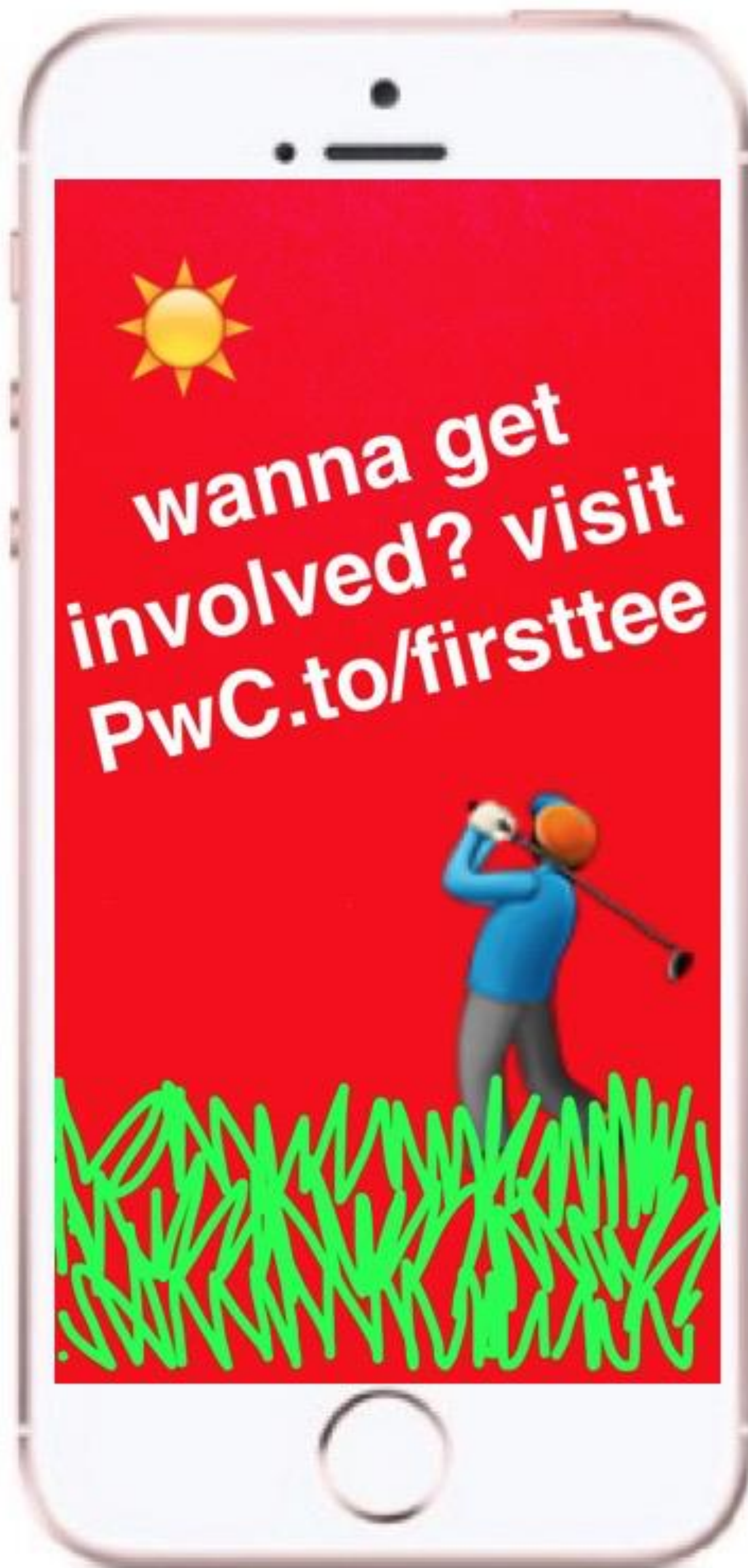
don't
forget to
get artsy



stickers

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Geofilters

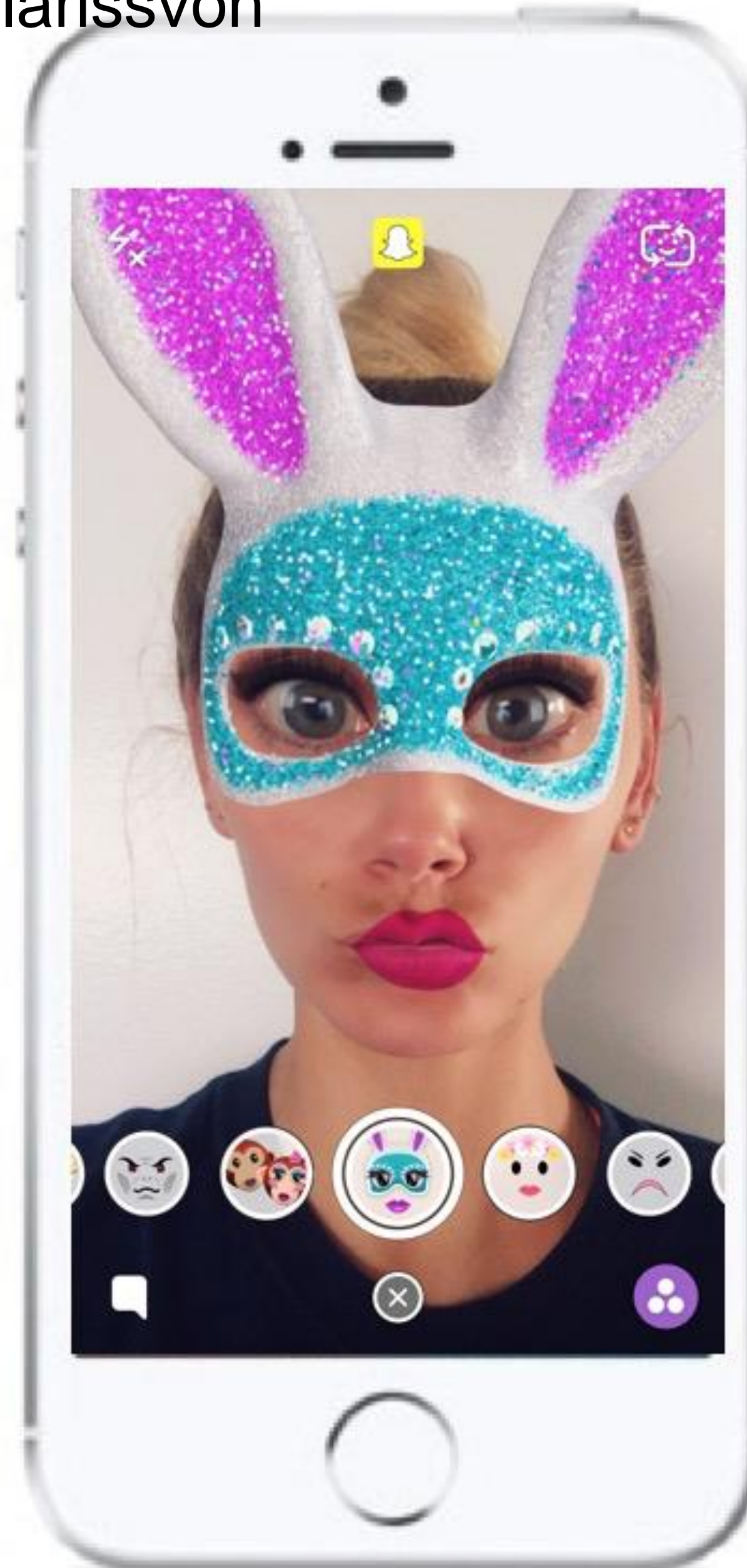
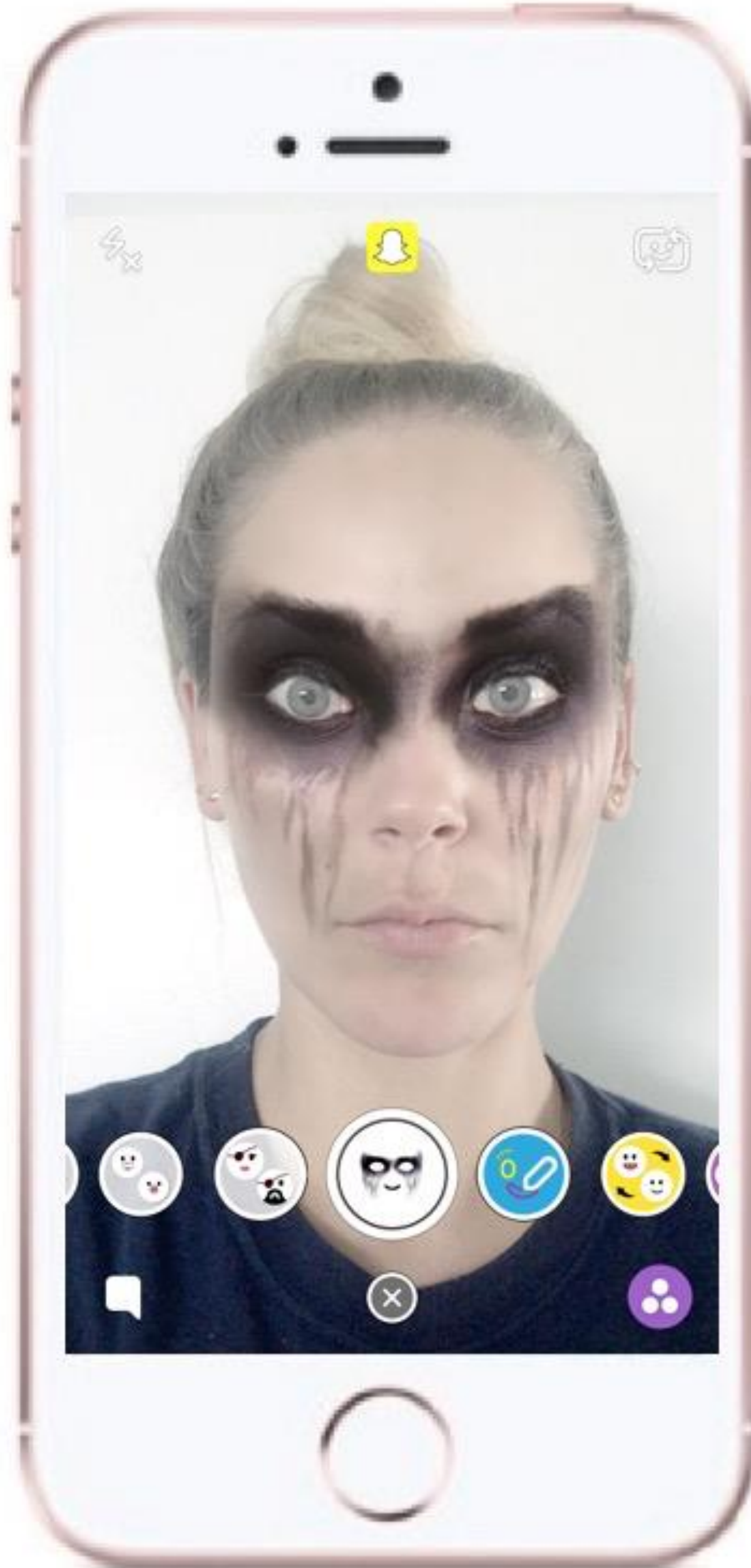
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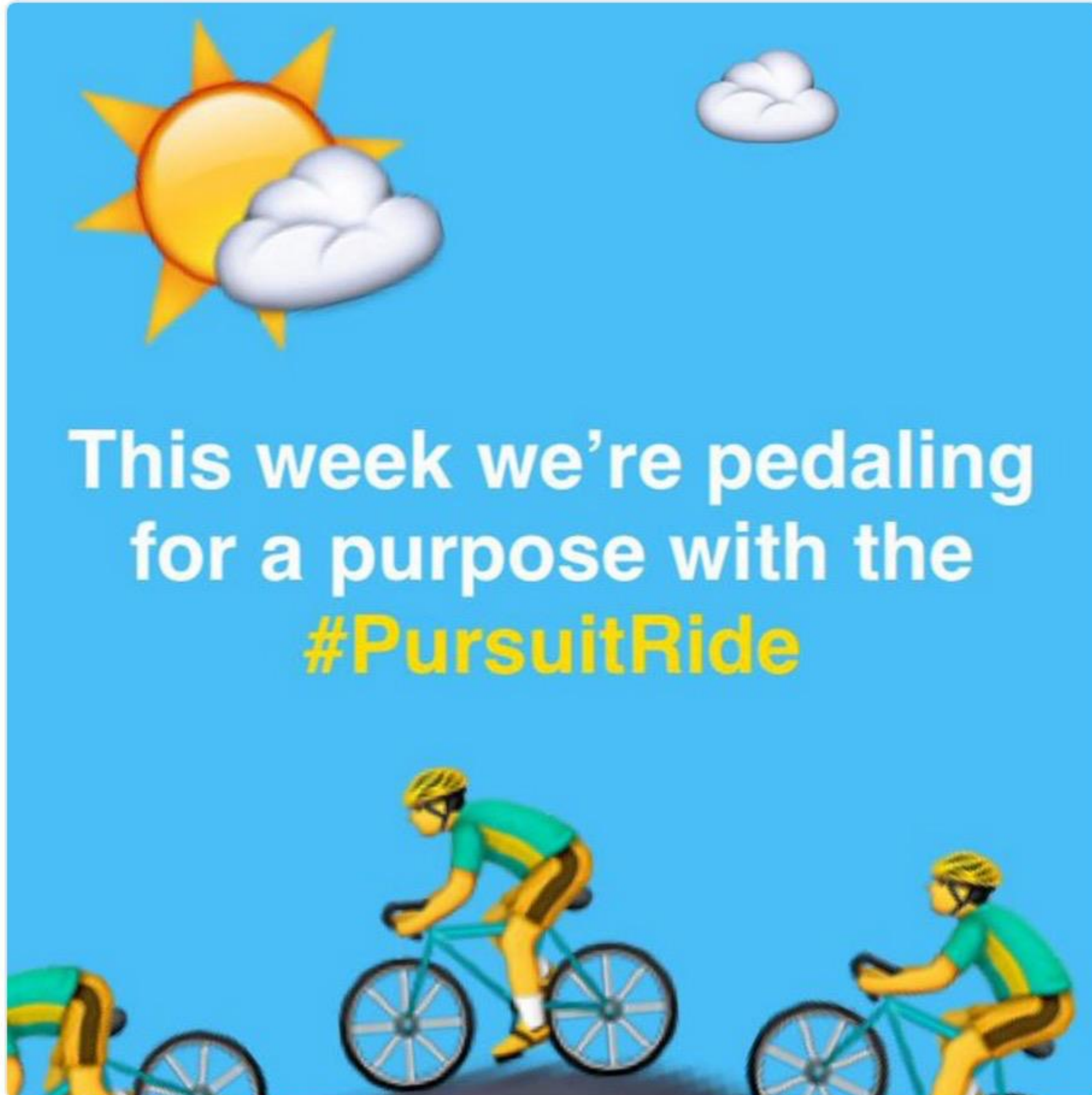
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Cross-promote to get followers

 PwC LLP  @PwC_LLIP · Jul 27
This week, we're hitting the road with #PursuitRide! Make sure you're following PwC_LLIP on Snapchat for the latest



  10  10 

 PwC LLP  @PwC_LLIP · Aug 3
It's a week of celebrations at #PwCLaunch16. Follow PwC_LLIP on Snapchat to see us live from Disney World



  19  30  #ShakeUpShow | @lorisover

plan

content
strategy
organization



Organize content

- **HAVE A CALENDAR:** The key to a successful snapchat strategy is to create an editorial calendar that aligns with *preexisting campaigns, events, and conversations.*



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Be a gatekeeper

- **BE SELECTIVE:** Don't snap about everything. Consider the case studies discussed and determine if your content will "hook" your audience or "make them care."

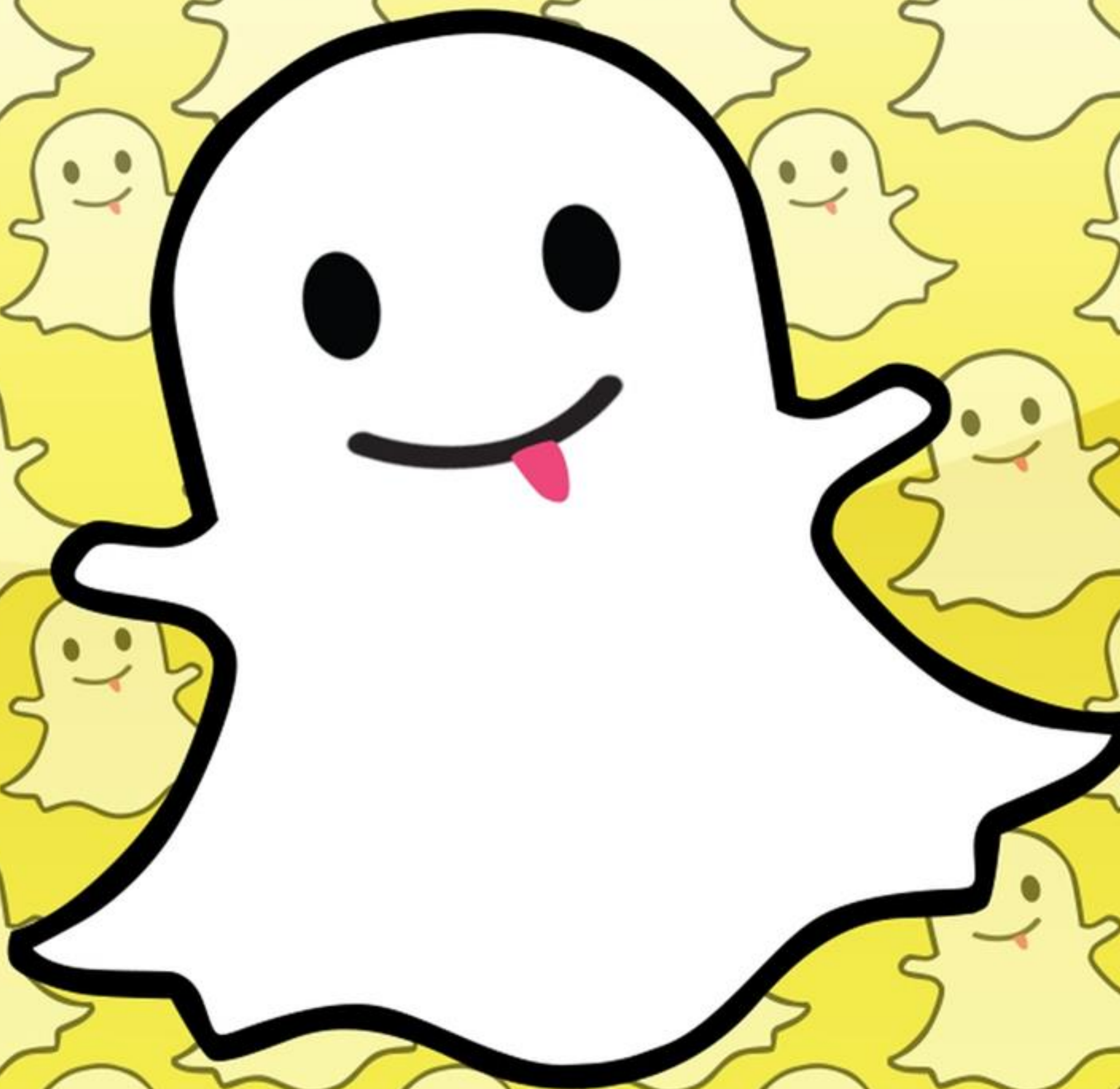
- **IF YOU'RE A LARGE FIRM:** Consider setting up a Snapchat Editorial Board to review Snapchat requests.

- **LESS CAN BE MORE:** Snapchat allows you to tell your stories in a dynamic way. Unlike other channels, there's no need to have a regular cadence or to share content everyday.

1. *Pitch us your story. What is the overall storyline? What is the story angle?*
2. *Give us the "so what." Why will our Snap followers want to watch this story? .*
3. *How will this story engage our Snap followers? What do you want them to do after watching the story?*
4. *What is this story going to look like visually? What are some specific images and videos that might capture the story?*
5. *What snippets of text will you use to tell your story?*

metrics

the
fun
stuff



metrics



While limited Snapchat metrics exist, there are various ways to measure your success:

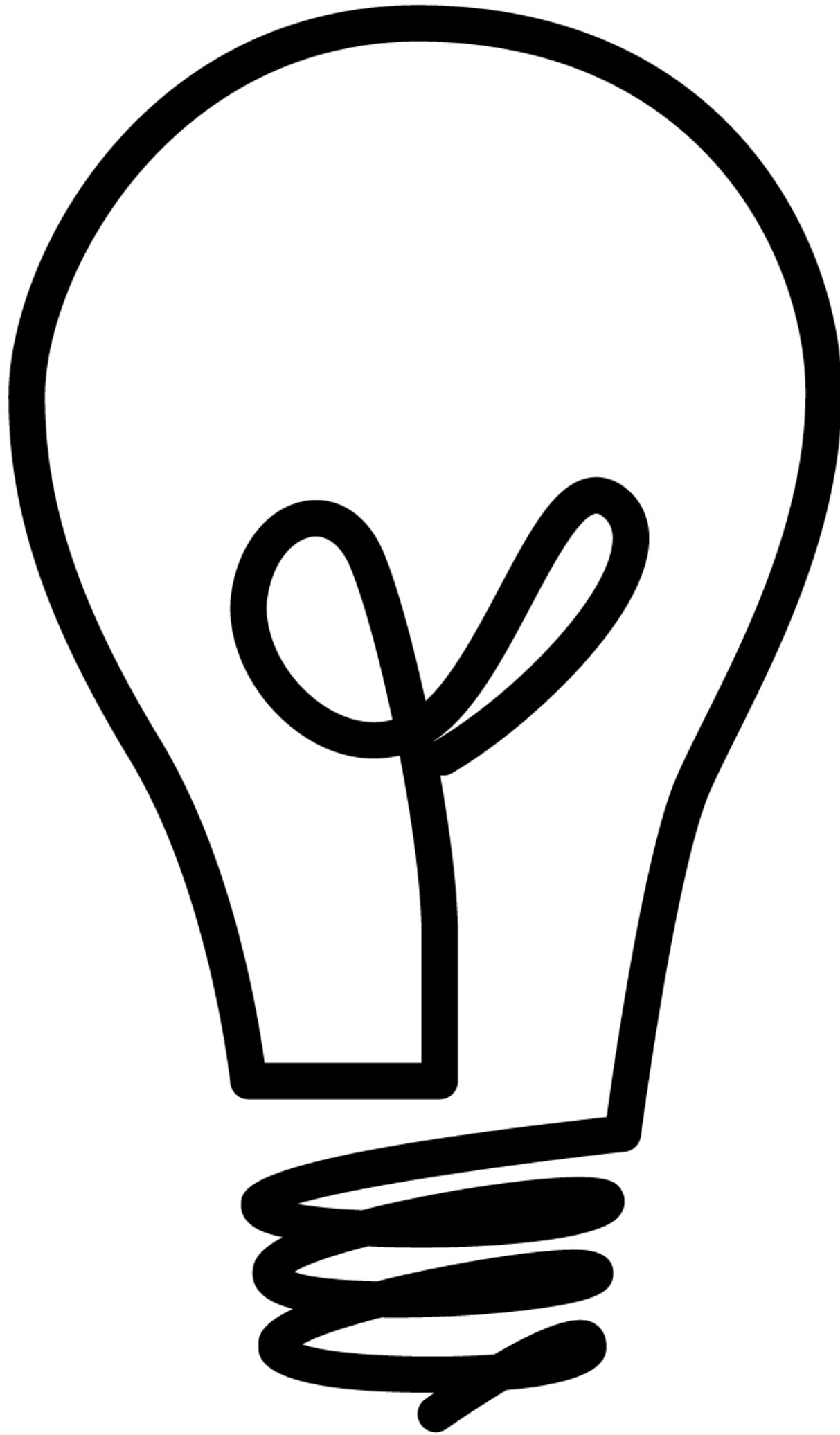
- **Total Unique Views:** The total unique views are the number of people who have opened up the first frame in your Snapchat story for at least a second.
- **Total Story Completions:** The number of people who have viewed your entire story. The more people who viewed the last frame of your story, the more people who watched it all the way through.
- **Completion Rate:** Completion rate is the percentage of people that started viewing a story compared to how many of them saw the last part of a story.
- **Screenshots:** How many people have taken a screenshot of your content.
- **Geofilters:** Unique uses and views

Takeawa ys

food
for
thought



Takeaways



- **DON'T be afraid to fail:** Snapchat is a unique and ever-evolving platform. Try new things. Experiment. Be creative and see what kind of content resonates well with your audience.
- **DO know your audience:** You simply cannot be successful if you do not understand your audience and the kinds of content that they will engage with.
- **DON'T be afraid to get creative:** Use Snapchat's many features, such as filters, lenses, emoji, stickers, the pen feature, the scissors feature, and more! Your audience wants to see that you are innovative and fun!
- **DO snap with purpose:** Use a content calendar and editorial board, as you would with other channels. Be mindful when you snap.
- **DO set goals:** Without goals, you are unable to evaluate your results.
- **DO pay attention to your metrics:** Just like on other channels, your metrics can tell you a whole lot about whether or not your content strategy is successful. Always be sure to reflect back on your initial goals.