Marketing on Snapchat

When Snapchat first came out in 2011, no one could have guessed the affect it would have on business marketing. Since then, companies have discovered new and exciting ways to market to potential customers through the picture and video messaging app. How can Snapchat be used in your business?

What is Snapchat?

Snapchat started out as a fairly simple messaging app that used pictures and videos as the primary form of communication. Once a message was viewed, it would disappear in a matter of seconds. How could disappearing content be useful with today's marketing strategies? Since its inception, the app has updated in a number of ways that make it a valuable marketing tool for businesses to utilize.

One such update came with its Stories feature. Stories are posts that can be viewed for 24 hours on a person's profile. With users clicking on others Stories, the opportunity to place a targeted ad was created. As a user cycles through their friend's stories, a brief video advertisement will play. These ads are long enough to be memorable, but short enough to not be annoying to the user.

Another valuable way to use Snapchat for marketing your business is through its filters feature! Filters are overlay options for users to utilize in their snaps. Some change a user's appearance, others simply add features to the photo. Businesses discovered that filters create a unique opportunity for their branded materials to reach a larger audience. If your company makes an attractive or fun filter, users will likely incorporate it into their Snaps and send it to their friends!

Beyond these two features, the app has also added various ad and media formats for businesses to use. With savvy use, Snapchat can help your business grow.

How Many People Use the App?

Before a business decides to invest in Snapchat marketing, one should consider the audience that uses the app. As of January 2020, Snapchat had 218 million daily active users. This translated into upwards of 3 billion snaps and 10 billion videos being sent everyday! Simply put, people like using this app.

Benefits of Using the App?

From a marketing perspective, Snapchat lends itself to a different style of promotion than its other social media counterparts, such as Instagram and Facebook. These innate differences are what give Snapchat an edge in this type of marketing.

Since its user base is skewed toward a younger audience, Snapchat is a great way to reach young adults and teens! In fact, 82% of its users are 34 years of age or younger. In addition, there are some individuals on Snapchat that you wouldn't be able to market to on other platforms. Of its users, nearly a third of those using Snapchat did not have an Instagram. Not only can your company tap into a younger demographic, but you're also able to find potential customers that you otherwise wouldn't reach!

Another benefit to using Snapchat for your business is that the app lends itself to more lighthearted advertising. It gives brands the potential to showcase their fun and less serious side, with some brands even getting a little cheeky! This helps make your company seem more personable, creating greater brand recognition among those that view your content.

In addition to its less formal tone, the app comes with less competition from other businesses. Snapchat is a unique type of social media that doesn't translate well for every company's marketing strategies. Because of this, the companies that are able to tap into its potential are less likely to face as much competition. With fewer companies competing for the same screen time, your company has the chance to reach more people!

Finally, the app encourages users to interact with your brand. With interactive content, such as filters, cameos, and Stories, users can create a positive association with your company and products. In fact, Snapchat users are 60% more likely to buy something on impulse through the app!

All in all, Snapchat is a valuable marketing tool for the companies that are able to harness its potential. With its multitude of unique features, the app has the ability to attract new customers, encourage past customers to return, and build brand recognition.

SOURCES USED:

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