

How To Get Started On Your Next Snapchat Campaign

By Largemouth Communications

With more than 100 million users worldwide, there's no doubt that Snapchat is a great digital tool, allowing brands to engage with new audiences.

With only a 10-second window to share your message, many of the old social media rules go out the window when launching a Snapchat campaign. It's important to stay true to your brand and make the most of each snap to create an impactful message.

When creating a Snapchat account for your client or brand, here are some things to consider:

- Does Snapchat makes sense for your client's target audience? Most users are younger than 25, so think about who you're hoping to target through your account.
- Be sure that you have enough content and staffing to maintain a steady drumbeat of snaps and stories.
- Develop a strong voice that still conveys your brand. Fans will appreciate interesting, condensed content where they can quickly understand your message.
- Work to engage with your followers by sending a call-to-action asking them to snap you back.
- Similar to Twitter and Facebook, users appreciate when brands are approachable and engage with them on a one-on-one basis. Communicate with your fans by snapping them back.
- Make your content light and fun. Break out the drawing tool or accessorize with emojis to get your message across!
- View your story as a way to create a whole message out of a series of photos or videos.
- Make your fans feel like they're getting the inside scoop by snapping sneak-peeks into product reveals or coupons that they wouldn't get anywhere else.

Snapchat is a great tool for companies looking to engage with new audiences or make their customers feel personally connected to the brand! Just make sure to follow these best practices before, during and after your launch to keep people engaged.

For more information about PR, social and digital media best practices, visit www.largemouthpr.com. Largemouth Communications is a trusted Allied Member of the NC Retail Merchants Association and offers discounted services to other Association members.