

Reach your target market in a snap

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Snapchat is the popular mobile app that allows a person to send videos and pictures, both of which will self-destruct after a few seconds of another person viewing them, while the person sending the content is able to save the image or video.

Snapchat was developed in September, 2011, and originally had a different use to that which we use it for today, because as time passed, the mobile app evolved.

Businesses now advertise their goods and services by posting content on their Snapchat account, including leading organisations such as:

- General Electric (Snapchat username: generalelectric)
- Gatorade (username: gatorade)
- Warby Parker (username: warbyparker)
- The New York Times (username: thenytimes)

These are just a few of the hundreds of companies that use the Snapchat app to promote their business.

These companies are gaining serious attention, among other things, by taking advantage of this free app.

Snapchat is perfect for real-time social media marketing because it can give the audience direct access to live events such as product launches, trade shows or one-of-a-kind events like the 1,000th customer to shop in your store.

Snapchat gets your audience excited because you're providing a different, more authentic view of what's going on at the event. You can provide behind-the-scenes content to your community, which helps create and engage a strong following.

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Just as with Instagram and other social channels, social media influencers on Snapchat can help spread brand awareness and reach. By partnering with influencers, you can spread awareness to a demographic that's hard to reach through traditional media.

Acura (username: acura_insider) used Snapchat to build excitement for its racecar-like NSX when the automobile manufacturer sent 100 followers an exclusive preview of the new car.

So, Snapchat is more than just sending selfies and videos of what you ate for lunch today; it can also be a valuable tool in publicising business goods and services.



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