

How to Use Snapchat for Business

Before you groan at the thought of having to learn the ins and outs of yet another social media platform, just think about the reach your brand or business is going to achieve thanks to Snapchat.

According to Forbes, “Over [60% of people](#) between the ages of 13 and 38 are Snapchat users.” And Bloomberg says that [over 150 million users are active](#) each day on the platform, which shockingly surpasses Twitter’s popularity.

Right now, “users are watching 10 billion videos per day on [Snapchat], up from 8 billion in February.” That 2 billion view jump was over a period of *less than three months*, blowing [Facebook’s 8 billion views per day](#) out of the water.

To say that Snapchat’s worth your time and attention is a bit of an understatement.

But let’s be honest: Snapchat isn’t exactly the easiest platform out there, and it can be intimidating compared to the other social media beasts like Facebook, Twitter, and Instagram.

Luckily, this guide will help you navigate the unfamiliar world that is Snapchat.

We’ll go over everything from the basics of Snapchat and why it’s worth your time to explaining simple tricks for how to use it for your brand or business. We’ll even show you how to measure your efforts so you can see tangible progress.

You’ll have everything you need to create an effective Snapchat marketing strategy that engages your audience.

Let’s get started with the fundamentals.

WHAT IS SNAPCHAT?

Technically speaking, Snapchat is a photo, video, and messaging app. Users post content, which are called snaps via Stories, or share them directly with their friends via message.

This sounds pretty standard as far as social media platforms go, but the key difference here is how long your content remains visible.

See, what makes Snapchat different from other social media platforms is that every post, or snap, is short-lived.

Snapchat videos are limited to 10 seconds, and snaps posted to a user’s Story, which is similar to viewing a user’s Facebook Timeline, expire after 24 hours. Unless you save the snap or Story to the platform’s new [Memories](#) feature, the content disappears.

We’ll go over these Snapchat specific terms in greater detail a little later on in this guide.

WHAT MAKES IT SO DIFFERENT?

Unlike the polished Instagram feeds you're used to brands expertly curating, Snapchat exudes raw, candid moments that connect users with the people behind the brand.

Sure, Snapchat has filters to help you polish up photos and add some flair (more on this later!), but since photos only last for a short amount of time, there's no pressure to make a lasting masterpiece that'll forever appear on your account.

When it comes to videos, there's no fancy equipment -- just the camera on your phone.

Users see the "real deal" on Snapchat. And they're connecting with this transparency on a much deeper level than a distanced, yet-pretty, Instagram post could ever do.

Instagram even acknowledged this by trying to [imitate Snapchat Stories](#). Imitation is the best form of flattery, right?

The Stories on Snapchat also bridge the brand-consumer gap. It feels as if the person or brand is standing right in front of users, speaking directly to them, making it seem much more real-life than a Facebook, Twitter, or Instagram post.

IS IT WORTH YOUR TIME?

With over 150 million active daily users, there's a good chance of finding your target audience on Snapchat.

Millennials make up the largest portion of users -- 70% [to be exact](#). Current reports point out that 45% of these users are in the 18-to-24-year-old crowd, but the demographics can stretch to the 35+ market as well, proving that Snapchat's not just for younger audiences anymore.

On top of the large user base and growing target market, Snapchat's high engagement rates are incredible. Right now, the app is surpassing both Twitter and Facebook "with users spending about [25 to 30 minutes on the platform each day](#)."

As you can imagine, this high engagement rate opened the floodgates for [advertising on the popular app](#). Mega brands like Gatorade and bareMinerals have seen outstanding results: Gatorade created a Snapchat campaign that reached 165 million total views, while bareMinerals [doubled its brand's search traffic](#).

Not too shabby.

So let's talk about how to work that magic for your company.

GETTING STARTED WITH SNAPCHAT

HOW TO SET UP YOUR ACCOUNT

To get started, download the Snapchat app for your [iOS](#) or [Android](#) device.