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**Snapchat Marketing Checklist**

Snapchat is a fun social media app that will help you market your business, spread brand awareness and make more sales. Depending on the type of business you have and what your goals are you can make Snapchat work for you to get the word out about your business. Use this convenient checklist to help you avoid missing important steps and to stay on track.

**Do Your Research**

* Define Your Target Audience
  + What are their pain points?
  + What are their demographics?
  + How can you solve their problems?

**Getting Started With Snapchat**

* Open a Business ONLY Snapchat Account
  + One account per email address & phone number
* Choose Your Display Name / Handle Carefully
  + This is important you want it to speak to your audience

**Getting More Friends on Snapchat**

* Use Scanable, Sharable Code With Your Community
  + Snapchat provides this in your account
* Create Exclusive Content
  + How to videos, images with text: Be relevant to your audience.
* Create Special “VIP” Promotions
  + Treat Snapchat Friends as VIPs and give them a special inside view
  + Promote Special Events
  + Show “Behind the Scenes” Information
  + Introduce New Products/Services on Snapchat First

**Get the Word Out**

* Create Demo Stories
  + Put together five or six Snaps to create a demo
* Create Brand Stories
  + Put together a few Snaps to tell your brand story
* Entertain Your Audience
  + Don’t be boring, only post relevant information

**Get Friends/ Followers Involved**

* Answer Frequently Asked Questions
  + You can collect questions on Snapchat and answer on YouTube
* Offer Coupon Codes
  + Have a flash sale with a code only for Snapchatters
* Reward Your Audience
  + Give them freebies that no one else gets such as a checklist
* Create Last Minute Offers

**Final Tips for Snapchat Success**

* Cross Promote on Other Social Media
  + Use your Snapchat image & code for your profile picture
  + Talk about Snapchat on YouTube
  + Mention Snapchat in email
* Be Yourself (be human)
  + Don’t try to be someone else, it’s okay not to be perfect
* Mind your Metrics
  + Keep track of screen captures
  + Keep track of new Friends
* Don’t be Overly Promotional
  + One or two promotions a day is enough
  + Seek to interact and be friends not just sell