

The most important steps needed to create advertising campaigns on Snapchat

Introduction

Technology is advancing day by day, and the use of social media applications has become important in the electronic marketing of companies in order to ensure the achievement of their profits and goals. Through these applications, companies can promote their services and products with ease and simplicity, and this company has also been able to set up advertising campaigns on them free or paid In previous articles, we talked about the Instagram program and how to create advertising campaigns on it. As for today's article, it is about the Snapchat application, which was an application that was not popular, but today it has become one of the most important applications that companies and entrepreneurs use to market their businesses

Be aware that the advertising options of the application still do not compete with the variety of options available on other social networking sites, such as Twitter or Facebook. In addition, the entry barrier and the cost are much higher because the company is keen to flood the application with different brands

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What is snapchat and its importance in social media

Snapchat is a social networking application for recording, broadcasting, and sharing picture messages. Users can take photos, record videos, add text and graphics, and send them to a controlled list of recipients. It is known that these photos and videos sent as "snapshots" users set a time limit for viewing their snapshots from one to ten seconds, after which the messages are deleted from the recipient's device and deleted from the servers of Snapchat, too, but some applications that save the video are programmed Offered by a simple principle which is to hack Snapchat in a simple way frequently

The application has been subjected to acquisition attempts by several companies and is characterized by the yellow color in all of its advertisements and advertisements

How important is snapchat in social media

The story is automatically deleted after 24 hours, in order to prevent people from keeping the photos

Features of Snapchat filters: faces are modified using augmented reality technology

Media is automatically deleted in the Snapchat application: The popularity of this application is due to the fact that it can control the deletion of photos and videos, which disappear after a specified period of time or specified by the user

Snapchat Saves Memories: A new feature designed for those who need to remind themselves to back up photos and videos that may not be seen

again.

Geofilters: They are very similar to digital stickers

Through it, you can meet and communicate with people from all over the world

The user is protected and the necessary privacy is preserved

Photo comments are previewed before sending

This application allows that it has the ability to know who is viewing photos

In its recent update, the Snapchat application was able to provide a feature to know the temperature

Snapchat Marketing and the Most Important Strategies

To market your business on Snapchat, it's time to step back and examine what you want to do on the platform, and the best way to connect with your audience. This means that you should start with a deep understanding of your audience and what they expect from your brand. This is the first step to building a strong Snapchat strategy , you may be interested to see 8 steps to plan a successful advertising campaign on social media platforms.

Here are some ideas that will support your Snapchat marketing efforts

What happens behind the scenes

Interactive projects

People Acquisitions

User Generated Campaigns

Video format

Interviews with senior leaders

snapchat games

Snapchat Marketing Tips

Get to know your platform more

Select the types of content you want to publish

Be creative

Take advantage of new business tools

Make it easy for users to connect with your business



The most important steps to collecting profits from Snapchat

Many believe that applications are for leisure only, or for communication, but we find that applications are now making huge profits through the use of Snapchat. Among the most famous ways to profit from the Snapchat program are the following

First: Adding meaningful content

Add purposeful content that elevates you and the surrounding minds as you work on development, and it is preferable that the content that you add is specialized in and managed and you are well acquainted with it

Second: Ads

Ads are one of the most profitable sources at the global level, so add ads for a specific organization, company or brands on your Snapchat account

Third: filter design

Filters have become widely used, and a mobile phone is often not free from

the use of filters, so make a filter and design it with quality and professionalism through Snapchat, then market it and sell it on the most famous sites of Free Lancer such as the independent site, Fiverr and Five

Fourth: Selling a Snap account

You can create your own Snapchat account and publish many mobile content on it, which increases followers on your account, after you reach a large number of followers, you can sell the account for a rewarding amount



How to create premium content on snapchat

First, be brief

Second: Arrange your thoughts: Make sure to write your thoughts and arrange them, create a secondary account for you and practice what you want to present to your audience

Third: Express in 8 or 9 seconds

When shooting a video, beware of the last second, the last second will be lost in moving from one clip to another, so try to express in only 9 seconds

Fourth: Use commas between your syllables

Picture breaks that include what the next clip is going to be better and more receptive and arrange the scenes mentally, use a natural picture or Islamic decoration or any other material that breaks the sequence

Fifth: Select a topic every 24 hours

When you cover a particular department, for example, don't cover any other section or talk about a different topic until the first sections of coverage disappear from your account, this is better to prevent topics from overlapping and to measure the impact later

Sixth: Try documenting with pictures, not videos

Try once to document the coverage completely through photos, this will prompt you to choose the appropriate shots and will also add a kind of renewal to your presentation, you may find later that this method is more suitable for your audience, You may be interested in viewing E-Marketing - The Comprehensive Guide.

Seventh: Answer the questions of your followers

Instead of focusing on how much we're going to roll out today, we should focus on interacting with the audience. And because snapchat does not allow saving the conversation after opening it, you have to be ready to respond or promise to respond later and then without the person’s name and his inquiry to respond to him later

Eighth: Watch the interaction

When publishing a coverage on a specific topic, always monitor the number of views for the first and last snap, as this will give you a good indication of the number of people who have completed viewing your entire topic, and this is an excellent indicator of the attractiveness of your proposal

Rule: (Number of views of the last Snap / Number of views of the first Snap) * 100

Let's assume that the number of views of the first snap was 120 and the number of views of the last was 80, so the percentage that completed viewing your entire topic becomes 66%

The most important points needed to create an advertising campaign on Snapchat

An advertisement in Snapchat is a video, image, or a combination of them that appears after the story (the story) for users and has a duration of approximately ten seconds

What is the Snapchat Marketing Plan

You will determine the purpose of the sale (How many dresses do we sell?)

It will determine who the target client is (how old is she, where she lives, what is her education, what she likes and follows, what are her interests, her average income, how do she know about new fashion news, and whether she has a tendency to buy from Saudi designers or not, etc.) she draws the characteristics of the client's personality. We will be satisfied with identifying one or two types of customers, which represent a large segment of their customers, up to 70% of their previous customers

The duration of the advertisement will determine when it starts and when it should end with the date (how long is it in days)

What is the message that you would like to convey to the customer after viewing the advertisement (Is it the quality, is it the distinctive design, or how much love and satisfaction of its clients precedents about their dresses, or about the materials they use, how to choose them, etc.)

The type of advertisement, is it a video or an image (does it need photography or design, and does the target customers like it, as you defined it previously in point 2?)

Specifies the destination of the advertisement (after raising the screen, where will the client go) to the website or WhatsApp Business number, etc

How do I create a campaign on Snapchat

Now Hind is ready to build a small advertising campaign to achieve its goals of selling through Snapchat. The advertisement will be as follows , You may be interested in viewing e-marketing campaigns

Ad design (photo or video)

Add the ad material (photo or video) to the Snapchat ad system

Specifies the duration of the campaign (start and end date)

Determine the target customer segments

The cost of the advertisement is determined (it will be calculated according to how many times the screen is raised or clicked on the advertisement or how many times it has been viewed) The total amount will be the number of interactions with the advertisement in the value of one interaction (click, view or raise the screen)

Specify the destination of the advertisement (website and dress design request page or WhatsApp Business)

You press send and the campaign has been launched

Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark

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