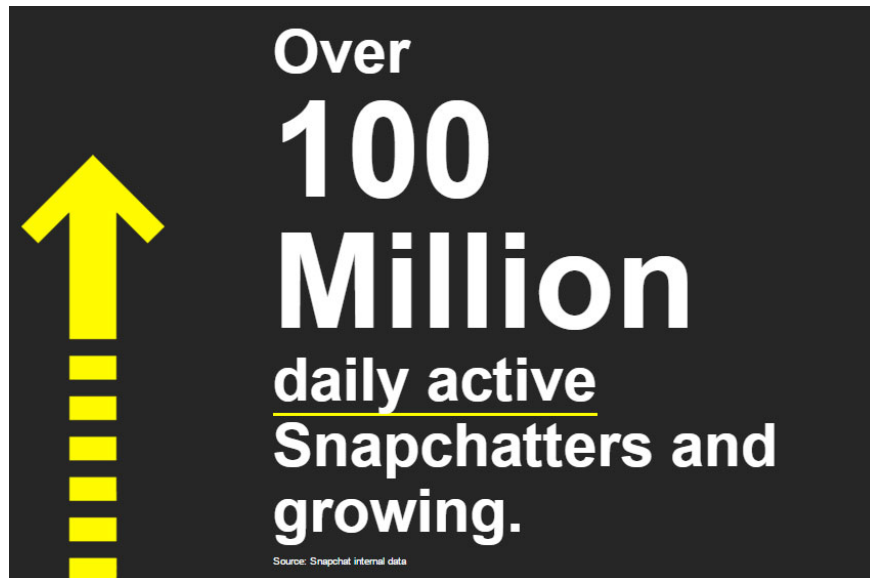


12 valuable Marketing lessons from Snapchat's success

Of course, there is no secret formula that will help any platform turn into the next Snapchat, but we can learn many valuable marketing lessons by understanding what has led to Snapchat's success and how it builds business model.

Snapchat is gradually becoming an attractive place for labels to show that user interaction is increasing. How does Snapchat become such a new social networking platform?

Surprisingly, **Snap is gradually becoming an interesting social network**, with both users and brands beginning to look for opportunities to increase user interaction, creating selective content. and new creative ways. It has formed a phone-based marketing form that combines interaction, creativity (entertainment), originality and fun. Snapchat is being evaluated as **a big growth with more than 100 million active users every day** and we still hope this number will continue to increase in the near future.



1. Begin by targeting small numbers of users

A small and interactive group can be very helpful in the early stages, which helps determine what your platform needs to adjust based on user behavior and habits. There is no need to pursue a large group or at least until you feel confident that you can make a difference.

More than
60%
of U.S. 13 to 34
year-old
smartphone
users are
Snapchatters.



Derived from Sources: U.S. Census—Projections of the Population by Sex and Age for the United States: 2015 to 2050; comScore mobileLens February 2015; Snapchat internal data

2. Select the right customer (group) to receive it early

Snapchat's decision to focus on young users seems to be one of the reasons for its rapid reputation because Snapchat is trying to capture the most demanding users. Customers who are early adopters of a brand are those who will **affect the future of the brand**, meaning that if you make the right choice, you have an advantage over your opponent.

**Why 13 to 34
Year-Olds Love
Snapchat**

Get Perspective
Snaps provide a personal window into the way you and your friends see the world.

Be Here, Now
Stories are updated in real-time and expire after 24 hours.

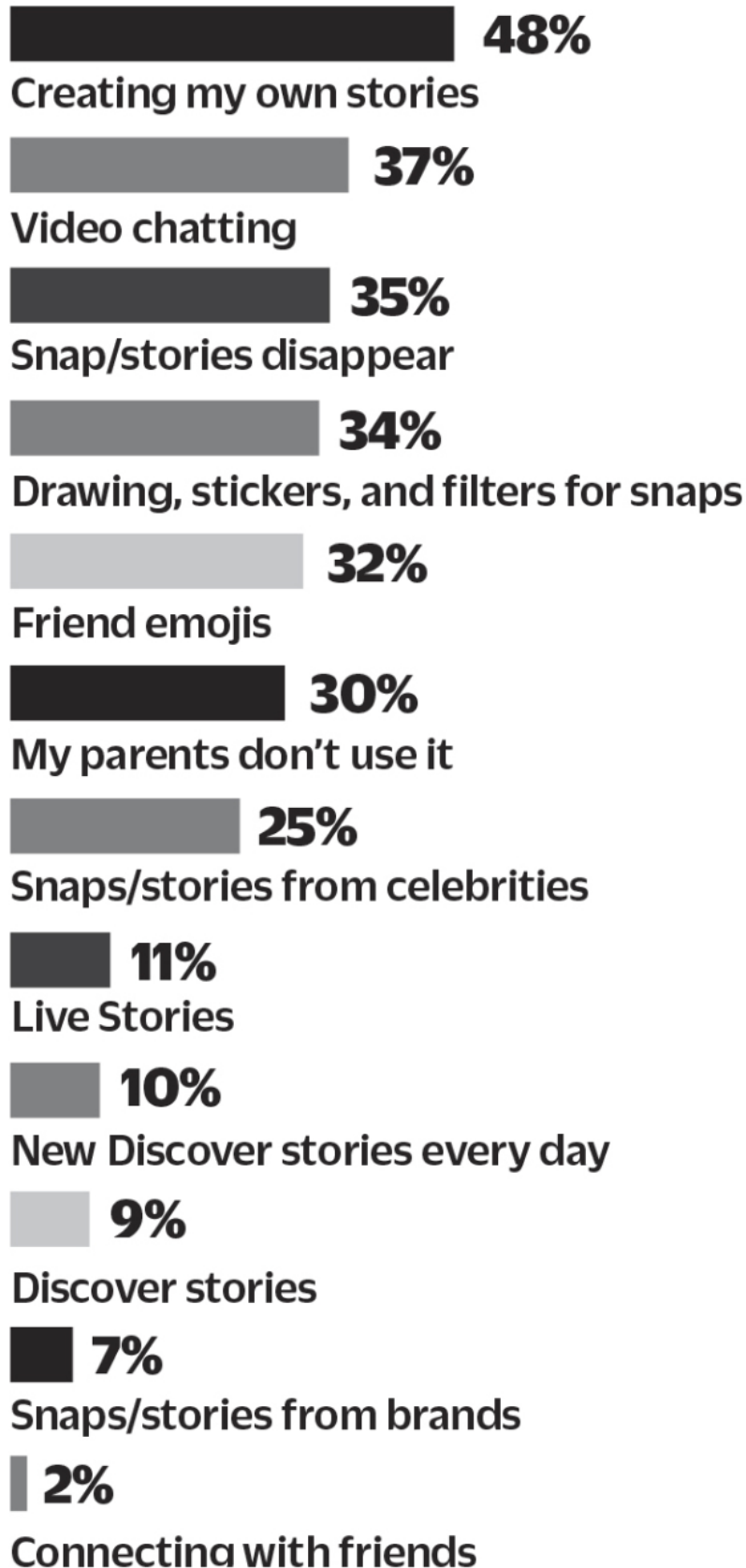
Express Yourself
Snaps are a reflection of who you are in the moment—there is no need to curate an everlasting persona.

3. Select the trend (or the early bleed of social media)

Social Media is very popular for direct communication and quick feedback from users. More and more content on Feeds highlights the "darkening" of posts - meaning the ability to still find them.

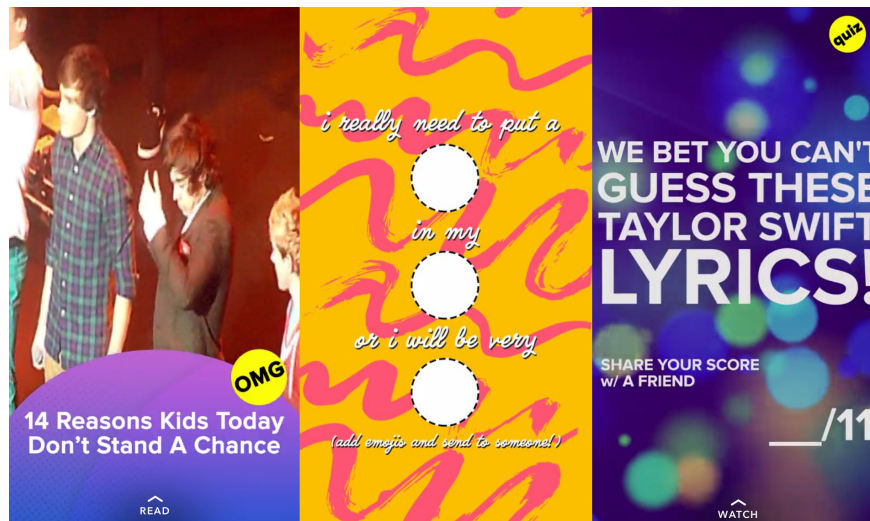
Snapchat decided to take this feature to a new level when setting a deadline for them, reminding us that if you want to know what friends have posted, visit the platform every day. The statistics below are quite interesting when it says Snapchat users seem to really like "temporary posts" with **35%** saying that's why they like to use Snapchat.

What Do You Like Most About Snapchat?



4. Increase interaction by psychological impact

Snapchat users spend an average of 25 to 30 minutes a day and this remarkable level of interaction is achieved by a mixture of "premature and dark" ideas and the right **psychological motives** to pull users' feet. . The truth is that posts will disappear after 24 hours, so users have to visit several times a day in order to defeat the fearsome social phenomenon called FOMO (Fear of Missing Out).



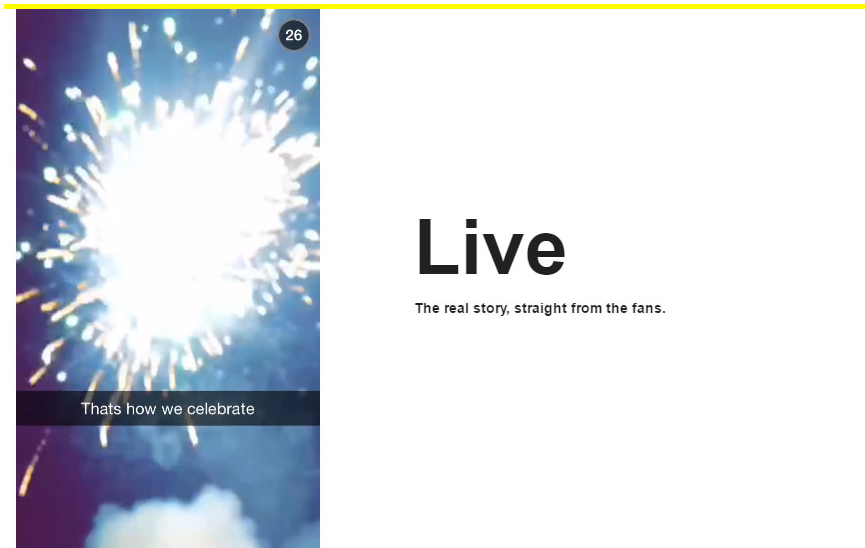
This creates a sense of urgency, urging very effectively to increase interaction and I believe the level of Snapchat user interaction will increase in the next few months. Each new platform should look for a way to encourage user interaction. Because it is the only way to turn products into habits and entice users to continually use it, thereby expanding users.

5. Capture the power of mobile devices

When mobile continues to dominate, the chance of success when a product is launched with a mobile-focused approach will also continue to increase. Snapchat relies on how we use mobile devices to create fast communication capabilities, encouraging us to create new content in real time, becoming part of a global story and changing ideas about Real-time content. It tries to

1. Use the power of mobile.
2. Turn users into publishers.
3. Create a new way to publish online.

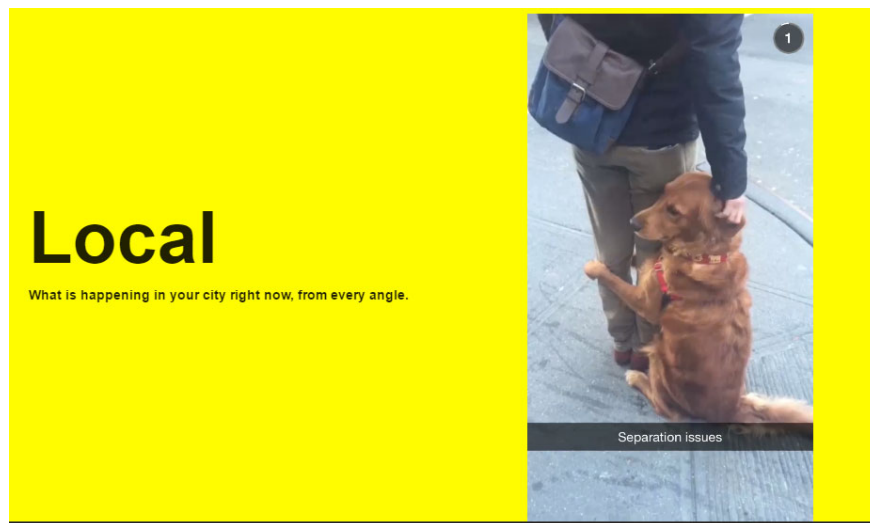
And what we can learn is to always think of new ideas to create attractive products by analyzing current trends and even predicting upcoming trends.



6. Think locally

Global success can come from focusing on local factors and this is also true for Snapchat by deciding to highlight, highlight local but important stories for users.

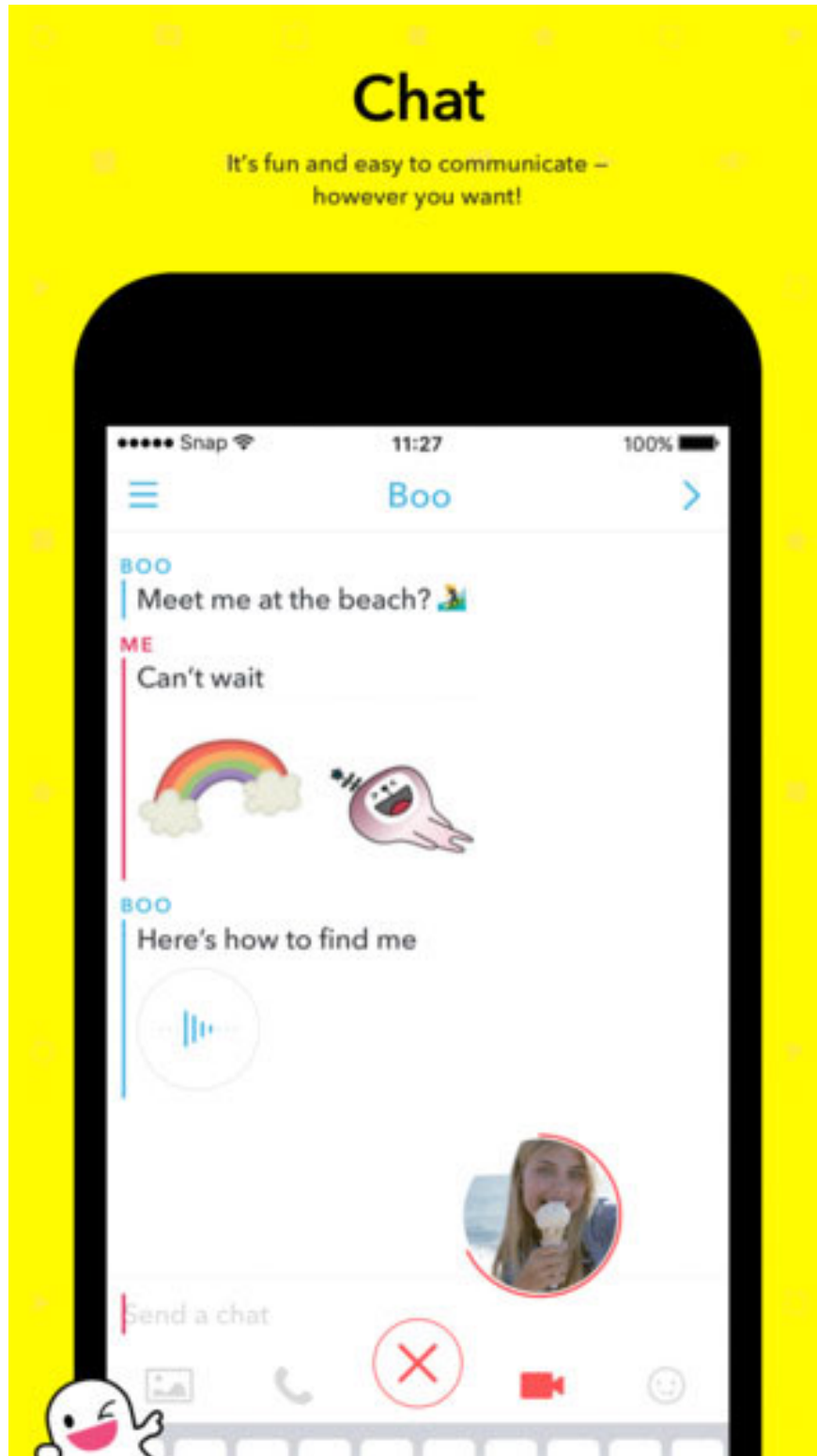
Now that users have become publishers, they also want to contribute content in appropriate circumstances. Snapchat's small stories help measure a significant increase in content over the past year. So what we can learn is the importance of **focusing on what's going on around us**, helping users continue to love the platform until they decide to put their own content.



7. Change completely the way you talk

Initially Snapchat was used as a personal means of communication (and "sooner or later"), often used by youth. Until it started capturing this highly demanding group of users, Snapchat knew that he was ready to think of bigger plans and come up with ideas to attract users from other groups.

It is no secret that Snapchat is aiming to replace Facebook Messenger to become the main platform for chatting and the launch of Chat 2.0 proves that Snapchat is on the right track.



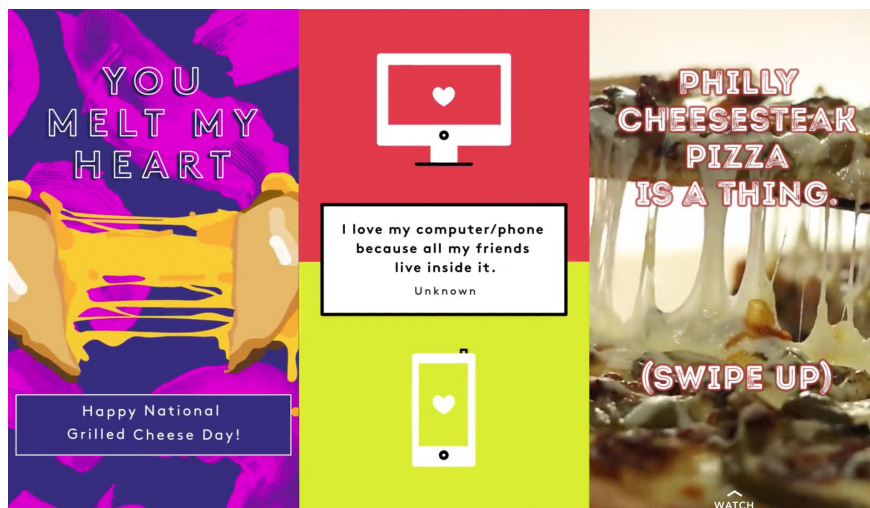
Launching audio and video calling features proves that Snapchat is going beyond the young user group and trying to become a reliable platform for daily communication. Perhaps it is too early to say whether it can grow

strongly and compete with Facebook Messenger (this depends on user loyalty to major social networks) but at least it seems that Snapchat also Trying to expand your features (or not, try to imitate the preferred features on other platforms).

8. Bring a new direction to creativity

Snapchat has succeeded in bringing new and innovative, colorful and entertaining directions, allowing both users and brands to experiment with eye-catching and eye-catching content.

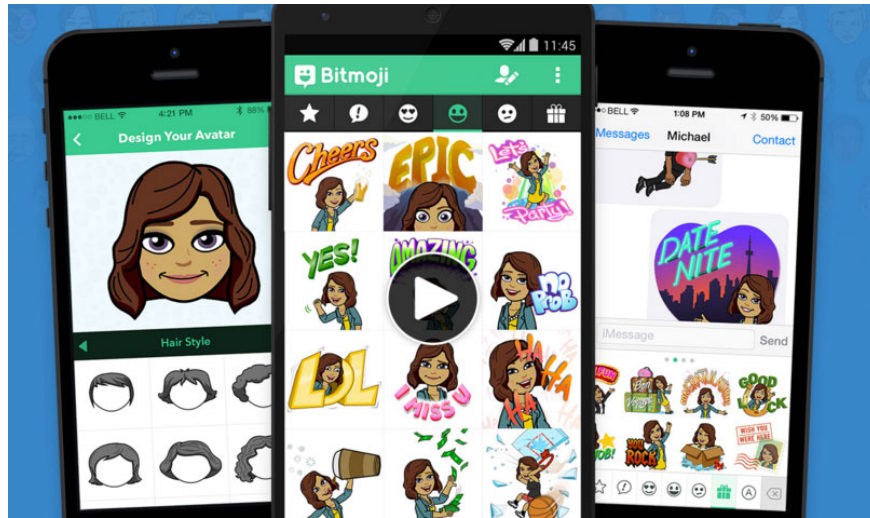
In fact, it is difficult and challenging to persuade a brand to adjust to a new content because it seems attractive from the beginning, or to buy more fun than the content to brand promotion. When your platform is able to **influence the creative orientation of brands** , you know that you are getting closer to making money from your ideas.



9. Think about expansion

Snapchat reported **buying Bitstrips for \$ 100 million** . Bitstrips is a popular personal emoji app - called bitmoji - and seems to be perfect for Snapchat's idea of ??making fun.

This is evidence that trend platforms need to consider new paths to maintain and provide new features for highly demanding customers. Losing popularity also happens as fast as you get it, so never oversleep on victory.



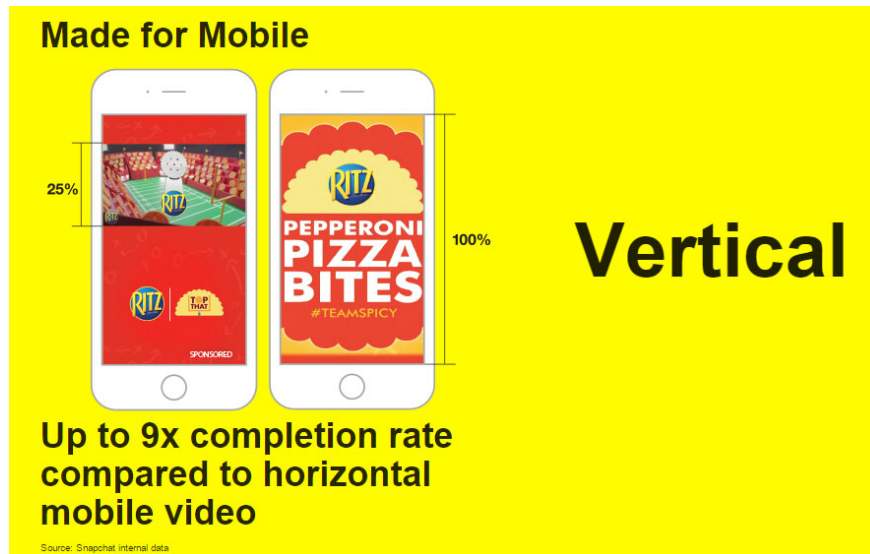
10. Create effective ads (trends in using vertical videos)

Snapchat knows that his growth plan cannot be feasible without effective forms of advertising and the idea of ?? using vertical video has become a secret weapon for growth because it creates a content trend. new.

The full screen video capture feature seems to work pretty well on Snapchat when Facebook imitates this idea by introducing Canvas. Compared to other forms of video advertising, users seem ready to watch the entire ad this way more than 9 times.

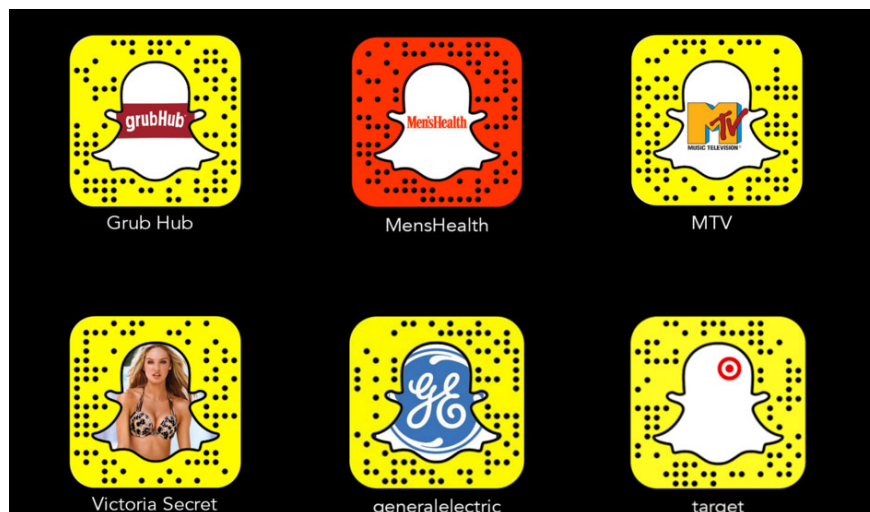
A vertical advertisement for the movie 'Furious 7'. The top left features the word 'Work' in yellow, followed by 'Furious 7' in large white text and 'The biggest April opening of all time.' in smaller white text. Below this is a photo of a man in a dark jacket running on a rocky path. In the bottom left corner, a white box contains the text '93% of Snapchatters exposed to the ad liked or loved it.' The right half of the ad is a solid yellow background with the text '3X likelihood that a Snapchatter who watched the ad saw the movie' in large black font. Below this, in smaller black font, is '(as opposed to non-Snapchatters of the same demo)'. At the very bottom, in tiny black font, is 'Source: Millward Brown Digital in partnership with Snapchat'.

Because of the time spent watching ads as an interesting measurement, Snapchat knew that the idea of ??using vertical video was quite successful and what attracted many brands to use advertising on their platform. Since these campaign statistics became important to brands, Snapchat promised to expand its measurement capabilities, working with " *leading partners in the measurement industry to help homes. ads know who their ads have reached and how they affect* ".



11. Demonstrate opportunities for brands

The brands were very cautious when they first joined Snapchat. When they joined, they were not sure if this could be part of their marketing strategy. With the exception of the brands that entered Discover from the early stages, the remaining brands wanted solid evidence that the platform could be seriously considered and used in terms of business performance.




2016 is undoubtedly the year when brands realized that they couldn't help but pay attention to Snapchat's success when the number of users continued to increase, interactivity had no hope of decreasing and video views were up 400% since last year.

Video continues to be an attractive option in marketing strategies for brands. This means that the popularity of Snapchat (and its new form of innovation) has led many brands to rush to try this new type of vertical content.

Why Brands Love Snapchat


The Best Mobile Video Platform

"The whole notion of turning your phone on its side to watch a video is awkward and a bit of a hassle... Our findings have convinced us that we need to move even more aggressively to develop vertical content."

 —Jon Steinberg, CEO Daily Mail

Snapchatters

"They have a massive audience that's passionate and engaged, but it's not one that CNN is reaching on a day-to-day basis."

 —Andrew Morse, CNN Digital General Manager

Curated Content

"[Snapchat] offers something unique in the world of mostly-broadcast, feed-centric social media—intimacy at scale."

—Victor Pineiro, AdAge

Snapchat's success can contribute to the fact that it has become more attractive to not only users but also brands, providing growth opportunities, as long as it can maintain a balance between the two. .

12. Fun (but still effective)

Yes, Snapchat still tries to maintain a balance between users and brands, but the growth requires Snapchat to reconsider its priorities and this can be a challenge, which may affect its future.

A fun and creative approach to content and communication that contributes to Snapchat's impressive interaction rate and this can be a useful lesson for many brands trying to develop in the technical world. number. Brands should focus primarily on users and this way will help build a solid foundation, thereby attracting other brands and facilitating the process of finding profits.

Geofilters

Dynamic art for different places.



Of course, there is no secret formula that will help any platform turn into the next Snapchat, but we can learn many valuable marketing lessons by understanding what has led to Snapchat's success and how it builds business model.

Explain some marketing terms

1. **Early Adopter** are the first customers of a brand. They are often less interested in prices and risks but are interested in the opportunity to try new products. They are willing to accept high-priced and underdeveloped products in exchange for the earliest access to potential products. They often buy fast and advertise new products by word of mouth, who can also provide feedback and development suggestions for the brand.
2. **Social Media** are websites or applications, online communication channels that allow users to create and share content or participate in social networks interacting with other users.
3. **Platform**, here used to mean Social Platform is a web-based technology platform that enables the development, exploitation and management of Social Media solutions and services. Popular platforms include Facebook, Google Plus, Twitter, LinkedIn, Reddit, Wikipedia and Pinterest.

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