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Snapchat

# Introduction

Snapchat is followed by millions of followers each day and has more users than any other social media platforms. More than 150 million people aged between 13-24 logged on to Snapchat daily which are approximately 60 percent of the population. This shows there is a tendency for many brands to capture a large number of audiences (Smith, 2016). Snapchat marketing is rising significantly and many brands are adopting unique techniques to understand the platform and succeed in their marketing campaigns.

# Discussion

# Advantages

Snapchat is a playful platform where the audience wants to enjoy every snap they go through. It has made it challenging for marketers to develop fun advertisements. Marketers create their own filters on Snapchat with the sponsored lens to make them hilarious with which the audience can connect. It also adds music to the filter to make people enjoy and explore the advertisement such as Taco Bell. Snapchat advertisements have been viewed million times in a single day which makes it much success in capturing a high number of audience in little time (Tharp, 2016). Such a strategy was followed by BBC Panorma current affairs program to connect with the young generation who has moved away from the television.

# Disadvantages

Snapchat has some disadvantages as well; for many companies, it is considered expensive to advertise through Snapchat. For example, marketing through the sponsored lens requires a high amount of money for advertisements such as it costs Taco bell to spend 750,000 dollars for the campaign. Thus, branding through Snapchat is not an option for many companies. Also, due to the million of advertisement every day, people do not even open some advertisements which result in a heavy loss for the marketers. Also, the data posted on Snapchat disappears in no time, and it is very difficult to absorb maximum memory in your brain when it is not available in the thread (Jennifer & Sue, 2014). Snapchat is not a friendly medium for all age group people; the major users of the application are youth, which means that it is beneficial for only those campaigns whos targeted population is younger demographic.

# Marketing Through Snapchat

The business strategy of our project through Snapchat will be carried out with our own profiles regardless of paying to the Snapchat team for the advertisement. This will require us to increase our followers and reaching out to maximum people. It is very important to know the app, its audiances, and your product. We know that a major portion is a youth and they can be connected through interesting snaps to which they can stick and follow us regularly. We will arrange a competition through Snapchat, for which there will be a winning prize to increase the likelihood of our campaign. We will take advantage of the uniqueness of the application and come up with funfilled snaps.

# Comparison with other Social Media Site

Snapchat requires little time on compared to other platforms such as Facebook where shows an advertisement. Snapchat is more likely an ethical and cultural friendly platform, where there is no bullying regarding any advertisement. Other platforms people tend to read the comments more than the advertise itself (Joinson, 2016). This creates an untrusty relation on the marketer though. It is better than other platforms for flash sales and discounts which are offered, the audience does not need to go through the whole brand page and look into the discounts. They are directly provided with the information at the point (Khalid & Muscanell, 2015).

# Conclusions

Marketers are still considering the best options to connect with the audience in a playful way, which require the efficient graphics team to create advertisements. it is evident that Snapchat is covering a major portion of the population than any other medium, it is very essential for brands to develop advertisements specific for Snapchat, instead of diverting through other social networks. Marketing success is achieved when brands understand the uniqueness of the platform where they are advertising.

# Works Cited

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