

How to Create a Snapchat Geofilter

For Your Dealer-Clients

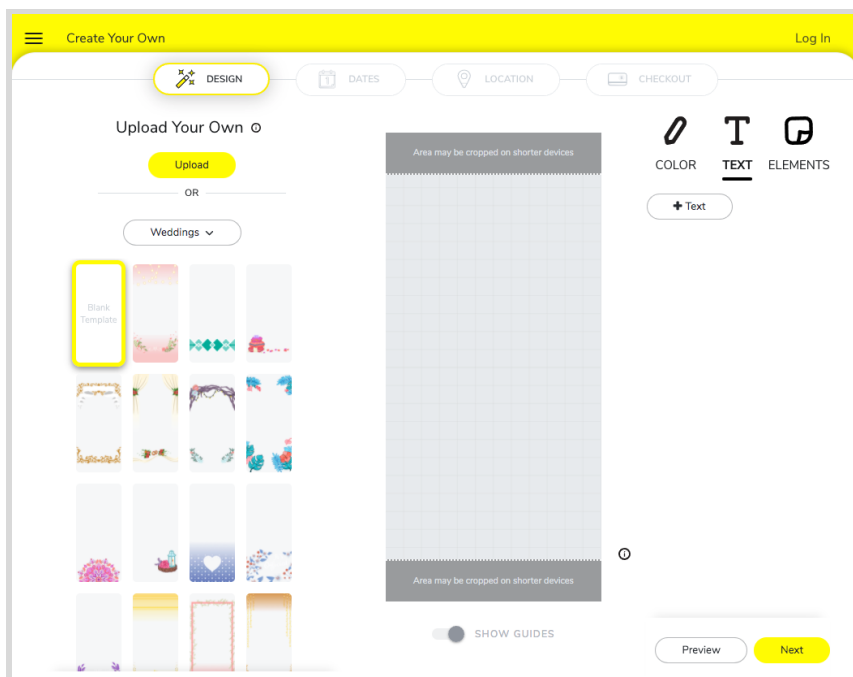
What is it?

Snapchat Geofilter is a location-based overlay that your dealer-clients can use to promote their business. If your client creates their own Geofilter, anyone on Snapchat in the location the dealer chooses can use that filter on their Snapchat images and videos (AKA, extra brand awareness for your client!).

There are two types of Snapchat Geofilters that users can create - personal or business...in this case, we'll focus on creating a custom business Geofilter to supplement your client's marketing strategy.

8 Steps To Create A Snapchat Geofilter [For Your Dealer-Client]:

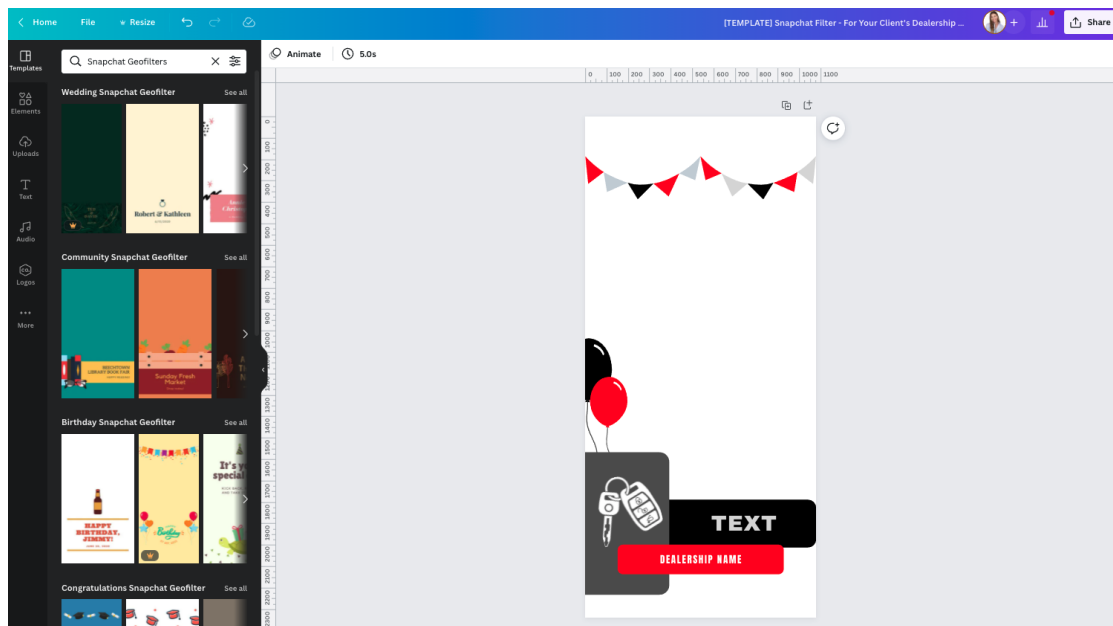
1. First, your client will need to go to Snapchat's [Create a Filter or Lens product page](#) and click "Create Filter."
2. They'll have a few options for design: Create a custom filter using the Snapchat design tools OR "Upload" a pre-designed image.



3. If your dealer-client is creating their own design, they will need a 1080x2340 sized *transparent* PNG file that is 300KB or less.

[Important] Warn your client to steer clear of the Buffer Zone: *mandatory text, logos, and legal disclaimers may not be placed within 310 px of the top or bottom of the canvas.* ([Click here](#) for details on all of Snapchat's Filter Specifications.)

We highly recommend that your clients use [Canva.com](#), a free design tool with tons of easy-to-use templates (yes, even for Snapchat filters) + drag-and-drop designs.



🎉 Here's a [Canva template](#) you can give your client to get started with their Geofilter using a free account. They can customize the template with their dealership's brand colors or the theme of their event, then download the image as a transparent PNG!

4. From Snapchat's "[Create a Snapchat Filter](#)" page: your client will need to click "Upload" to import (or drag and drop) their transparent PNG file.

If they choose to create a filter using Snapchats custom design tools, they will be able to add their brand colors, change the text/ other elements within the Snapchat page, or make no changes and click "Next."

5. Dealers will need to select the dates that they want their Geofilter to be active, OR choose “Run indefinitely,” and click “Next” when they’re done.
6. Then, have your client define the area they want their Geofilter to appear - BUT, make sure they’re aware that the area they select cannot be more than 50,000 square feet. Once they make their selection, they can choose “Checkout.”
7. Now it’s time for them to specify whether their filter is going to be used for business or personal use...If they choose “Business” (which they should), it will prompt them to provide a filter name and a business name.
8. After they have defined all of the filter specifics (design, dates, location), they must provide their payment information and click “Submit.”

Key Takeaways

Once your client has their dealership’s Snapchat Geofilter ready, they can spread the word to their team (maybe even provide a quick how-to demo) and encourage their customers to use it.

Give dealers the idea to put up a flyer in the waiting area of their Service Department (or even in their bathrooms - it works!) showing off their sweet design.

Dealers can even incentivize users to use the filter by holding a monthly contest. Next oil change on them?

Creating a Snapchat Filter is a cheap, interactive marketing strategy that will help your clients drive brand awareness and engagement with their target audience!

Speaking of target audience...does your client know that 75% of Millennials and Generation Z spend an average of 30 minutes every day on the platform?

PLUS, over 80% of Snapchat users share their location with the app, which provides your client with a great opportunity to target local auto shoppers!