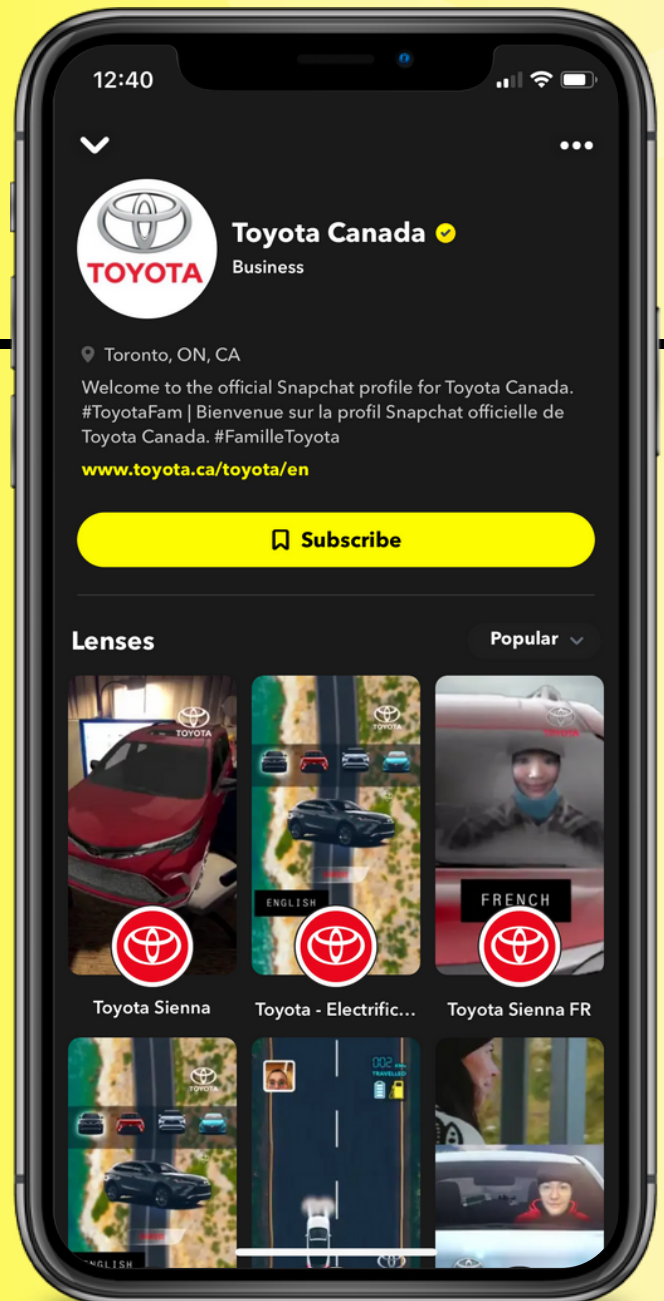


SNAPCHAT ORGANIC GUIDE

For Auto Marketers



GETTING STARTED

Dealers Need to Have a Public Profile on Snapchat

Any dealer can have a free, permanent home on Snapchat by setting up a public profile on the platform! But in order to do so, dealers will need to have a Snapchat account + a Snapchat Business account...

If there is no existing regular or Business Snapchat account - Sign Up here: <https://accounts.snapchat.com/accounts/signup>

Once the regular + Business Snapchat accounts have been created, dealers can log into the new/existing account and will be able to set up a public profile! (**Here's a video walkthrough with more details**)

How To Enhance A Dealers Snapchat Profile

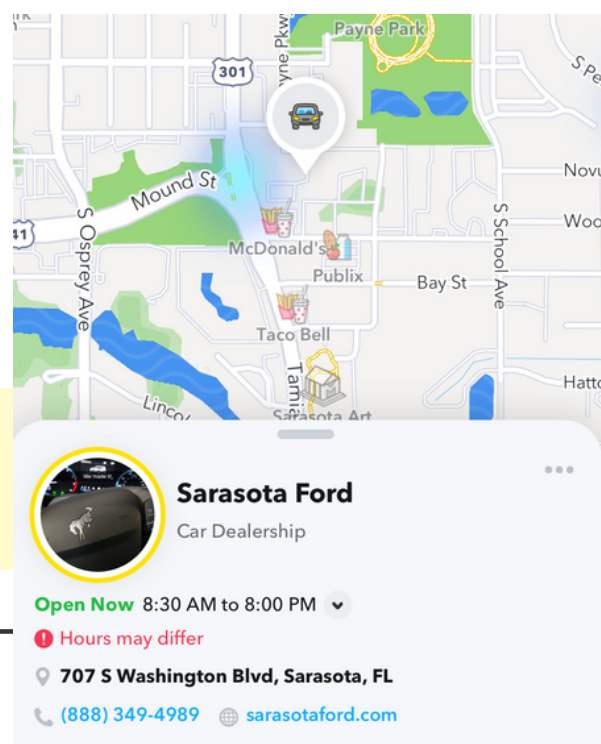
It's important for dealers to enhance their Snapchat profile - which can be easily done by adding a profile photo, bio, email, category, location, + website. To do so, go to 'Edit Profile' on their 'Profile Management' screen and get started!

Claiming Dealership Location on the Snap Map

Dealers can claim their dealership as a "Place Listing" on the Snap Map and share important information like location, website hours, and how to get in touch.

With the Snap Map, dealers will appear alongside the location of other Snapchatter's friends, and experience their first organic presence on Snapchat.

▶ **Watch this video so you can show your clients how it works.**



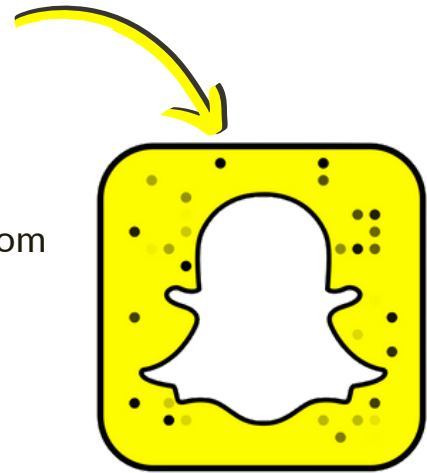
Cross Promotion = KEY!

It's important for dealers who have gained a loyal following on other social media platforms to let their audience know that they're now on Snapchat.

To make this easier, dealers should create a *Snapcode*, which works just like a QR code, that Snapchat users can scan to find them instantly.

How Dealers can Create Their Snapcode:

- 1) From the dealership's Snapchat account, click the settings icon in the top right.
- 2) To find the unique code, select 'Snapcodes' from the dropdown > 'My Snapcodes.'



THE BASICS

of Snapchat Organic for Dealers

How Users Will See A Dealers Posts On Snapchat

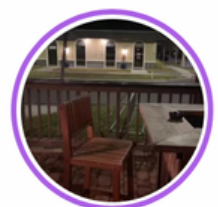
On other social channels, business and brand content is mixed in with the posts from a users friends and family...

But on Snapchat, content from friends and content from brands is separated and is placed within the Friends, Subscriptions, or Discover section.

The "Discover" section of the app will include content from other Snapchat accounts that a user isn't "Friends" with or "Subscribed" to.

Because of this, dealers will have to build their organic presence as a business on Snapchat a little bit differently.

Friends

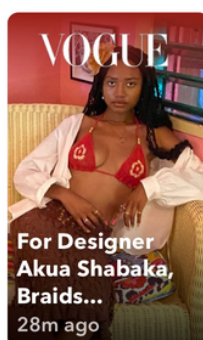
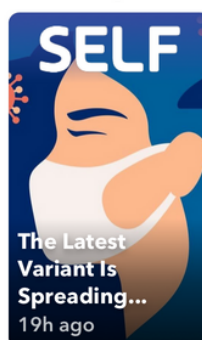


Alex Brewer

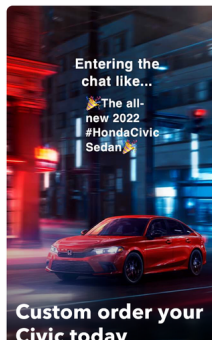


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Subscriptions



Discover



The Snapchat “Discover” Feed

Content on the Discover feed of the Snapchat app is prioritized based on a users interests.

(i.e., if a user engages with a fitness routine video in the Discover feed, Snapchat will show them more fitness-based content next time they login.)



[PRO TIP] Dealers should evaluate common interests of ideal customers/target audience or local market, and curate content based on the interests they've identified.

According to Snapchat:

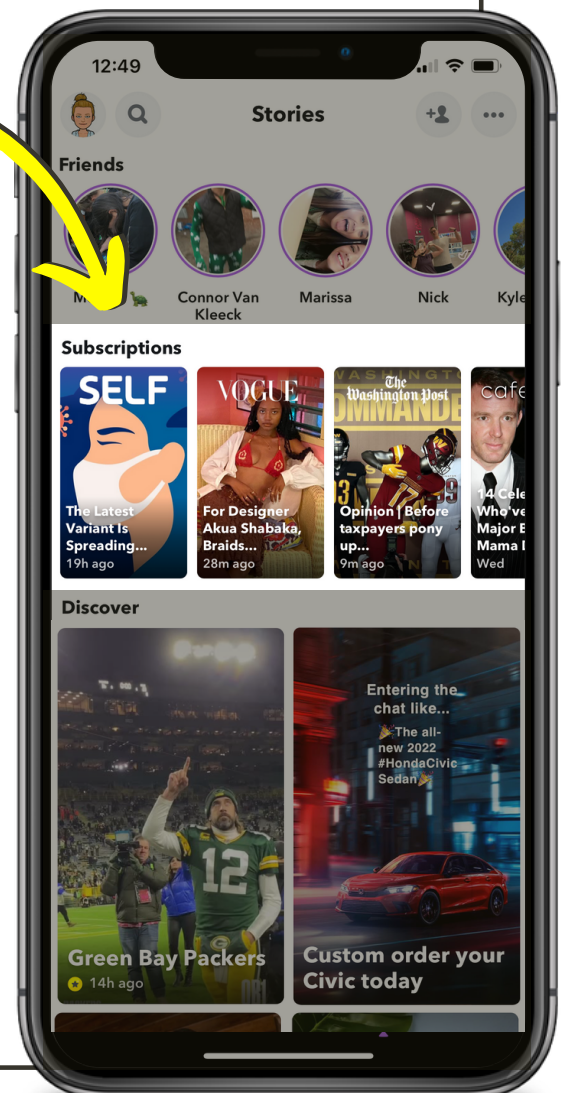
“While there is no exact method for your content to appear in the Discover feed of the app, we recommend posting 3+ Snaps at a time, and taking into account the Snapchat audience when posting content. Stories that don’t appear like an ad are most engaged with...”

Snapchat Account "Subscriptions"

Users also have the ability to Subscribe to a dealers Snapchat account, which will prioritize their content at the top of a users Stories feed, in the “Subscriptions” section.

✓ **Subscribed**

The goal is for a dealers Snapchat content to be strong enough to turn users into subscribers, and to peak the audiences interest so much that they actually turn on notifications for the dealers account - then, every time dealers post new content on Snapchat, the user gets notified!



CREATING CONTENT FOR SNAP

What Dealers Need to Know About Snap Users

Snapchat is dedicated to being creative and fun, and Snap users expect the same dedication from your dealer-clients.

Dealers should use the following principles for Snapchat:

- **Be "You:"** Be authentic to the dealership brand and audience.
- **Be Intentional:** Know the goal of the profile before it is set up - Trying to engage new consumers or fuel avid fans?
- **Be Fun:** Snapchat is the place to be approachable and creative. Content does not need to be highly polished.
- **Be Experimental:** This initial launch is an opportunity for dealers to test and learn content styles to develop a brand playbook!

How Dealers can Optimize Snapchat Public Stories

- **Think vertical:** Snapchat is ALL mobile! Dealers should post videos and images that take up the whole entire phone screen (9:16 ratio).
- **Post more than just pre-made graphics:** Snapchat is a photo and video-based site and dealers need to get creative with the camera in real-time!
- **Focus on user generated content:** This type of content will resonate more with a dealers audience vs content that looks like an ad.



[PRO TIP] Here are some ideas to inspire dealer content: account takeover, behind the scenes, contests and 1st-person point of view content.

- **Experimenting is important:** Play around with selfie style videos, point and shoot vids, and length variation!
- **Have fun:** Dealers should experiment with new graphics, emojis, and filters as they are released in Snapchat.

- **Use hashtags!** Hashtag "topics" help position a dealer's brand in the Discover feed and search bar.
- **Optimize the opening:** Dealers should capture attention in the first 1-2 seconds of a story, and test posting longer Stories (3+ connected Snaps) in a burst to get started + tell a cohesive story.
- **Post consistently and ask for engagement back!** Ask viewers to vote on their favorite vehicle model by screen-shotting a snap and messaging it back to them.
- **Add stories to the local "Snap Map"** so that snaps show to users who are browsing the map around the town or store.

Promote OEM's Snapchat Lenses

Lenses are playful augmented reality experiences that transform the way users look...and even the world around them!

Dealers should leverage Lenses while they create Snaps to make content eye-catching with 3D effects, objects, characters, and transformations.



While Snapchat provides an app for artists and developers to create Lenses, it is a bit complex...

That said, dealers should try searching the "Explore Lenses" app for their OEM!

Brands including Toyota and Ford have launched AR versions of some vehicle models with a virtual walk-around that allows users with a way to explore the interior, plus change the exterior color!

See how! Take a photo of this icon when logged into Snapchat and see them how it works.

Use & Create Snapchat Filters

Filters are creative effects (or design overlays) dealers should try to add on top of their Snaps after taking them.

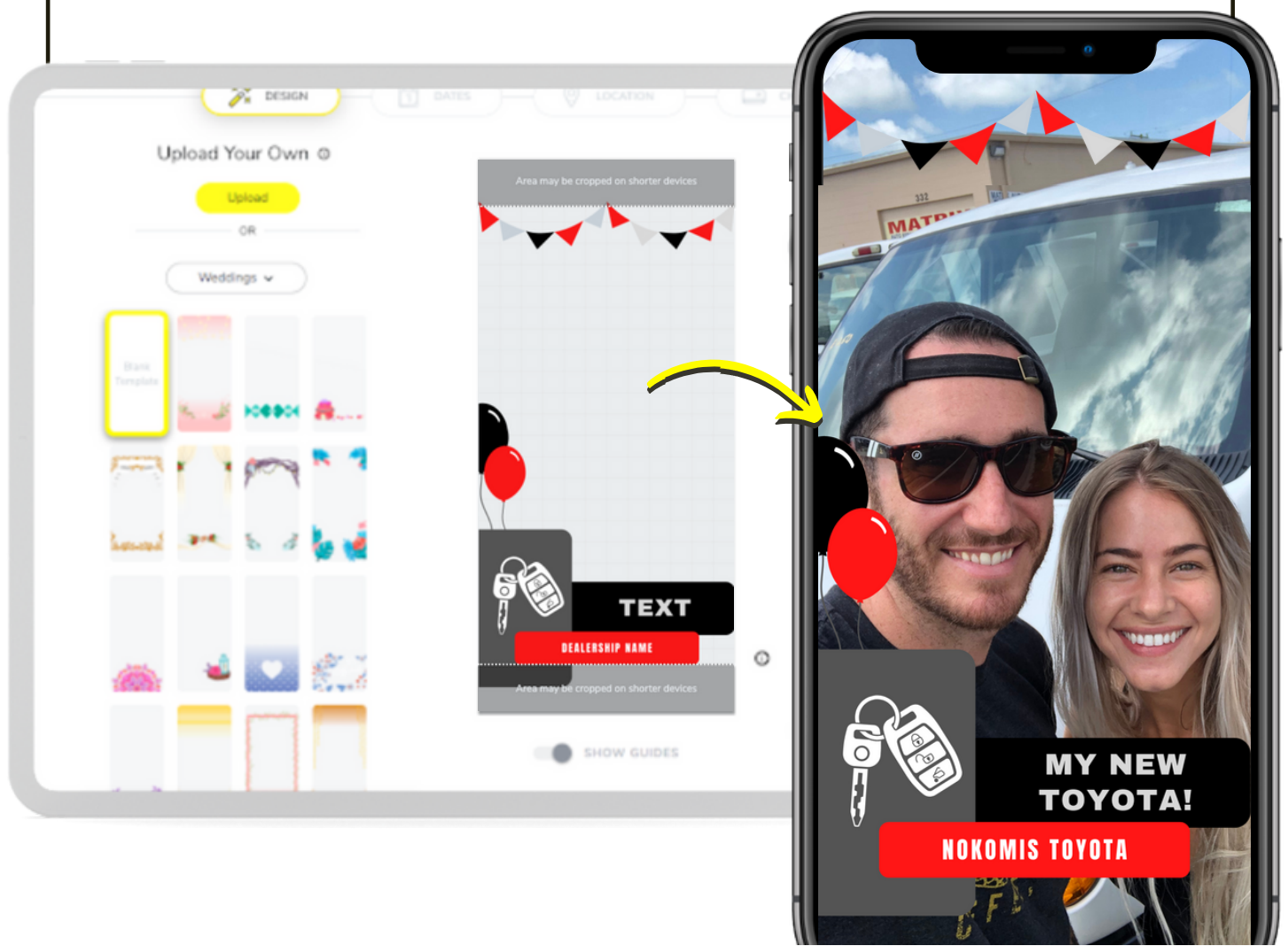
Dealers can add a filter of the stores Location (which will pull the dealership address under "Places"), add GIFs, current time, and SO much more...

Dealers can also create their very OWN geo-filter around events for their dealership!

If dealers create their own Geofilter, anyone on Snapchat in the dealers chosen location can use that filter on their own Snapchat images and videos (AKA, extra brand awareness for them!).

Find out how to create & use their own Geofilter, use our **"How To Create A Snapchat Geofilter: For Your Dealer-Clients" guide here.**

For additional guides on how dealers can promote their business on Snapchat, visit <https://forbusiness.snapchat.com/local>

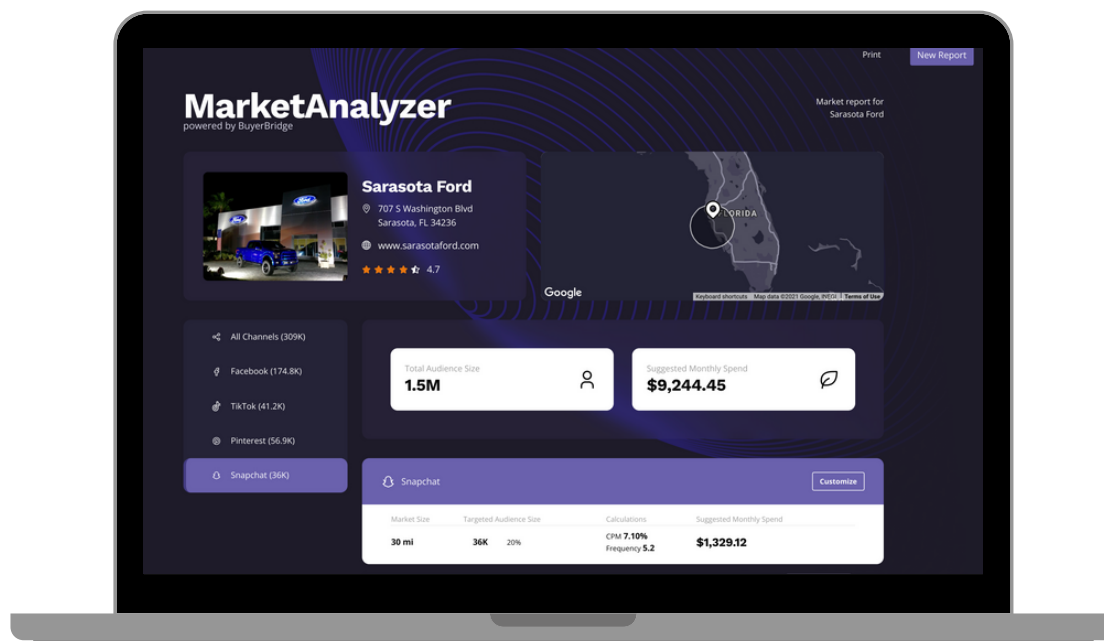


IN SUMMARY:

How Dealers will Maximize Organic Snapchat

- ☐ Dealers should be fun and authentic in their posts on Snapchat.
- ☐ User generated content performs best!
- ☐ Be creative - use graphics, GIFs, filters, lenses, and all of the other creative tools Snapchat provides in the app!
- ☐ Ask for engagement - reply to other users and businesses in their area, and prompt replies on the dealers Public Story.
- ☐ Maximize the “local” features Snapchat provides, including Geofilters, Place Listings, and the Snap Map.
- ☐ Follow other Snapchatter's, collaborate with similar brands or creators, and respond to Snaps and instant messages sent to them.
- ☐ Create content regularly (posting to their public Snapchat story).

Find out how many users are on Snapchat near any dealership?



marketanalyzer.io

Want to learn more about how BuyerBridge can help your agency scale across social media platforms like Snapchat? Visit buyerbridge.com.