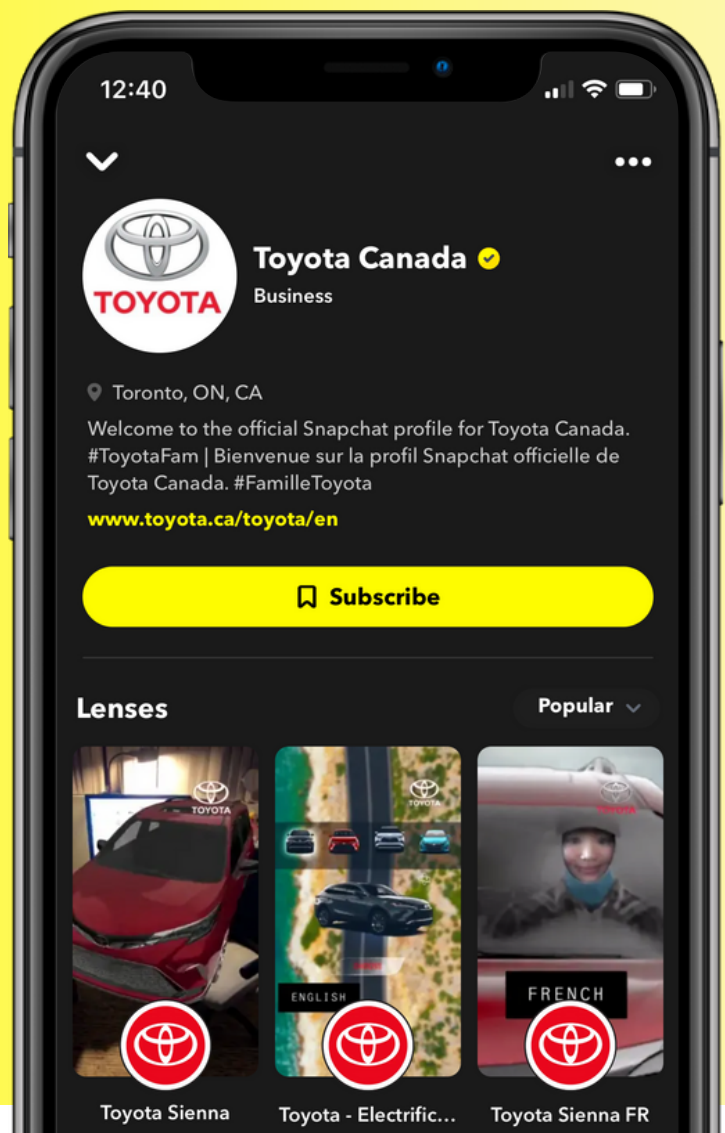


# SNAPCHAT ORGANIC GUIDE

*For Your Auto Agency's Dealer-Clients*



# GETTING STARTED

## Make Sure Your Client Has a Public Profile on Snapchat

Your dealer-clients can have a free, permanent home on Snapchat by setting up their public profile on the platform! But in order to do so, they'll need to have a Snapchat account + a Snapchat Business account...

If your client does not yet have a regular or Business Snapchat account, have them Sign Up here: <https://accounts.snapchat.com/accounts/signup>

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

## Help Dealers Enhance Their Profile on Snapchat

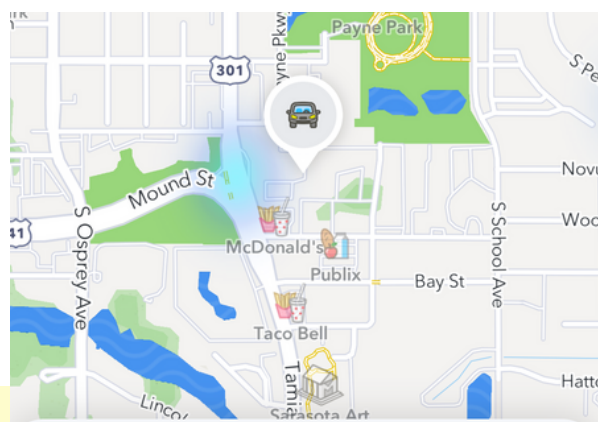
It's important for your clients to enhance their Snapchat profile - which they can do easily by adding a profile photo, bio, email, category, location, + website. Tell them to go to 'Edit Profile' on their 'Profile Management' screen to get started!

## Have Your Clients Claim Their Dealership on the Snap Map

Your clients 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 them.

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

[!\[\]\(c50c8b7b2cc2cf9ff925edec0ee94c0d\_img.jpg\) Watch this video so you can show your clients how it works.](#)



## Cross Promotion = KEY!

It's important for clients 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, your clients should create a *Snapcode*, which works just like a QR code, that Snapchat users can scan to find them instantly.

### How Your Clients can Create Their Snapcode:

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



## THE BASICS

of Snapchat Organic for Dealerships

### How Users Will See Your Dealership-Client's Posts On Snapchat

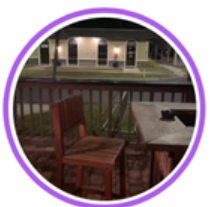
On other social channels, business and brand content is mixed in with the posts from a users friends and family...

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

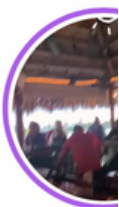
The "Discover" section of the app will include content from other Snapchat accounts that a user isn't "Friends" with or "Subscribed" to.

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

#### Friends

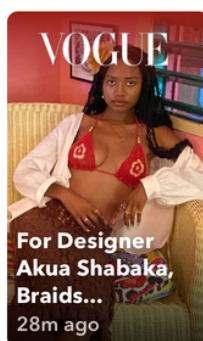
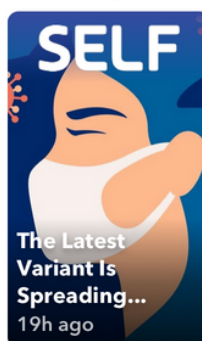


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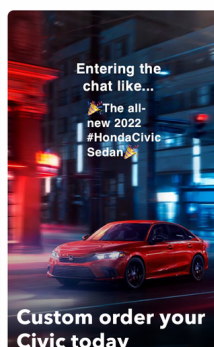


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#### Subscriptions



#### 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]** Your dealer-clients should evaluate common interests of their ideal customers/target audience or local market, and curate their content based on the interests they've identified.

According to Snapchat:

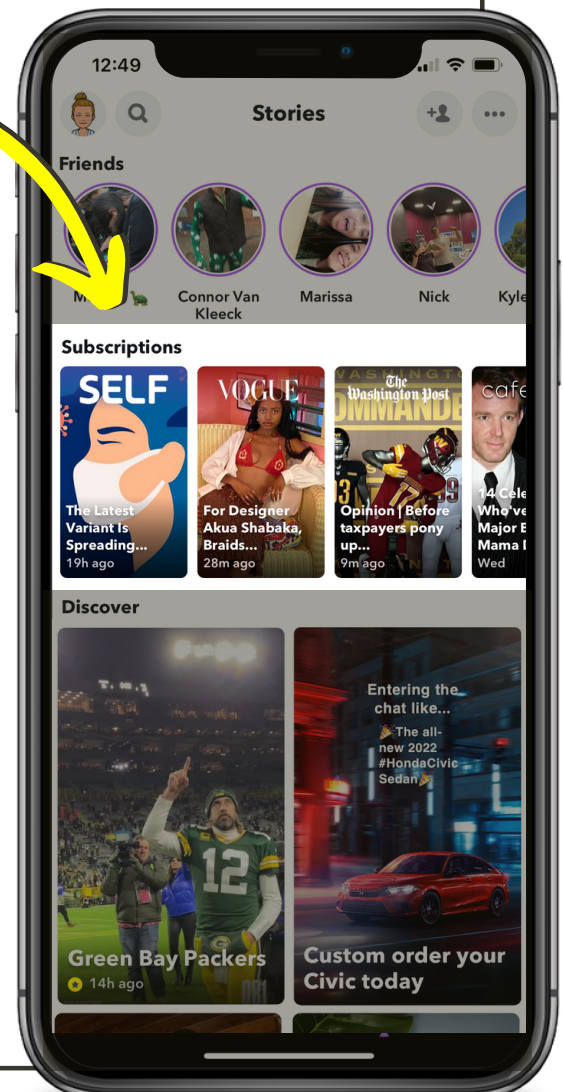
*“While there is no exact method for your content to appear in the Discover feed of the app, we recommend posting 3+ Snaps at a time, and taking into account the Snapchat audience when posting content. Stories that don’t appear like an ad are most engaged with...”*

## Snapchat Account "Subscriptions"

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

 **Subscribed**

The goal is for your dealer-client's Snapchat content to be strong enough to turn users into subscribers, and that their audience is so interested they actually turn on notifications for the dealers account - then, every time your client posts new content on Snapchat, the user gets notified!



# CREATING CONTENT FOR SNAP

## What Your Clients 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.

Have your clients use the following principles for Snapchat:

- **Be "You:"** Be authentic to their brand and their audience.
- **Be Intentional:** Know the goal of their profile before they set it up. Are they 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 them to test and learn content styles to develop their brand's playbook!

## How Your Clients can Optimize Their Public Story

- **Think vertical:** Snapchat is ALL mobile! Your client's videos and images should 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 your client's audience vs content that looks like an ad.



**[PRO TIP]** Give your client's ideas to inspire their content, like: account takeover, behind the scenes, contests and 1st-person point of view content.

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



- **Use hashtags!** Hashtag "topics" help position your client's brand in the Discover feed and search bar.
- **Optimize the opening:** Your client's should capture attention in the first 1-2 seconds of their 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!** Have dealers ask viewers to vote on their favorite vehicle model by screen-shotting a snap and messaging it back to them.
- **Add stories to their local "Snap Map"** so that their snaps show to users who are browsing the map around your town or store.

### Dealers Should Promote Their 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, your dealer-clients 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!

**Show dealers how!** Take a photo of this icon when logged into Snapchat and show them how it works.

## Have Client's Use & Create Snapchat Filters

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

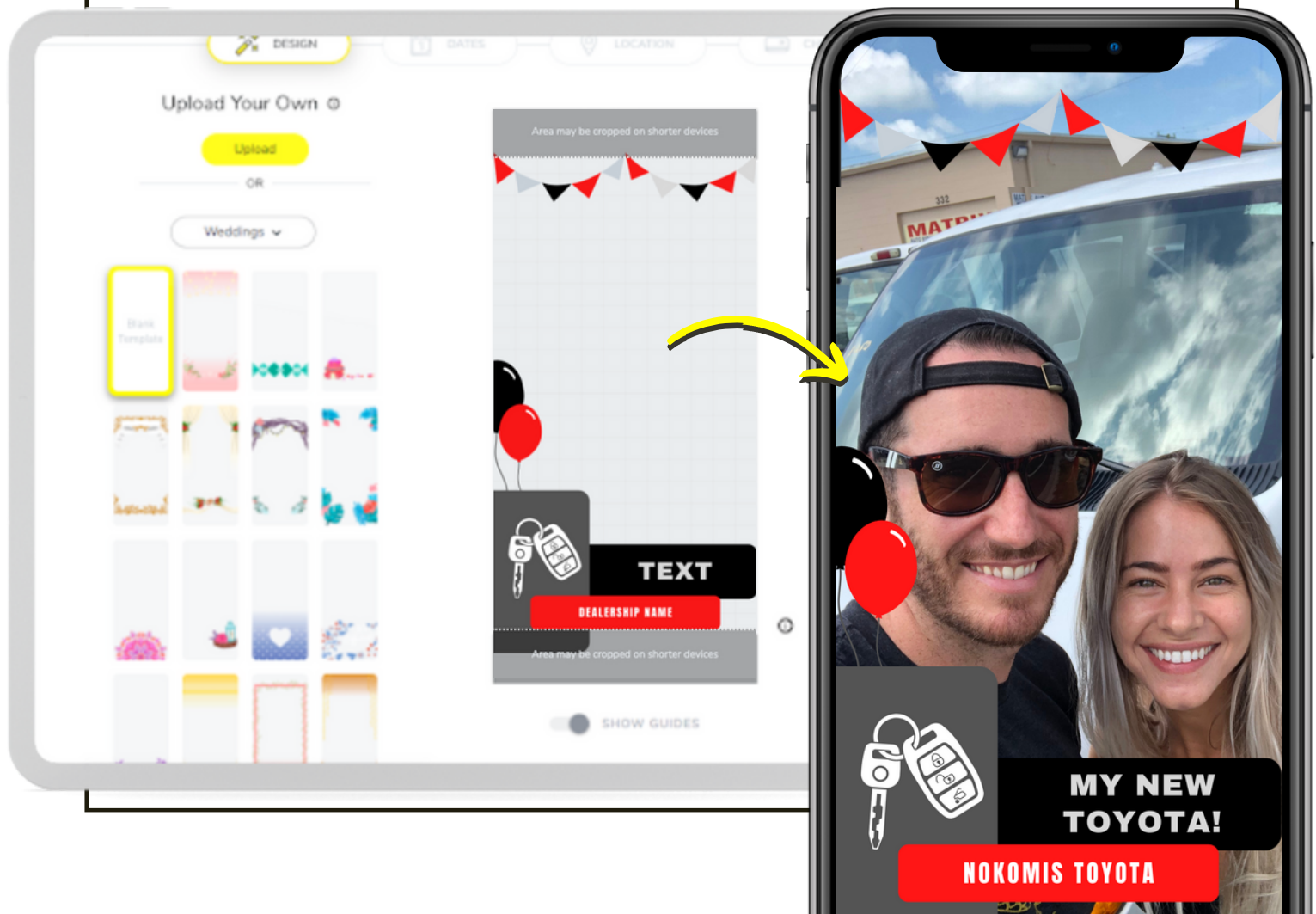
They can add a filter of their Location (which will pull their dealership's address under "Places"), add GIFs, the current time, and SO much more...

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

If they 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!).

To teach dealers 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 your clients can promote their dealership on Snapchat, visit <https://forbusiness.snapchat.com/local>



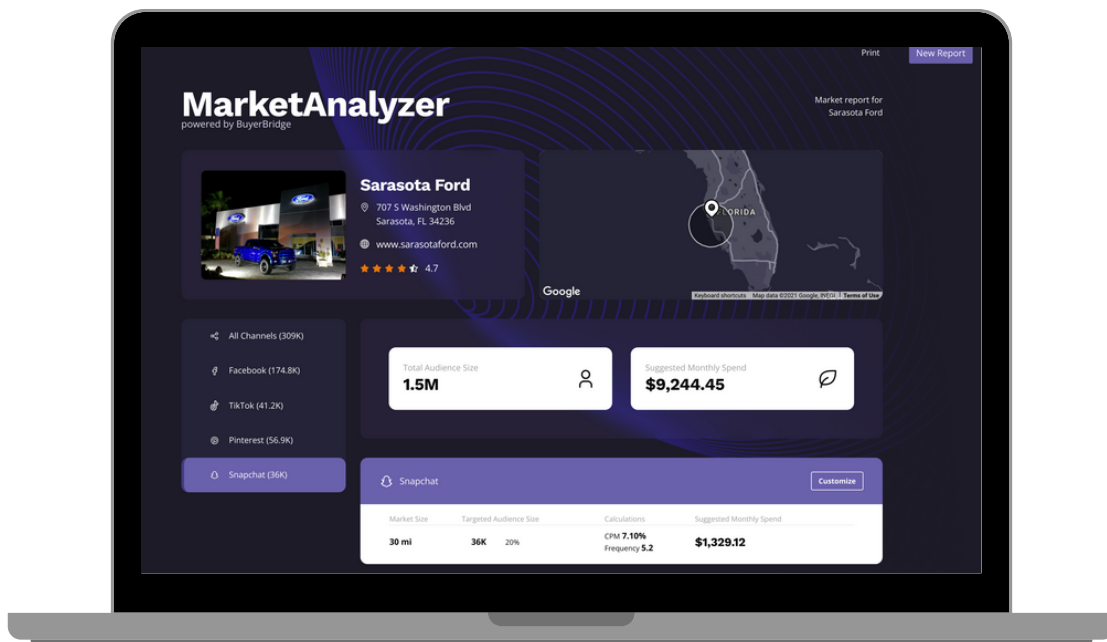
## IN SUMMARY:

### How Your Dealer-Clients will Maximize Organic Snapchat

- Your clients should be fun and authentic in their posts on Snapchat.
- User generated content performs best!
- Be creative - dealers should 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 to your 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).



# HOW MANY AUTO SHOPPERS ARE ON SNAPCHAT NEAR YOUR DEALER-CLIENT?



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