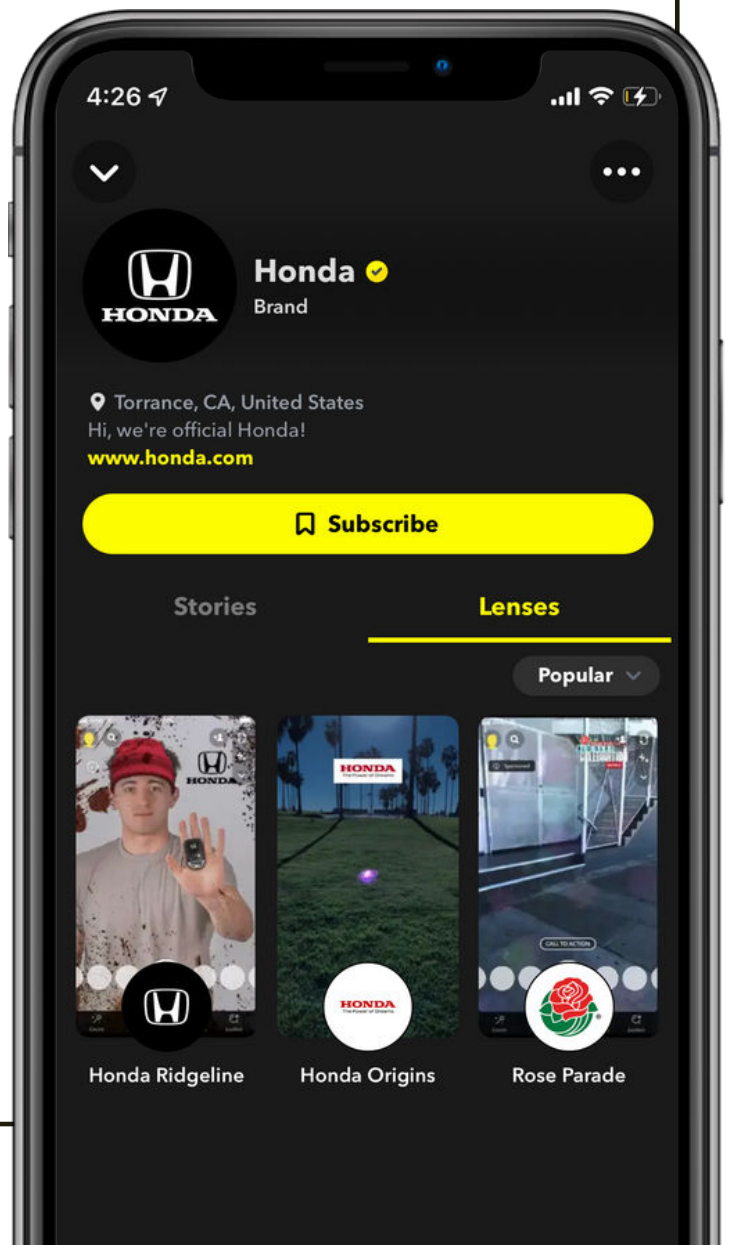




SNAPCHAT ORGANIC GUIDE

For Automotive Dealers



GETTING STARTED

Create your account - Download the app and create an account, then Snapchat Business account by accessing [Snapchat Ads Manager](#) on a desktop computer. You'll log in using the same username and password that you set up for your regular Snapchat account. **Watch video**

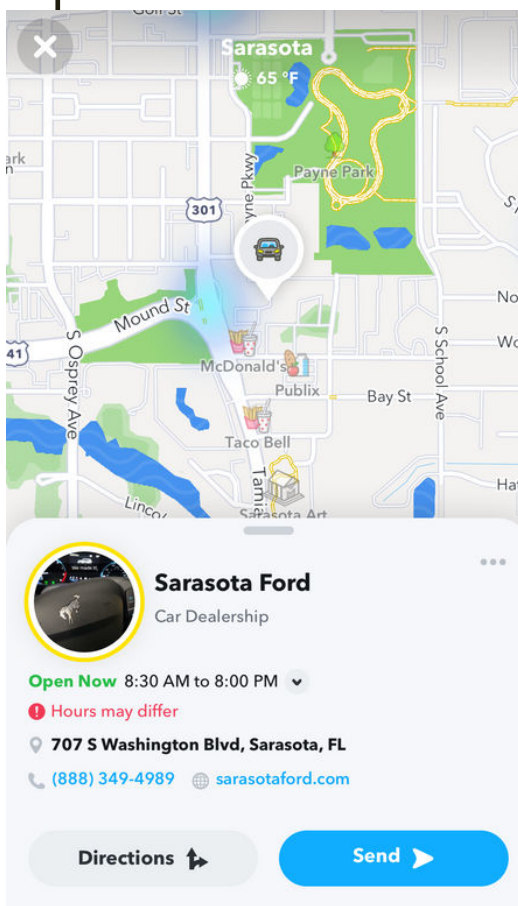
Enhance your profile - Add a profile photo, bio, email, category, location, and website. Get started by selecting 'Edit Profile' on your 'Profile Management' screen.

Cross-promote your Snapchat & create Snapcode - If you have gained a loyal following on other social media platforms, let those users know you're now on Snapchat. To make this easier, create a snapcode which works just like a QR code that people can scan and find you instantly.

Create Your Snapcode: 1) Click on the settings icon in the top right-hand corner when in your business's Snapchat account, 2) Select 'snapcodes' from the dropdown > 'my snapcodes' to find your business's own, unique code.

Claim your dealership on the Snap Map -

Claim your store as a "Place Listing" on the Snap Map and share important information such as your location, website, hours, and how to get in touch with you. With the Snap Map, brick and mortar businesses can appear alongside Snapchatters' friends, giving local businesses their first organic presence on Snapchat. **Watch how it works.**



THE BASICS

of Snapchat Organic for Dealerships

How Will Users See My Dealership's Posts On Snapchat?

On other social channels, business and brand content is mixed in with posts from users' friends and family. **But on Snapchat, content from friends and content from brands is separated:** content from users who aren't already one of your customers' "Friends" will appear in the "Discover" section of the app, unless the user Subscribes to your account.

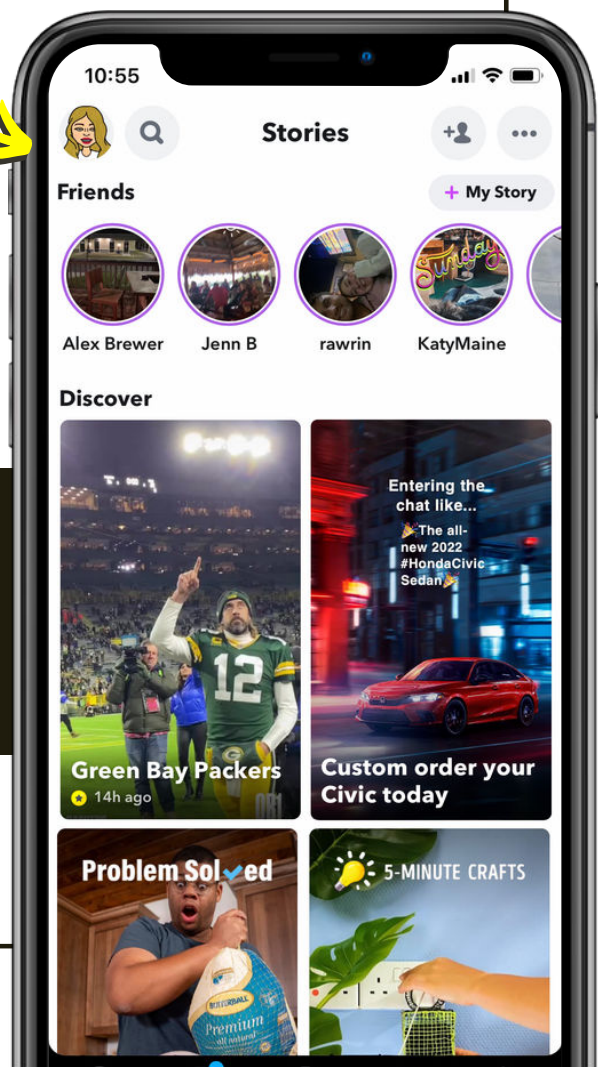
Because of this, you have to create an organic presence a little differently as a business on Snapchat.

The Snapchat "Discover" Feed And Subscribing

Content on the Discover feed of the app is prioritized based on **user interests**, i.e., if a user engages with a video on a fitness routine in the Discover feed, they will automatically see more fitness-based content next time they login.

If the user wants, they can also **Subscribe** to an account, which will prioritize that account's content at the top of their Stories feed, under "Subscriptions."

★ **[PRO TIP]** Evaluate common interests of your ideal customers or local market and curate your content to those interests.



According to Snap, "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..."

CREATING CONTENT FOR SNAP

What Do Snap Users Care About?

Snapchat is dedicated to being creative and fun, and Snap users expect the same dedication from businesses using the platform.

Snapchat recommends the following principles:

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

Optimizing Your Public Story

- Think vertical: Snapchat is all mobile! Your videos and images should take up the whole phone screen (9:16 ratio).
- Don't just post premade graphics; Snapchat is a photo and video-based site, which means you need to get creative with the camera in real-time!
- User generated content will resonate more with Snaps audience than content that looks like an ad. Consider takeover, behind the scenes, contests and 1st-person point of view content.
- Experiment with selfie style videos as well as point and shoot vids, and vary the length of your videos.
- Utilize new graphics, emojis, and filters as they are released.

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

Promote Your OEM's Snapchat Lenses

Lenses are playful AR experiences that transform the way you look and the world around you! Use Lenses while you create Snaps to add 3D effects, objects, characters, and transformations.



While Snapchat provides an application for artists and developers to create Lenses, it is a bit complex to design your own.

That said, try searching for your OEM in the "Explore Lenses" app! Some brands, including Toyota and Ford, have launched AR versions of some vehicle models where you can take a virtual walkaround, get behind the wheel and explore the interior, or even change the exterior color!

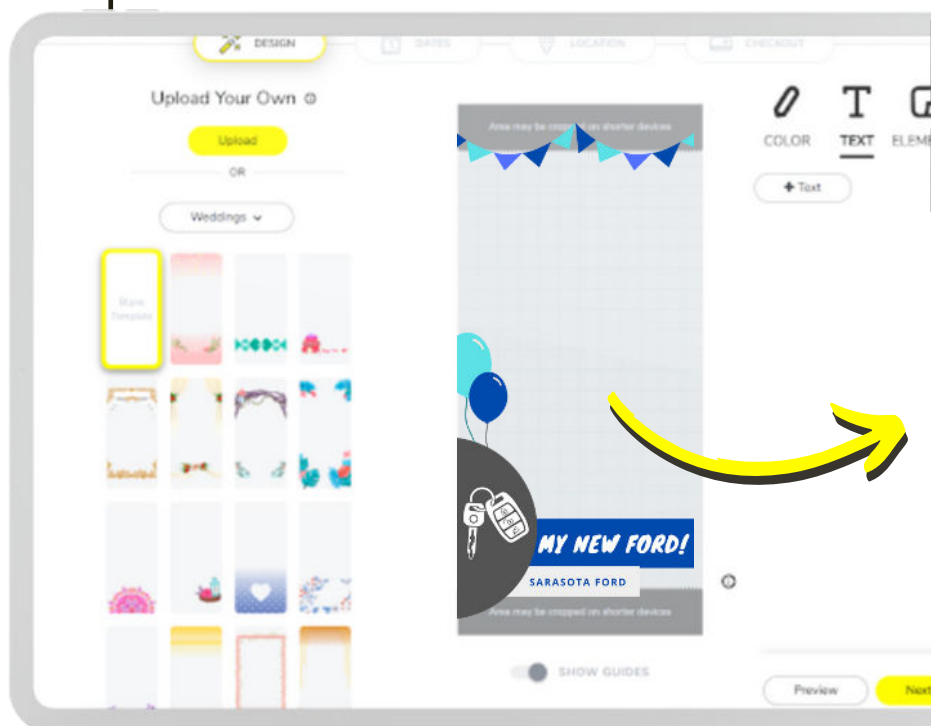
TRY IT! While logged into Snapchat, try taking a photo of this icon.

Use And Create Filters

Filters are creative effects (or design overlays) you can add on top of your Snaps after taking them. You can add a filter of your Location (which will pull your dealership's address under "Places"), add GIFs, the current time, and so much more.

You can also create your OWN geofilter around events for your dealership. If you create your own Geofilter, anyone on Snapchat in your chosen location can use that filter on their Snapchat images and videos (AKA, extra brand awareness for you!). To learn how to create your own geofilter, visit our resource **"How To Create A Snapchat Geofilter."**

For additional guides on promoting your dealership on Snapchat, visit <https://forbusiness.snapchat.com/local>

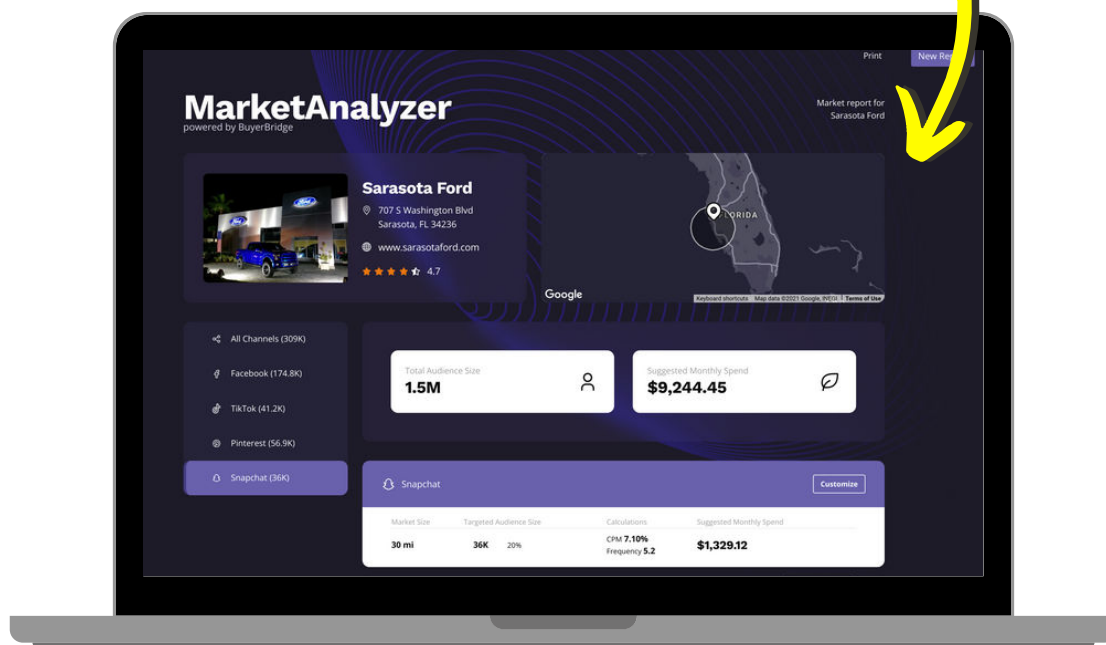


IN SUMMARY:

How to Maximize Organic Snapchat for Your Dealership

- Remember to be fun and authentic in your 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 your area, and prompt replies to your Public Story.
- Maximize the “local” features Snapchat provides, including geofilters, Place Listings, and the Snap Map.
- Follow other Snapchatters, collaborate with similar brands or creators, and respond to Snaps and instant messages sent to you.
- Create content regularly (by posting to your public Snapchat story)

HOW MANY AUTO SHOPPERS ARE ON SNAPCHAT NEAR YOU?



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Thank you!

dealers  united