



Snapchat Best Practices

Keep these tips on hand to help maximize your TikTok account's performance



Platform Info

For companies aiming to target younger demographics, Snapchat can be a powerhouse tool. This photo-sharing app boasts 319 million active daily users, and with 75% of millennials and Gen Z Americans using Snapchat, it has a larger percentage of these younger generations than both Twitter and TikTok.

In order to effectively engage with their target audience on this platform, businesses should aim to share real content that is perceived as more authentic than what they may post on Instagram, Facebook, or other channels.

Platform Audience

- 65% are 18-29
- 24% are 30-49
- 14% are 50+
- 54% female
- 46% male

Posting Cadence and

4x/day is ideal for growth
 1x/day minimum
 Any day/time but particularly 10 pm-1 am
(Post cadence may change depending on industry and unique)

Content Formats

Snaps: These are photos or videos sent between accounts or groups, and disappear after viewing.

Story: Public vertical photos or videos that expire within 24 hours. They are usually a series of slides.

Live Stories: When users are at the same event or in a specific location, they can choose to share their Stories with the community hub.

AR Filters: Considering more than 800 million users engage with AR filters, creating artificial reality filters that alter a user's face or surroundings is a great way to engage your audience.

Geofilters: These filters are available to users within a specific area and for a set amount of time, and serve as a way to get your brand or campaign in front of more people.

Influencer Marketing

Expand your audience with influencer collaboration. Options include paying for one story that mentions your company, or a story takeover, when a brand hands over its account to an influencer to gain followers.

Image/Video Specs

All videos: 9:16
Video ad length: 3-5 seconds to drive action

Snapchat Advertising

Snap Ads

The most common ad on Snapchat, these are 10-second, full-screen, vertical videos that include a call to action to visit a link. They should include music or a voiceover and play automatically.

Geofilters

Just like the organic geofilters, users can play with these in specific locations and share them with friends or post to their story. They work well for specific campaigns or events.

Sponsored Lens

Snapchat users can take a Snap with your unique lens and share it, getting your brand in front of a larger audience. These tend to be cheaper than the Discover ads, which are primarily used for big brands.

Story Ads

These high-ticket ads allow advertisers to reach their audiences with a sponsored tile in the Discover feed and start at \$50,000 daily.

Collection Ads

These ads are formatted like product catalogs and allow you to display products in a virtual storefront. Engagement rates with these ads are 4.1 to 17 times higher engagement rates than standard Snap Ads.