

# Social media platform Snapchat

Snapchat is a popular social media platform, especially for younger target groups. It allows users to create photos and videos and make them visible for a limited time. Shared content is automatically deleted after a set time, usually between a few seconds to 24 hours. New is the AI chatbot My AI within the friends list.

Companies can create creative videos to promote their products, use geofilters and run different types of adverts. Geofilters are special graphics or labels that can be placed over snaps. Companies can use geofilters to advertise their brand at events or in certain regions.

Snapchat's AR (augmented reality) function allows users to virtually try on items of clothing. Information on price and availability is displayed at the same time. One click gives the option to buy directly.

## Booking options

- ✗ Demo booking tool\*
- ✓ Service provider
- ✗ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✓ Marketingportals, Marketing automation platforms

## Media segment

- ✓ Internet
- ✓ E-commerce
- ✓ Social media
- ✓ Mobile
- ✗ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✗ Radio, audio
- ✗ One-to-One
- ✗ Household, office
- ✗ Internet of Things

## Media type

- ✓ Digital
- ✗ Print
- ✗ Analogue

## Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✓ Business-to-Employee

## Marketing objective

- ✓ Brand awareness, increased audience reach
- ✓ Lead generation, new customer acquisition
- ✓ Customer care
- ✓ Sales increase
- ✓ Employee recruitment

## Customer Journey

- ✓ Awareness
- ✓ Consideration
- ✓ Purchase
- ✓ Retention
- ✓ Advocacy

## Ad media

- ✓ Advertisement, Banner
- × Advertorial
- × Annual report
- × Appointment calendar
- ✓ Audio, radio spot, audio file
- × Augmented Reality
- × Beach flag, flag, roll-up
- × Book, E-book
- × Brochure, flyer, inserts
- × Catalogues, price lists
- × Chat, chatbot
- × Company entries
- × Configurator
- ✓ Contact form
- ✓ Content SEO-optimised
- × Credit card
- × Customer card
- × Display, monitor, citylight, megalight
- × Display stand, light box
- × E-mail, signature banner
- × E-paper
- × Event
- × Exhibition stand, event modules
- × FAQ
- ✓ Games, competitions
- × Google Business Profile
- ✓ Influencer
- ✓ Landing-page, microsite
- × Location Based Service
- ✓ Mobile payment systems
- × Newsletter
- × Newspaper, magazine, periodical
- × NFC
- × Offer, quotation
- × Office equipment
- × Office files
- × Operating instruction, user manual
- × Passers-by addressing
- × Petrol pump nozzle
- × Postcard
- × Poster, billboard, pillar
- × Product live demo
- × Product packaging, product labeling
- × Product sample
- × Programmatic print
- × Promotional items
- × Push, text messages
- × Quality seal
- ✓ QR code, link
- × Rental addresses, target group areas
- × Roof objekt
- × Sales talks
- × Self service terminal
- × Shopping cart
- × Sign, labelling
- ✓ Social media advert
- ✓ Social media company page
- ✓ Social media posting
- ✓ Social media profile page
- × Sponsoring
- × Spontaneous event
- × Structured company data records
- ✓ Survey
- ✓ Telephone and video call service
- ✓ Unboxing
- ✓ V-card
- ✓ Video spot, moving image
- × Virtual Reality
- × Virtual, voice assistant
- ✓ Vouchers, coupons, discount cards
- × Web layer
- × White paper
- ✓ WLAN for visitors

## Connected media channels

- Affiliate programme
- App (Advertising medium)
- App (Brand, topic)
- Audio streaming platforms
- Community
- Consulting, support, training
- Customer loyalty programme
- Digital signage, POS TV
- Email, email newsletter
- Event
- Field sales force
- Guerilla marketing action
- Household distribution

Influencer marketing  
Location-based service  
Messenger  
Navigation system, map tool  
Newspapers, periodicals, magazines (publishing objects)  
Online comparison portal  
Online directory  
Online marketplace (Advertising medium)  
Online shop (Brand)  
Out of Home (OOH)  
Podcast (Advertising medium)  
Point of sale (POS), Showroom  
Print mailing  
Product, service (Advertising medium)  
Product, service experience  
Public Relation  
Radio  
Recruitment platform  
Retail media platform  
Reviews, recommendations  
Search engine advertising (SEA)  
Search engine optimisation (SEO)  
SMS  
Social media platform Facebook  
Social media platform Instagram  
Social media platform LinkedIn  
Social media platform Pinterest  
Social media platform TikTok  
Social media platform X  
Social media platforms  
Social-Media-Plattform Reddit  
TV streaming platform, Connected-TV  
Video streaming platform  
Video streaming platform YouTube  
Website (Advertising medium)  
Website (Brand, topic)