



Instabrag vs. Videosnap: How & When to Use Both

Cassie Dispenza

Sr. Director of Marketing &
Partnerships, Saffire

NO NEED FOR NOTES

We'll provide slides, and we can share them online too if you give me your business card!





WEBSITES

Buy Tickets!



The
KERN COUNTY FAIR
AND EVENT CENTER

Sept 23 – Oct 4, 2015

232 DAYS

UNTIL THE 2015 GREAT KERN COUNTY FAIR

ABOUT US EVENTS FOLLOW US GET INVOLVED FACILITY RENTAL

ALL

CATEGORY 1

CATEGORY 2

CATEGORY 3

CATEGORY 4

CATEGORY 5



JOAN JETT & THE BLACKHEARTS

All concerts are free with paid admission. You can't miss it!

[Learn More >](#) [Buy Now >](#)



DON'T MISS!



UPCOMING EVENTS





THANK YOU, YAKIMA!

Thank you for making our 125th Birthday the best one yet! We had so much fun at this year's Fair, and we hope you did too! Save the date for September 21-30, 2018!

LET'S PARTY!
COME CELEBRATE
125 YEARS WITH US!
Central Washington State Fair
Presented by Central College
Sept. 21 - Oct. 1, 2018 - Yakima

PROMOTIONS &
DISCOUNTS

CONCERTS & OTHER
ENTERTAINMENT

SPONSORS



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TICKETS & DEALS

SALINAS VALLEY

FAIR

KING CITY, CALIFORNIA

[FAIR](#)

[EVENTS](#)

[VENUE RENTALS](#)

[HERITAGE FOUNDATION](#)

[ABOUT SVF](#)

[WINE COMPETITION](#)

52°

MAY 17, 2018 135 DAYS 2018 SALINAS VALLEY FAIR

[All](#)

[The Fair](#)

[Flea Market](#)

[Fundraiser](#)

[Barrel Race & Rodeo](#)

[Other](#)



BARREL RACES

SVF Barrel Races \$1,000 Added Money January 6-7, 2018 Rava Arena, King City, CA

[MORE >](#)

DON'T MISS IT

CLAM CHOWDER FEED - MCARLM FUNDRAISER

[MORE >](#)

RUSTIC REMAKE

The Rustic Remake is an annual arts & craft show located in the heart of the Salinas Valley! Vendors from throughout the central coast will be on hand with antiques, art, furniture, jewelry, clothing and more. Free Admission. Vendor Apps due Feb 1st [MORE >](#)

TRASHION SHOW - ALLIANCE ON AGING

1 OF 2 >

← LOADS OF FAMILY FUN →



283 days 2018 Grand National Rodeo
October 12 - 20, 2018



Dickens Fair

Enter the world of Charles Dickens and revel in a Victorian London where it's always Christmas Eve and the streets resound with celebrations of the Season! Experience a one-of-a-kind holiday adventure for all ages - the young, and the young at heart.

MORE >





[BUY TICKETS](#)

[ABOUT](#) [EVENTS](#) [FAIR FUN!](#) [RV PARK](#) [ALL ABOUT ANIMALS](#)

Enter Email [GET UPDATES](#)

CIRQUE LEGACY

Coming to the Desert Empire
Fairgrounds January 25-28

THANKS FOR A GREAT EVENT!

RIDGECREST, CA.

Circus!

[MORE](#)

MAKE A RESERVATION



January 3 - 6, 2018
1 Day Until We Go West



DEPARTS
FOR 

ANAHEIM, CA.

WED-SAT

JAN 3-6
2018



Go West - New 2018 Convention Details!

[MORE >](#)



INTEGRATED TICKETING

Print-at-Home Tickets



SDFIO0923NWDJ9078Q



Bring this ticket to your neighborhood 7Eleven for a FREE Big Gulp! Limit 1 per customer, per coupon.



saffirecelebration.com

THIS IS YOUR TICKET!

Print this page and bring it with you.

ORDER #: 5412885

Purchased by Cassie Roberts, 08/10/2015

SINGLE DAY PASS

08/15/2016

SAFFIRE CELEBRATION

248 Addie Roy Rd.
Suite B-106
Austin, TX
www.saffirecelebration.com

SPONSORED BY



The code on this ticket allows entry to the event as described above, and it will be scanned for authenticity. Do not make additional copies of this ticket; duplicates will be rejected. Purchase of this ticket by a third party is not authorized and carries a risk of being fraudulent. Event reserves the right to require photo ID for entry. This ticket is a revocable license to enter this event. Any violation of law or other inappropriate behavior by the ticket holder may result in revocation of the license. Ticket holder assumes all risk of bodily harm as well as damage to or loss of property while attending this event. The holder grants unrestricted license to use the holder's likeness in photograph or videos by the event or its respective agents. All sales are final. No refunds or exchanges.

Include sponsor logos Include advertising



Advance Tickets

saffiretix
WWW.SAFFIRE.COM

SAFFIRE CELEBRATION
WWW.SAFFIRECELEBRATION.COM

SPONSOR SEASON PASS
SEPT 25 - OCT 4, 2016
\$150.00

THIS TICKET IS VALID FOR ENTRY EACH DAY OF THE FAIR DURING NORMAL BUSINESS HOURS OF THE FAIR, WHICH CAN BE FOUND ON OUR WEBSITE. THANKS FOR ALL YOU DO TO SUPPORT THE FAIR!



RKEVNTGELMOAEE

THE TRADITION LIVES ON
FORT BEND COUNTY FAIR & RODEO

FORT BEND COUNTY FAIR
WWW.FORTBENDCOUNTYFAIR.COM

DAY PASS
Sept 25 - Oct 4, 2015



THE TRADITION LIVES ON
FORT BEND COUNTY FAIR & RODEO

FORT BEND COUNTY FAIR
WWW.FORTBENDCOUNTYFAIR.COM

SEASON PASS
Sept 25 - Oct 4, 2015



Rain or shine...no refunds; no cash value

CENTRAL STATES FAIR
WWW.CENTRALSTATESFAIR.COM

ADULT ADMISSION
AUG 15 - 24, 2016
\$15.00

THIS TICKET IS VALID FOR ENTRY EACH DAY OF THE FAIR DURING NORMAL BUSINESS HOURS OF THE FAIR, WHICH CAN BE FOUND ON OUR WEBSITE. THANKS FOR ALL YOU DO TO SUPPORT THE FAIR!



RKEVNTGELMOAEE

THE TRADITION LIVES ON
FORT BEND COUNTY FAIR & RODEO

FORT BEND COUNTY FAIR
WWW.FORTBENDCOUNTYFAIR.COM

CHILD DAY PASS
AGES 6 - 11
Sept 25 - Oct 4, 2015
Advance \$4.00 | Gate \$5.00

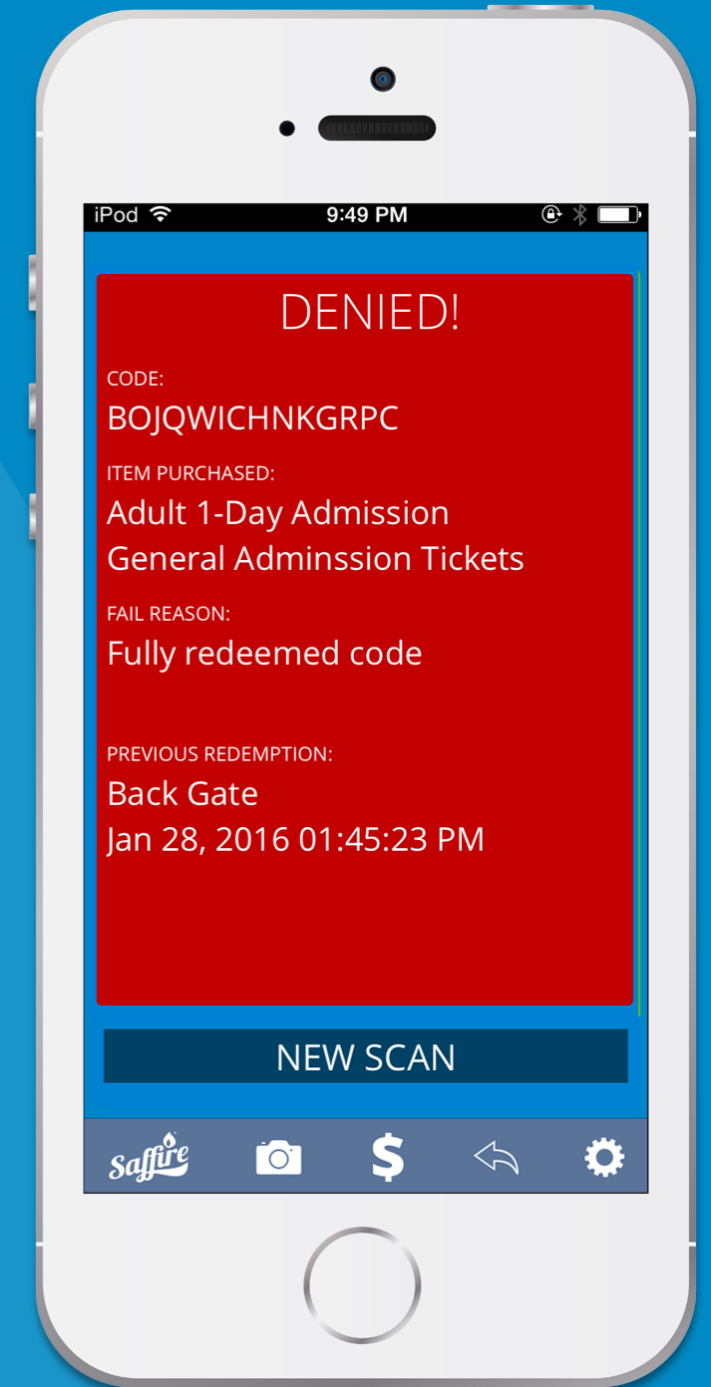
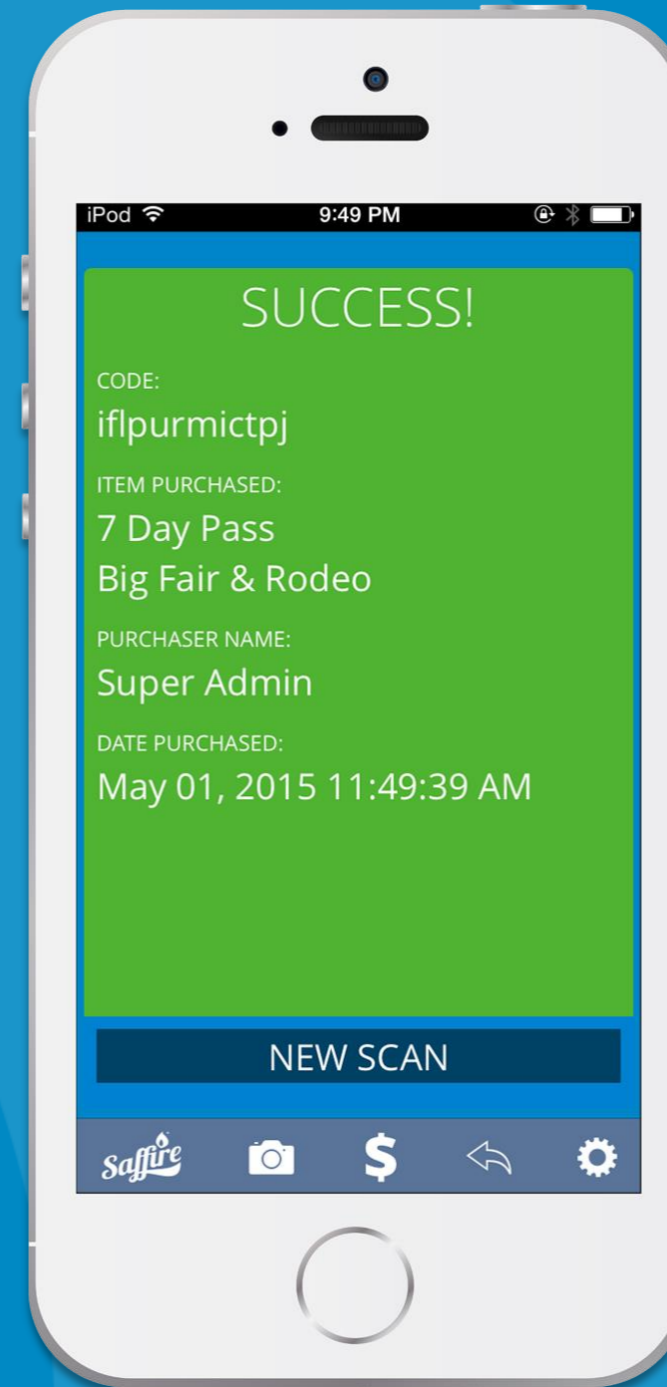
THIS TICKET IS VALID FOR ONE CHILD ENTRY FOR ONE DAY DURING NORMAL BUSINESS HOURS OF THE FAIR. THANKS FOR ALL YOU DO TO SUPPORT THE FAIR!
NO REFUNDS OR EXCHANGES.



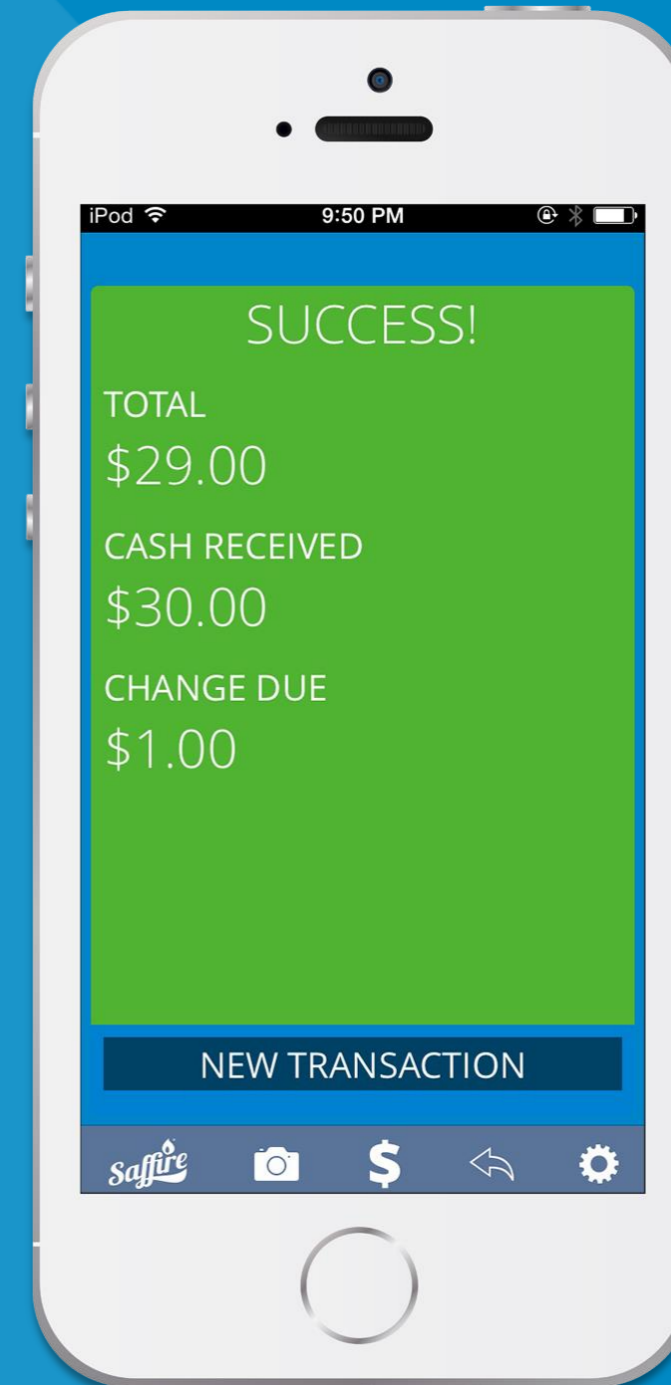
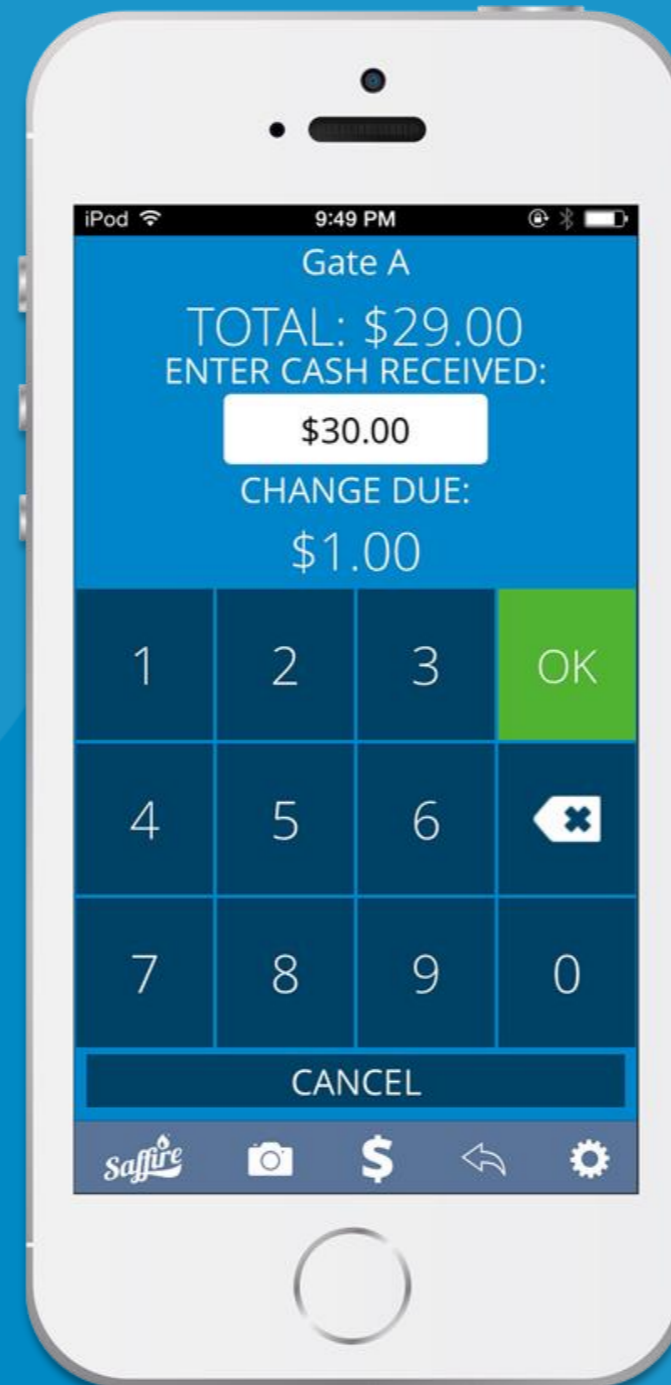
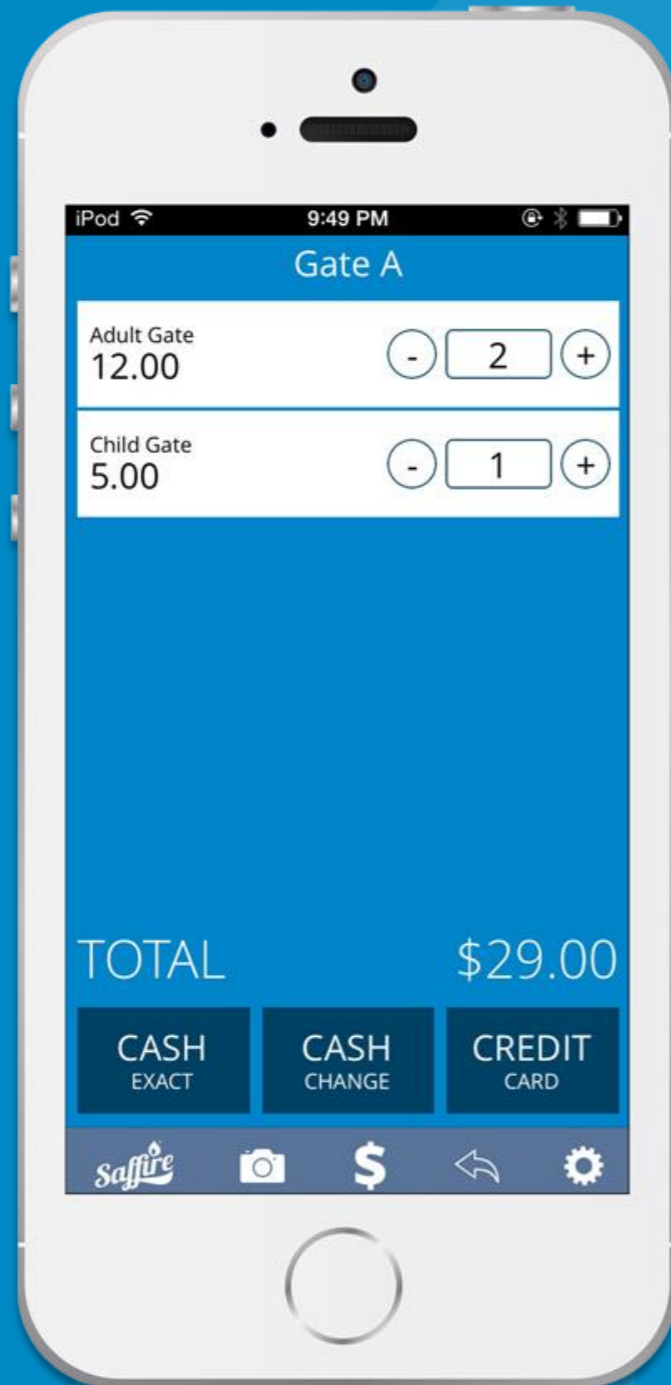
RKEVNTGELMOAEE



Scanning Pre-Sold Tickets



Selling at the Gate



SALES REPORT

Date

07/01/2015 - 08/31/2015 GO

By Product ▾

Print Export Export Detail Email



— Total Revenue

COLLAPSE ALL EXPAND ALL

	Purchased	Redeemed	Current Price	Revenue	Current Customer Fee	Total Customer Fees	Card Revenue	Cash Revenue	Total Revenue
Online	876	807		\$20,107.00		\$2,175.00	\$22,282.00	\$0.00	\$22,282.00
Eli Young Band	119	110		\$4,046.00		\$297.50	\$4,343.50	\$0.00	\$4,343.50
Big & Rich	195	189		\$6,630.00		\$487.50	\$7,117.50	\$0.00	\$7,117.50
Randy Houser	93	88		\$3,162.00		\$232.50	\$3,394.50	\$0.00	\$3,394.50
Demo Derby	191	178		\$2,767.00		\$472.50	\$3,239.50	\$0.00	\$3,239.50
Supercross Racing	49	43		\$569.00		\$112.50	\$681.50	\$0.00	\$681.50
Rodeo	162	135		\$2,220.00		\$405.00	\$2,625.00	\$0.00	\$2,625.00
Ranch Rodeo	67	64		\$713.00		\$167.50	\$880.50	\$0.00	\$880.50
Gate	91,146	91,146		\$110,019.00		\$0.00	\$0.00	\$110,019.00	\$110,019.00
Advance	10,268	6,962		\$256,376.00		\$0.00	\$256,376.00	\$0.00	\$256,376.00
Total	102,290	98,915		\$386,502.00		\$2,175.00	\$28,658.00	\$110,019.00	\$386,677.00

PINNED PAGES

EMAIL HELP



10 REASONS



10 REASONS



STAT BOY



1:10.86 ●

RUNDOWN

ANTHONY
FREEZE-OUT
DWAYNE BOWE

ERRORS

BIG FINISH

EBOLA

PAUL GEORGE



ERRORS AND OMISSIONS



MLB



Blue Jays



White Sox

8:10 ET





INTERACTIVE SESSION



Agenda

Basic Stats

What's the Story?

Advertising & Ecommerce

The Future — What's coming up?

The Verdict — Which one should I use?



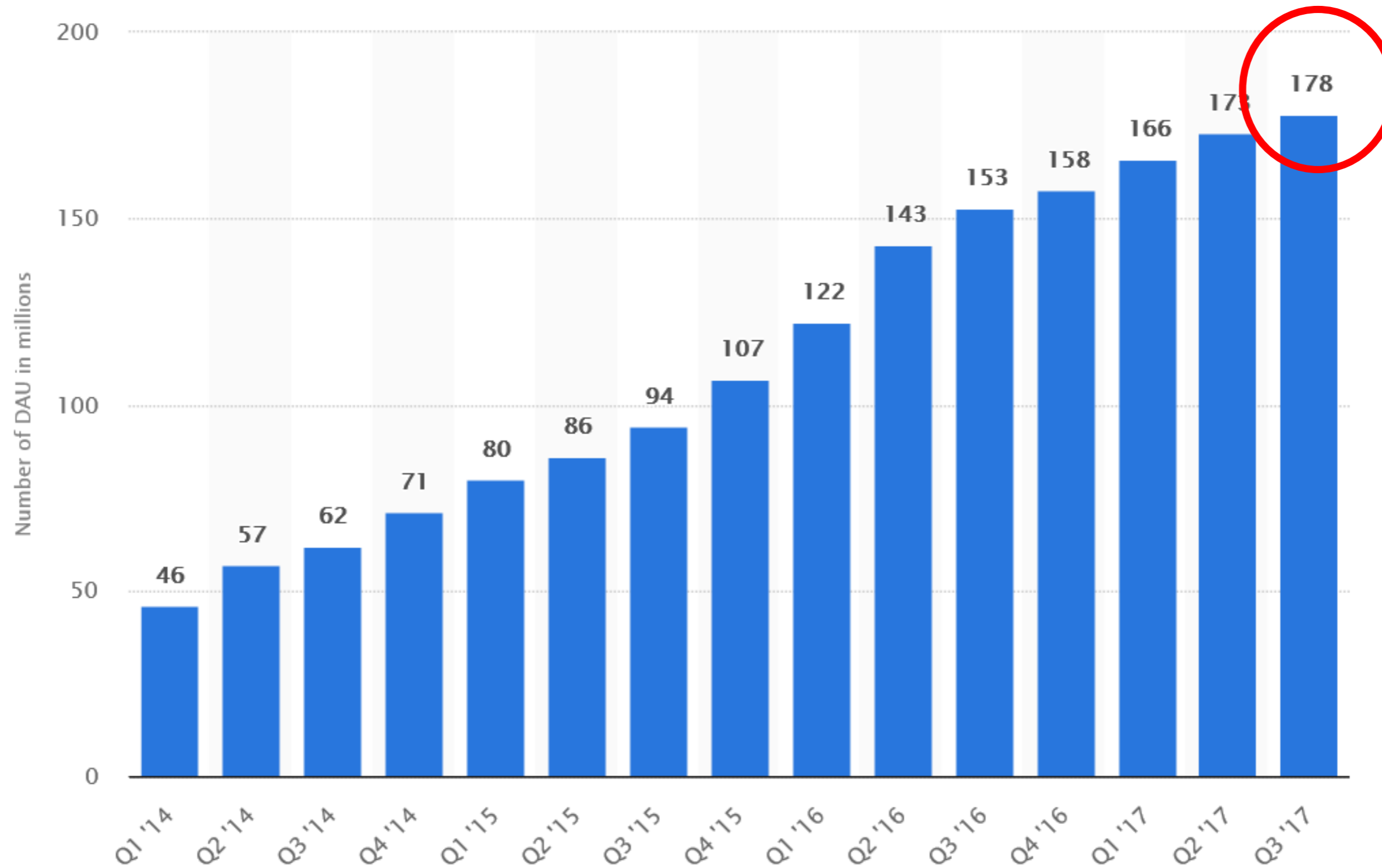
Basic Stats

Who Doesn't Have Snapchat?



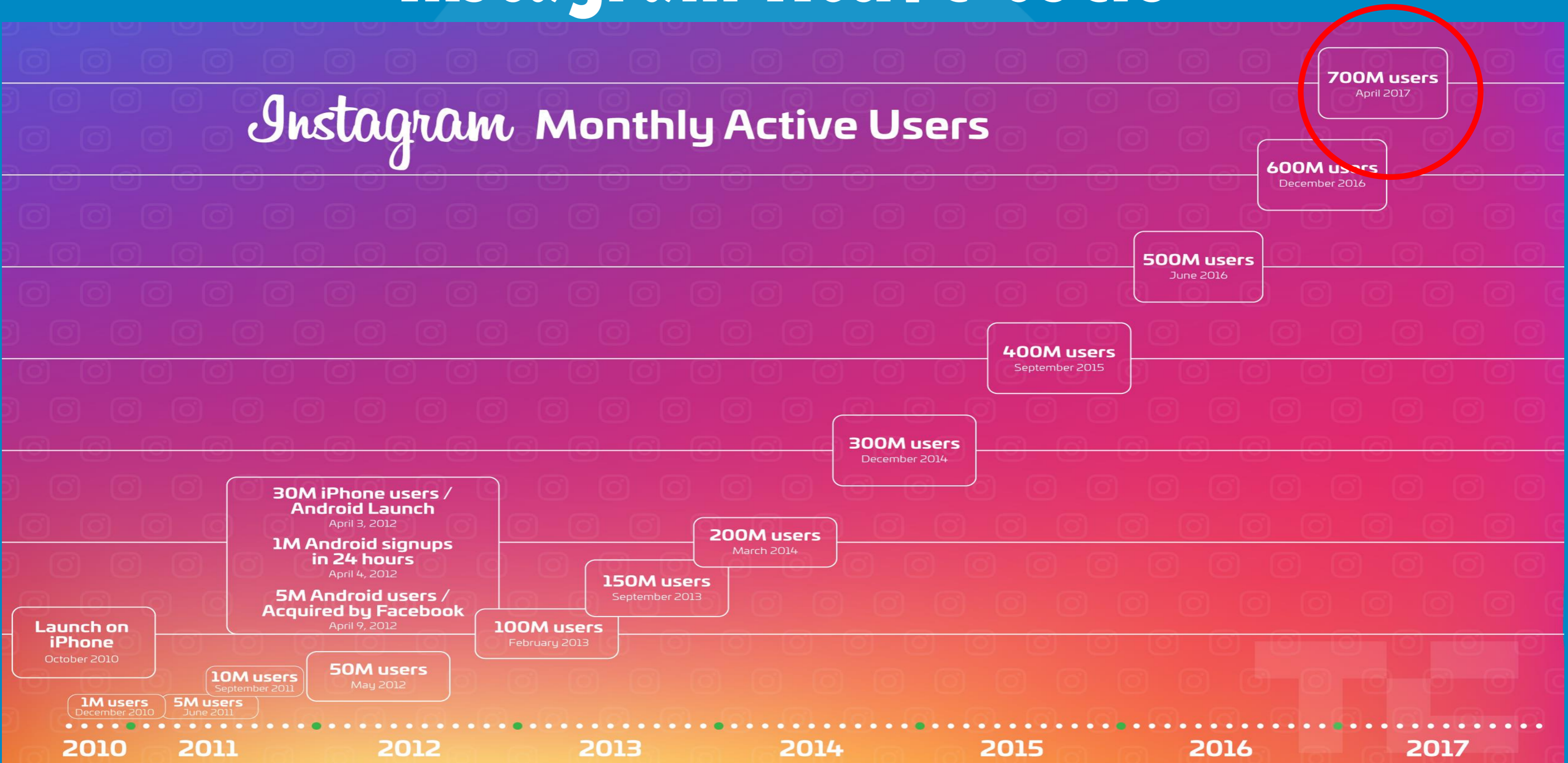
Who Doesn't Have Instagram?

Snapchat Active Users



Instagram Active Users

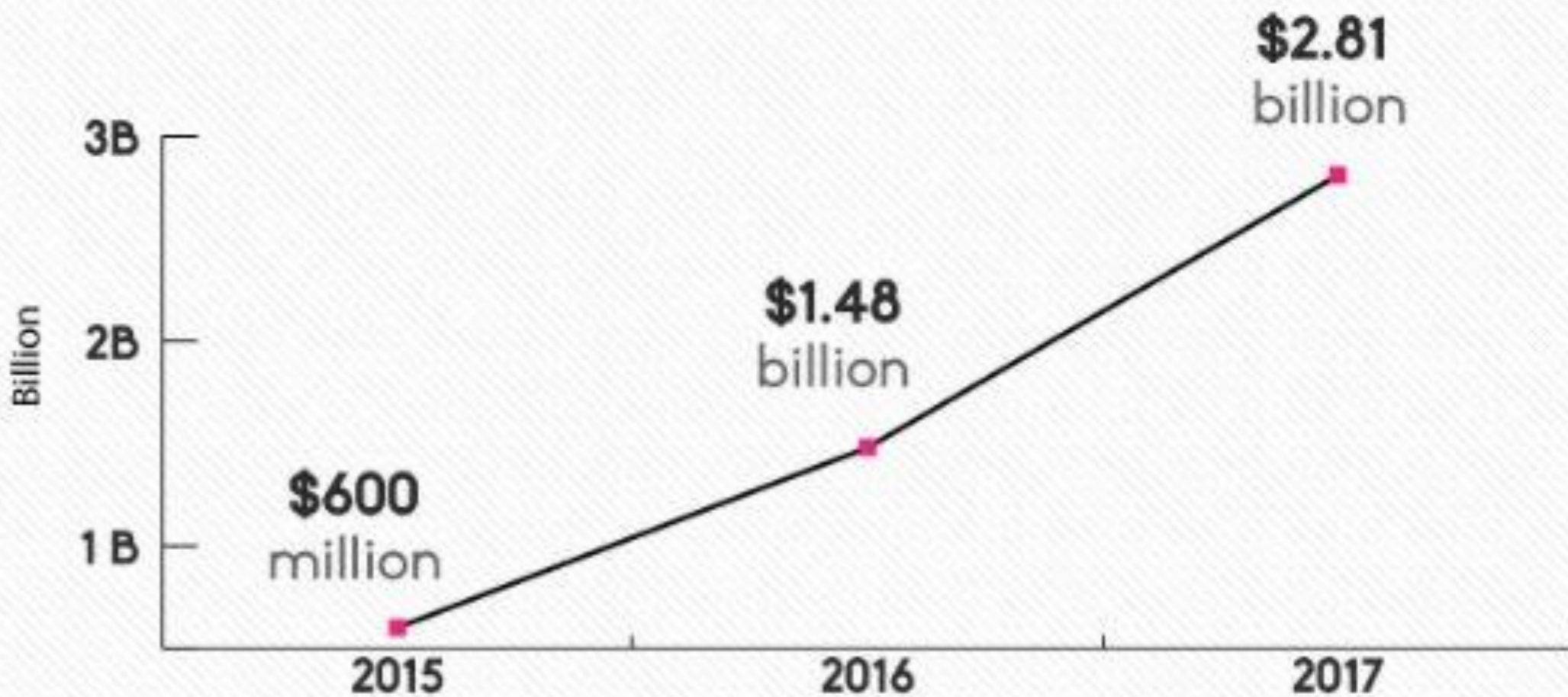
Instagram Monthly Active Users



GROWTH



Instagram has grown
4x over two years



Google Play downloads:

1 billion+



Userbase projected to grow by

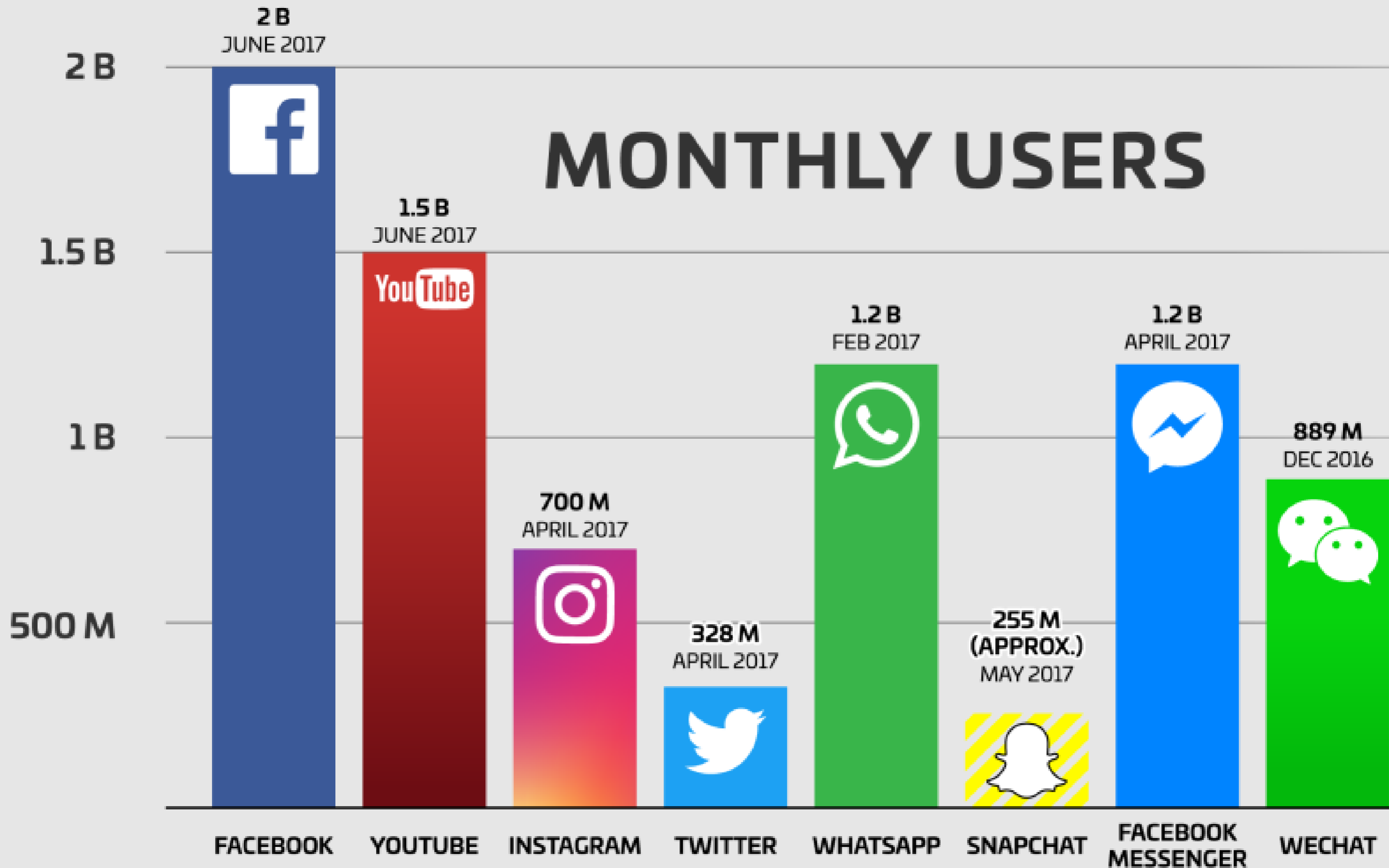
15.1%



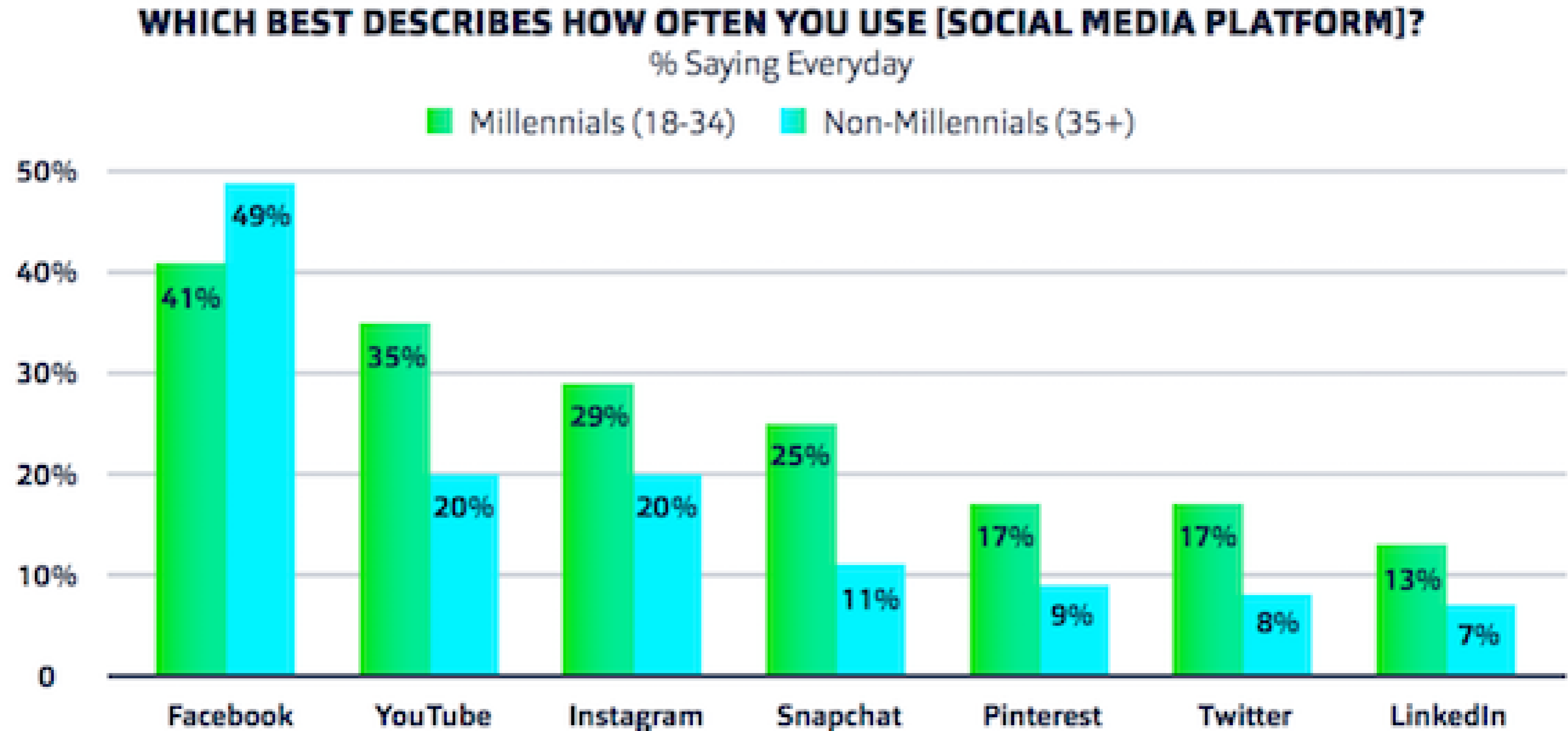
Average social network growth:

3.1%

MONTHLY USERS



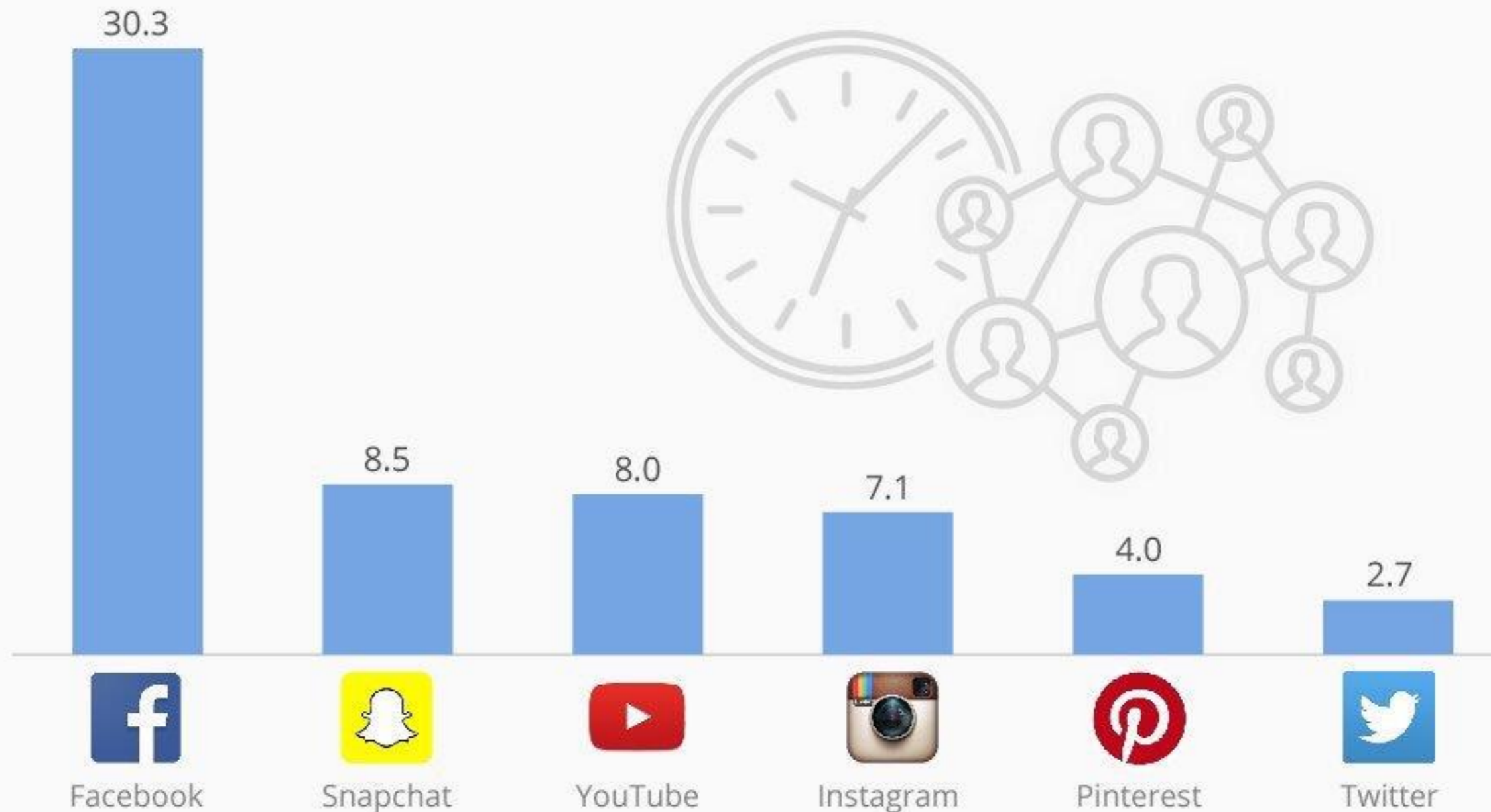
Age of Users



Snapchat Gets More Mobile Minutes

Mobile User Engagement With Social Media

Mobile minutes per MAU spent with the following social media platforms per day

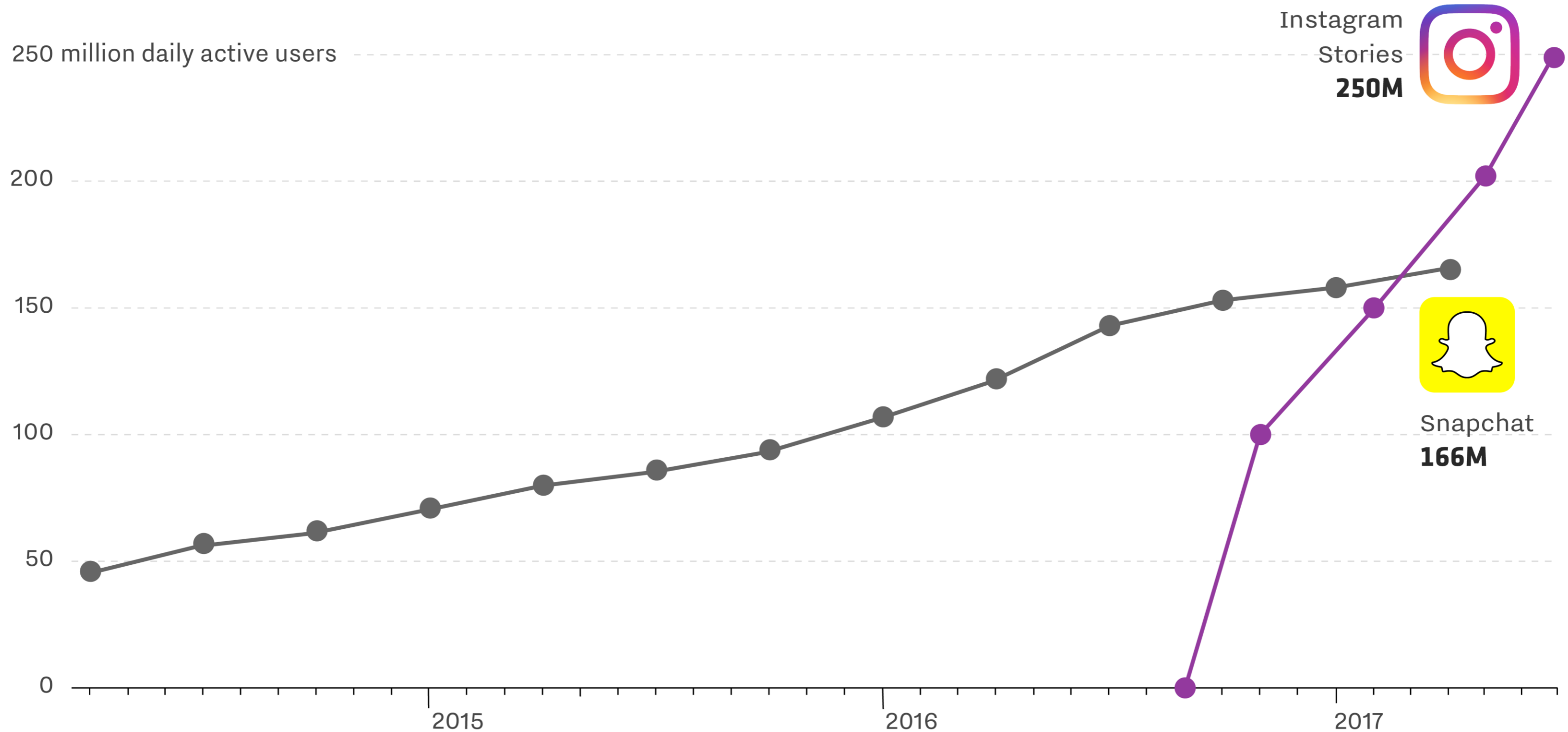


MAU = Monthly active user

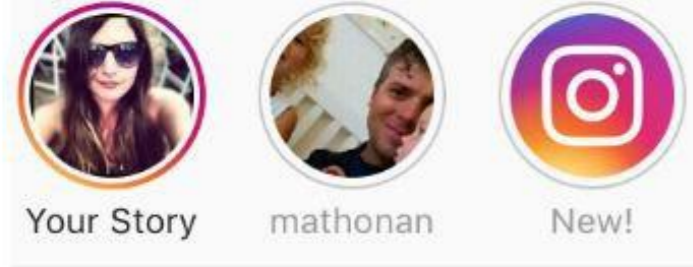
What's the Story?

Where to build “Stories”

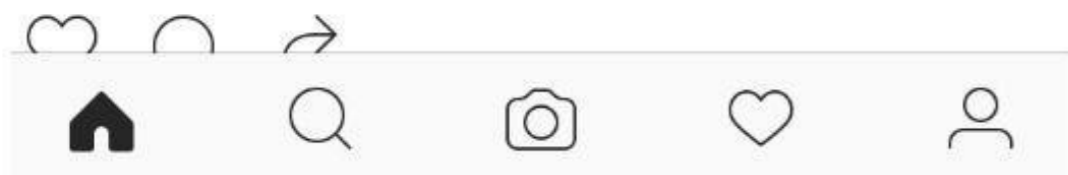
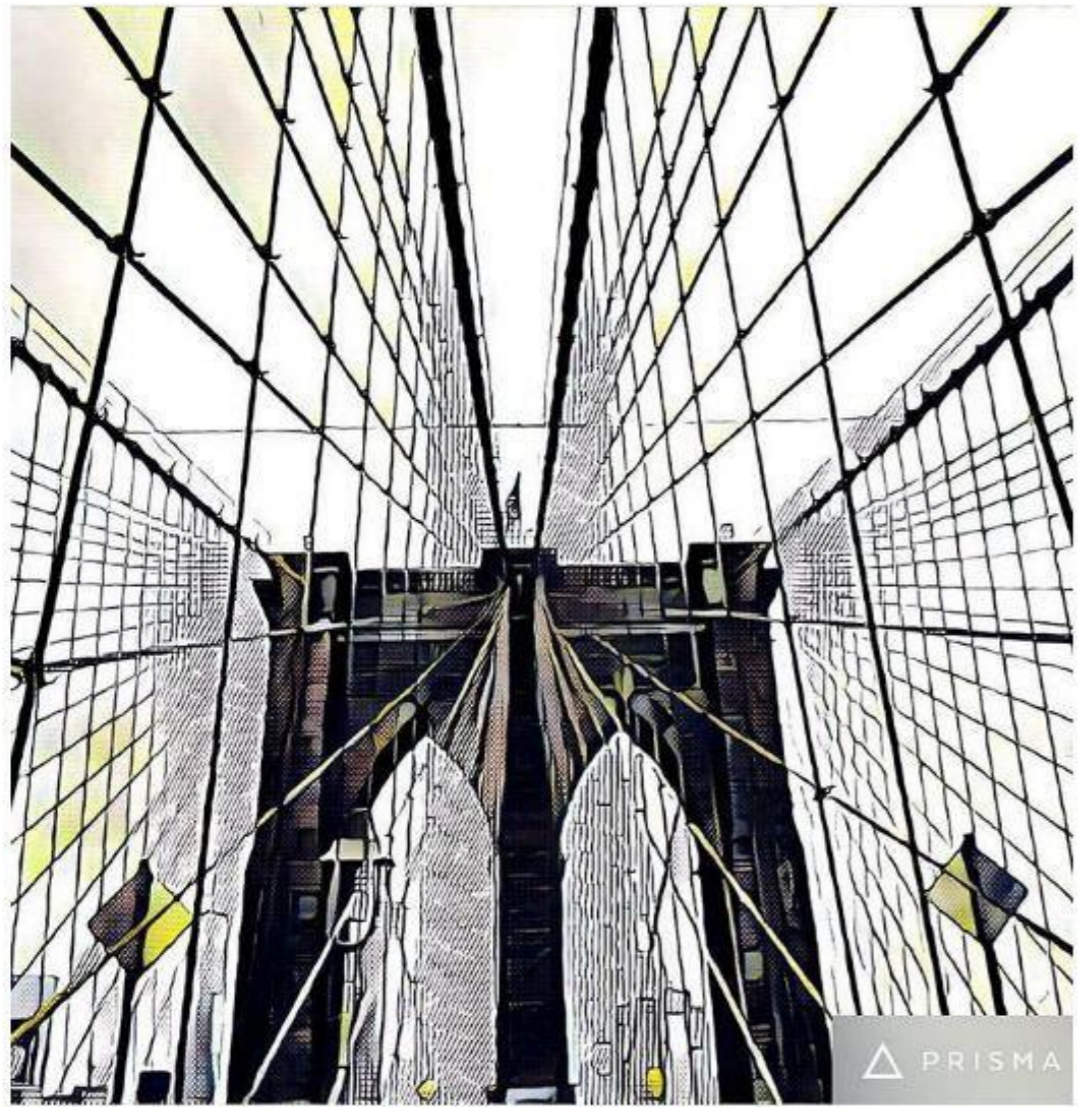
Instagram Stories versus Snapchat daily active users



Instagram



elarson0429
Brooklyn Bridge >



Stories

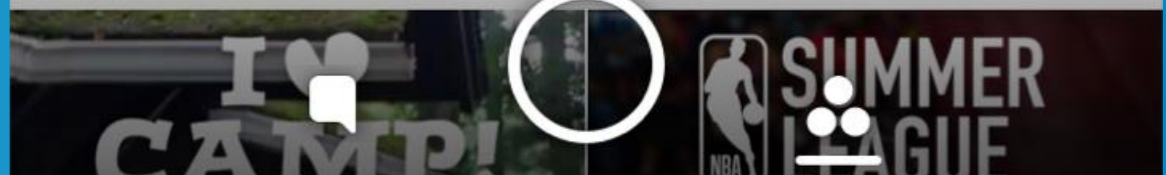
My Story
Tap to add a Snap!

- RECENT UPDATES
- Jessie Rump
49m ago
 - Regan Marie Roberts
Mon 11:08 PM
 - Taco Bell
Mon 9:48 PM
 - Amy Rundio
Mon 8:44 PM

FEATURED

- Daily Mail: R Kelly's 'sex cult member' speaks
- COSMOPOLITAN: 16 Signs You're Too Good For Him
- BROTHER: We Can Give You Goosebumps Right Now
- Mashable: You're Using Bitmoji All Wrong

OUR STORIES



Why do People Love Instagram Stories?

Your Audience is Already Here

- Create story content without having to build a Snapchat following
 - Connections with Facebook mean most brands already have more people following them on Instagram
- Some argue that it has better features—you be the judge!



Cool Filming Options

- Before you even start creating your content, Instagram has more options than Snapchat! (Swipe Left!)
- Boomerang—makes a gif-style loop
- Super Zoom-zooms in over and over in a loop on a video subject
- Rewind will show what you are filming in reverse
- Hands-Free allows you to film without holding down the button!
- Stop-Motion links together a series of photos in a video



Connected App-Boomerang



Upgrade of Insta Live Video



LIVE



- As of last June, live video can be saved to your story, rather than just disappearing after your Live has ended!
- As of December can now also save your favorite Live videos to your feed!
- No “Live” feature on Snapchat
- See who watched right after Live ends



GeoTagging

- Tags are clickable to see other people in that location
- Tag your fairgrounds & people will see all pictures in that area by other users when they click on the tag!

Saffire

Drinking from my cool
@teamsaffire cup that
@jeremio designed!

Tea!

Hashtags & User Tags

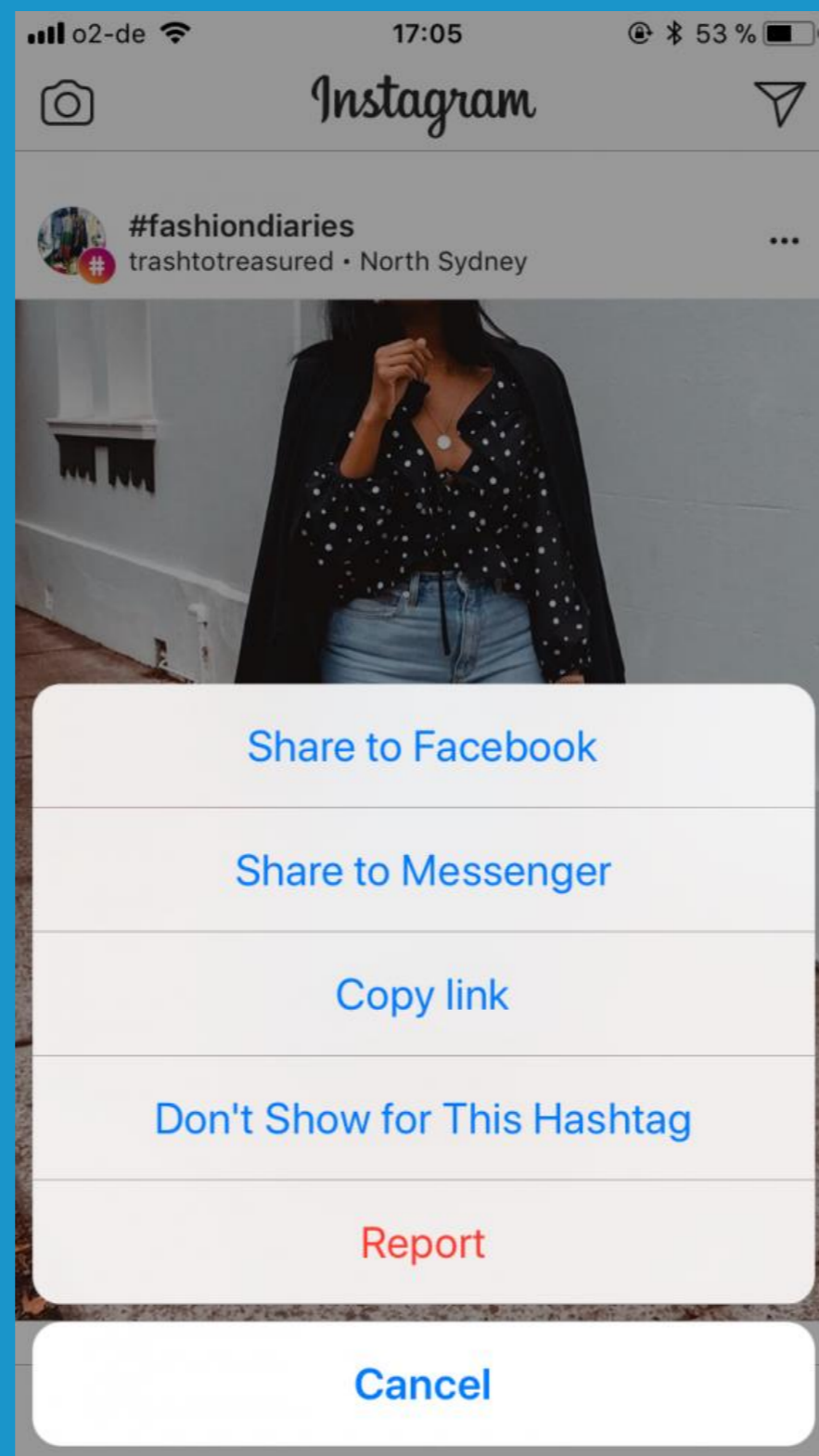
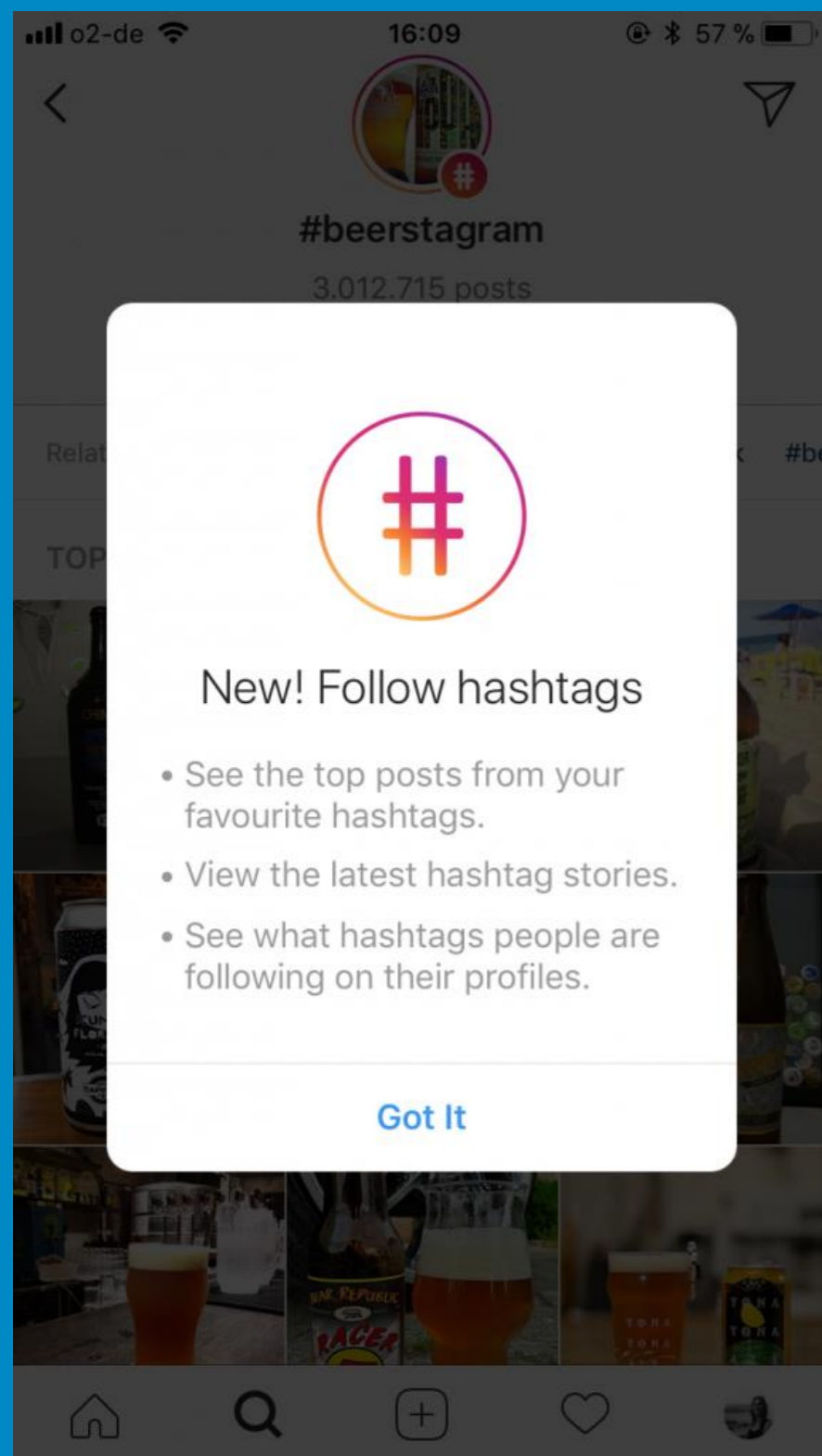
- Hashtags on Insta Stories are clickable
- Using the @ symbol allows you to tag brands and other people
- Tag artists in advance of shows to generate excitement

What to #?

- Look for popular hashtags so your content shows in those stories
- Almost all days of the week have fun hashtags with good ideas for content
 - #MusicMonday (love for Fairs!) #TipTuesday #WayBackWednesday #ThursdayThoughts #FridayFunday
- Be careful what you use as your hashtag!
#humpday is NOT SAFE



Follow Hashtags



- Follow a hashtag and it will show up in your feed
- You can “teach” Instagram what type of posts you want to see by telling it not to show certain images for a hashtag
- Encourage fans to follow your

More Editing Tools

- Multiple blocks of text on one screen that can be different sizes
- Change background color of text
- Reposition time, temperature filters
- Easy access to face filters- on video screen just click on the 😊 to point the camera either way

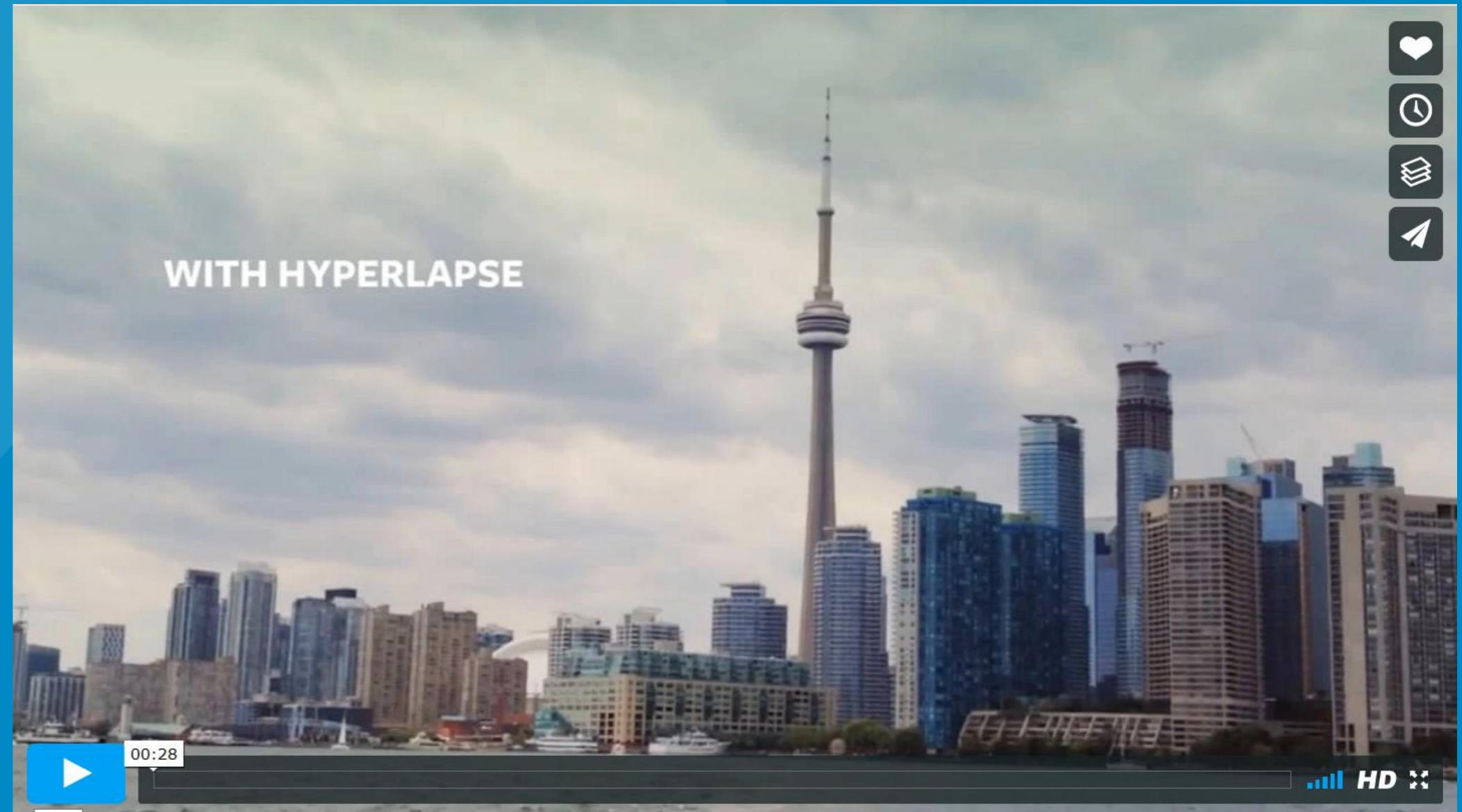


Benefits of Live



- Creates a stronger connection to your audience—feels more authentic
- Instagram sends notifications to your followers when you are live
- Live videos have a 148% higher organic reach than any other content
- **SUPER** cost-effective way to **POST MORE VIDEOS**- will account for more than 80% of all consumer internet traffic by 2020

Connected App-Hyperlapse



Let's Try It!

Take a video of yourself or film your neighbor if you don't have a personal Instagram!

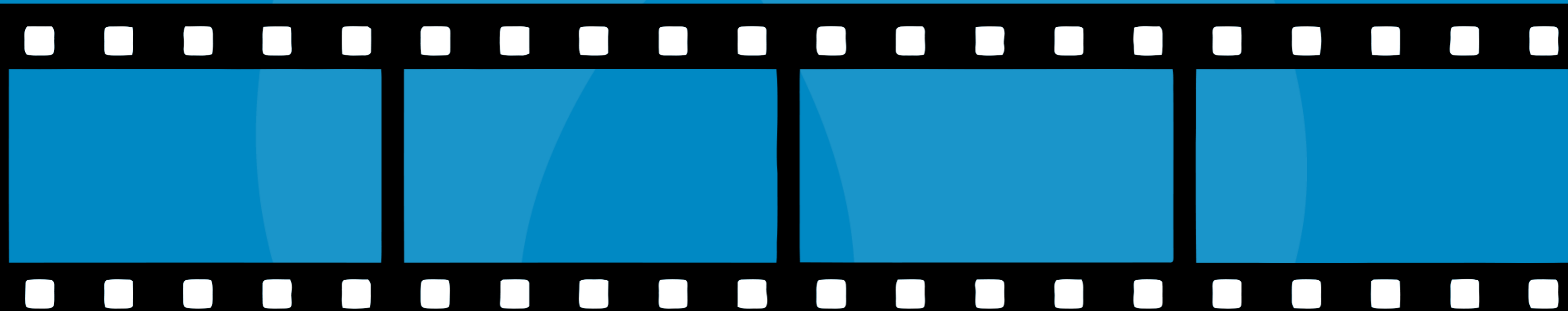
- 1. Try an Instagram Story option you haven't used yet! (Boomerang, Stop-Motion, Live, Hands Free, etc.)**
- 2. Share something you have already learned at WFA! (Great for your boss!)**
- 3. Add a hashtag or location! (Use hashtag #fairface)**
- 4. Post to your account!**

An orange circular graphic with a white outline, containing the text "TRY IT YOU'LL LIKE IT" in a bold, black, sans-serif font. The text is arranged in three lines: "TRY IT" on the top line, "YOU'LL LIKE" on the middle line, and "IT" on the bottom line.

**TRY IT
YOU'LL LIKE
IT**

Longer Insta Video is Also Here

- As of last summer— increased from 30 to 60 seconds
- Better for video ads — can reuse same content from other formats
- Allows for tutorial/informational videos, which **COMPETES WITH YOUTUBE!**





ADDICTIVE	 13-17	 18-33
POPULAR	 13-17	 18-33
CREATIVE	 13-17	 18-33
AUTHENTIC	 13-17	 18-33
FUN	 13-17	 18-33
INNOVATIVE	 13-17	 18-33

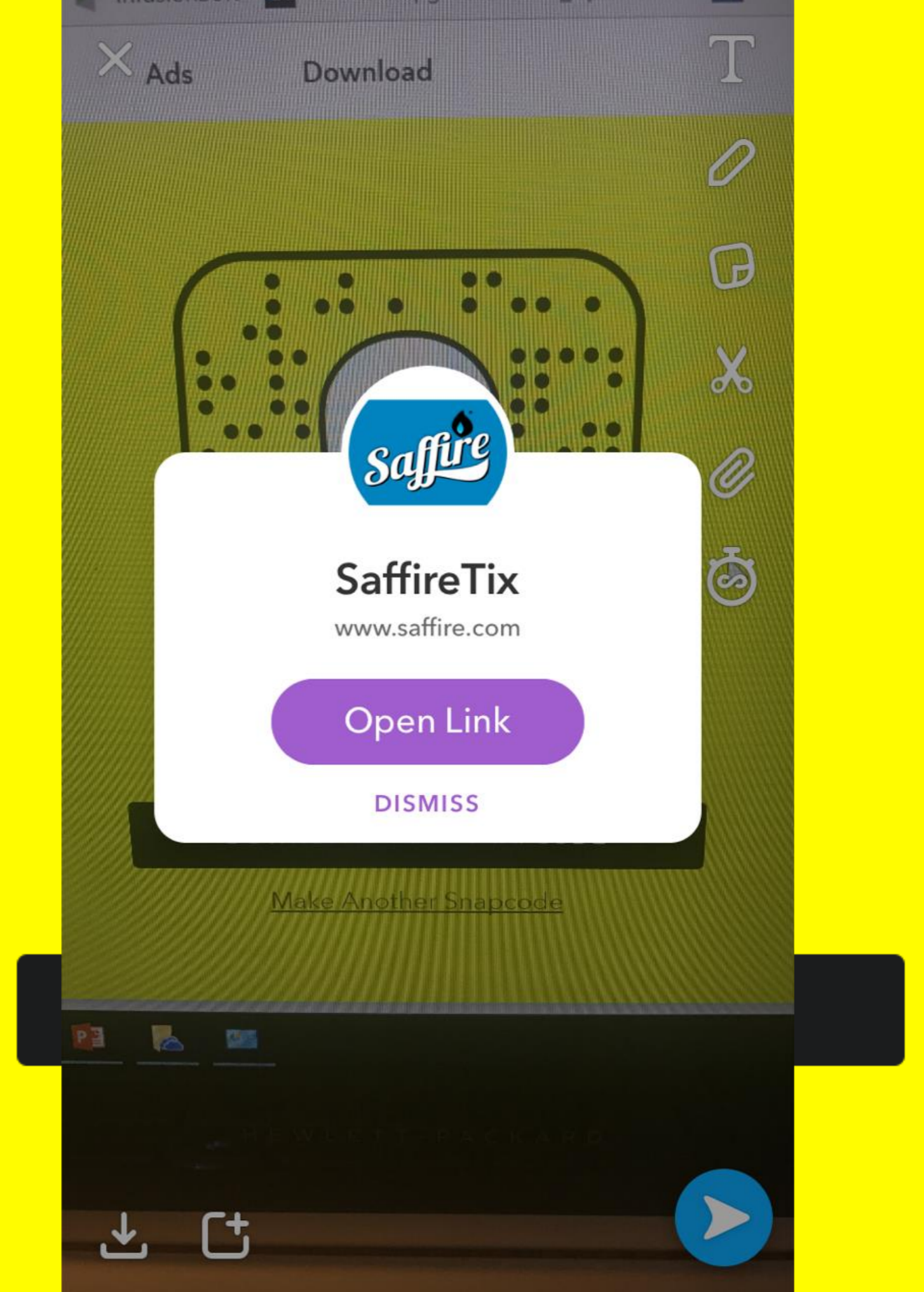
Appeal to Gen Z

Why do people love Snapchat Stories?



Snapcodes

- Everyone knows to “Snap” a Snapcode to follow
- Now you can create Snapcodes to link to ANY website (like a QR code!) except within Snapchat!
- Go to Snapchat.com & log in
- Click on “Snapcodes”
- Type the URL you want your code to take visitors
- DOWNLOAD & use everywhere! (Add an image too!)
- GREAT for your tickets page!



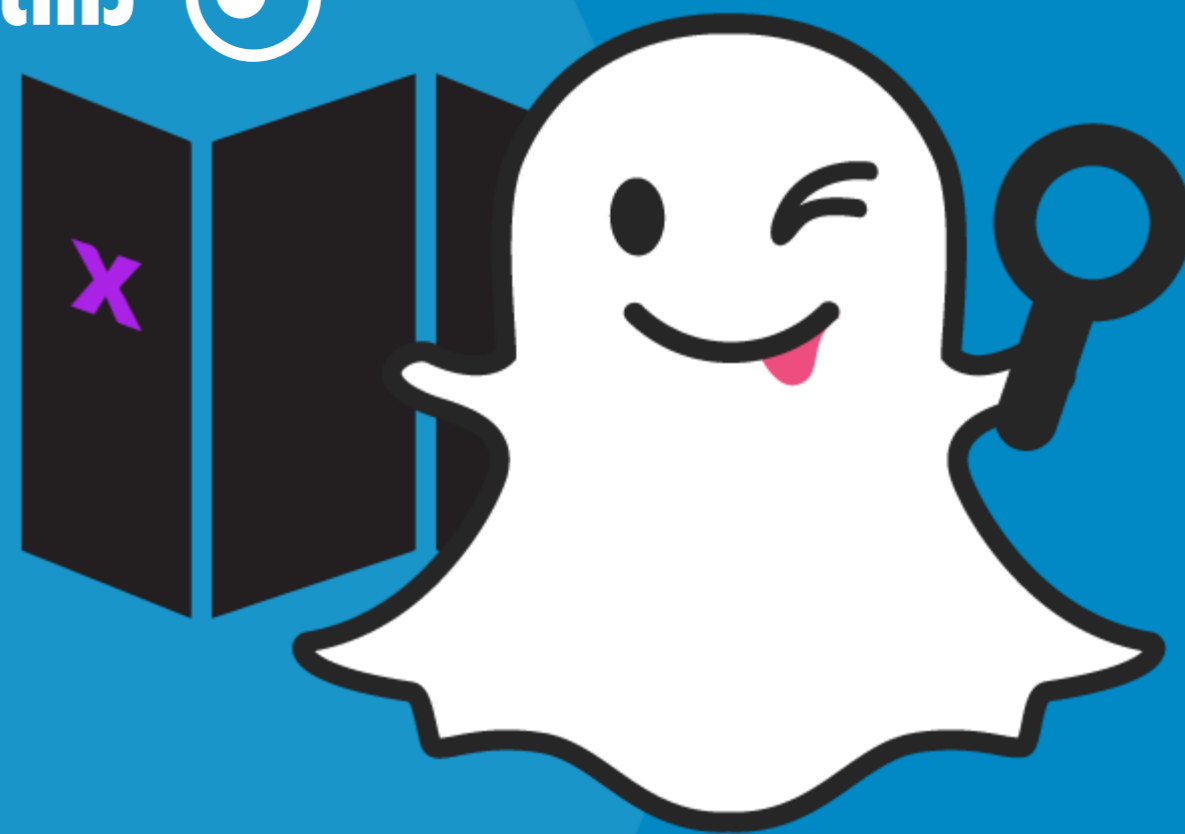
Bitmoji

- Make a character that looks like yourself!
- Separate app that integrates in to Snapchat & other communication apps, owned by Snapchat
- Easy link for apparel & entertainment industry but good way for other brands to be “real”
- Keep an eye out for more potential marketing opportunities



Snap Map

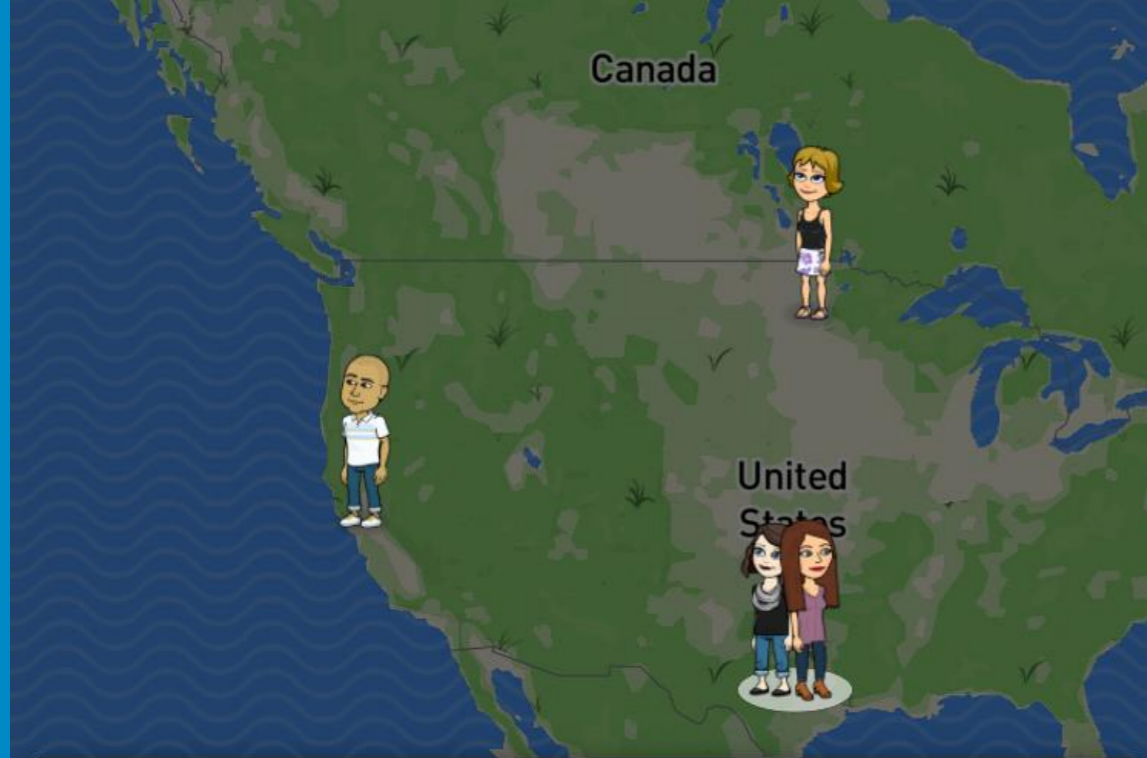
- Your bitmoji can appear on a map of where you're located
- To open the Snap Map, go to your Snap camera screen and pinch your fingers in like you're zooming out from a photo — like this 
- Is seen as creepy by some — can be turned off





Find Your Friends

You can also choose to share your location.



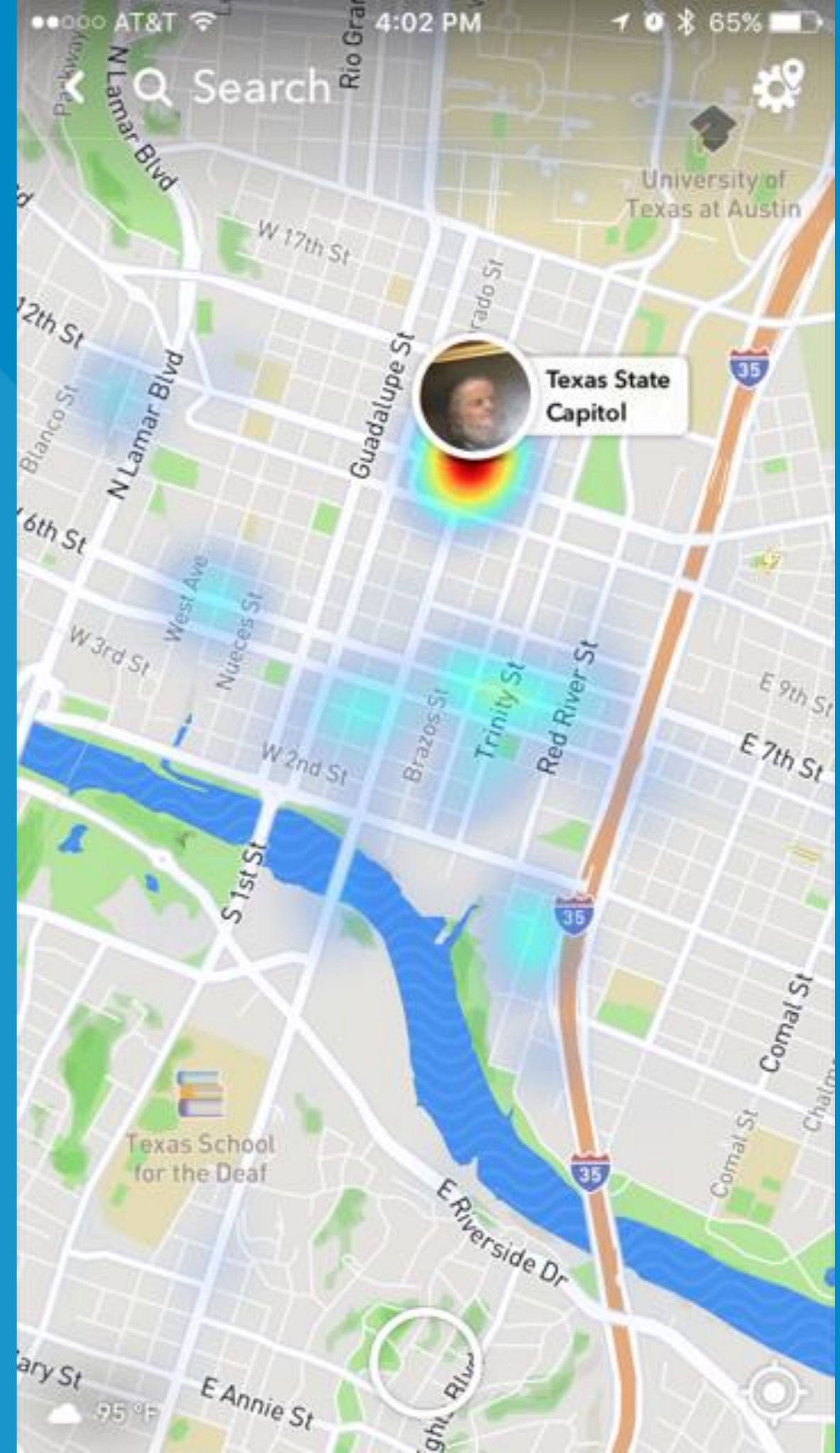
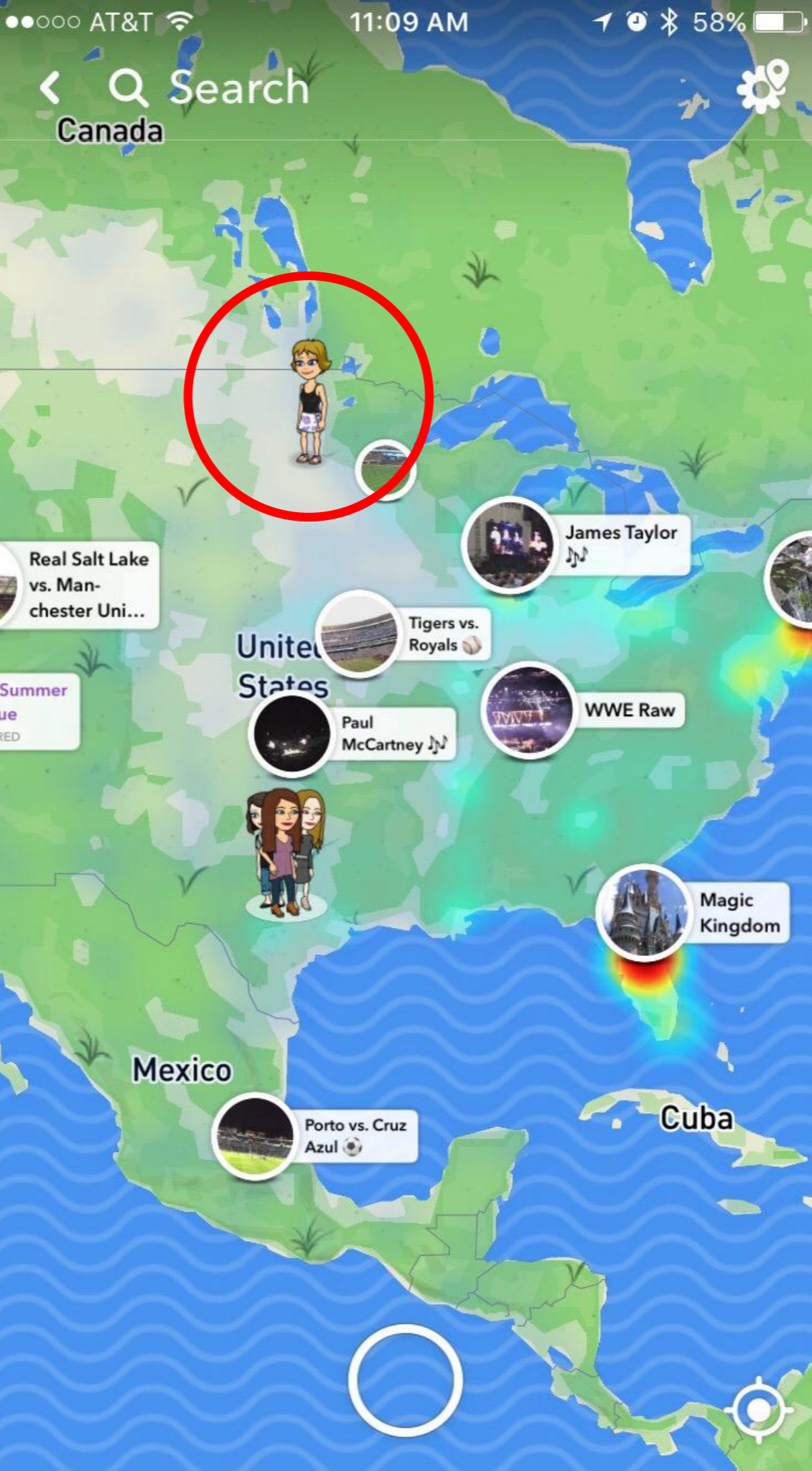
Who can see my location on the Map?

Only Me (Ghost Mode)

My Friends

Select Friends...

Next



Try it Out!

Try finding the map, and clicking on “heat” indexed areas around us!

A large, orange, circular button with a slight shadow and a small pin at the bottom left. The text on the button is in a bold, black, sans-serif font.

**TRY IT
YOU'LL LIKE
IT**

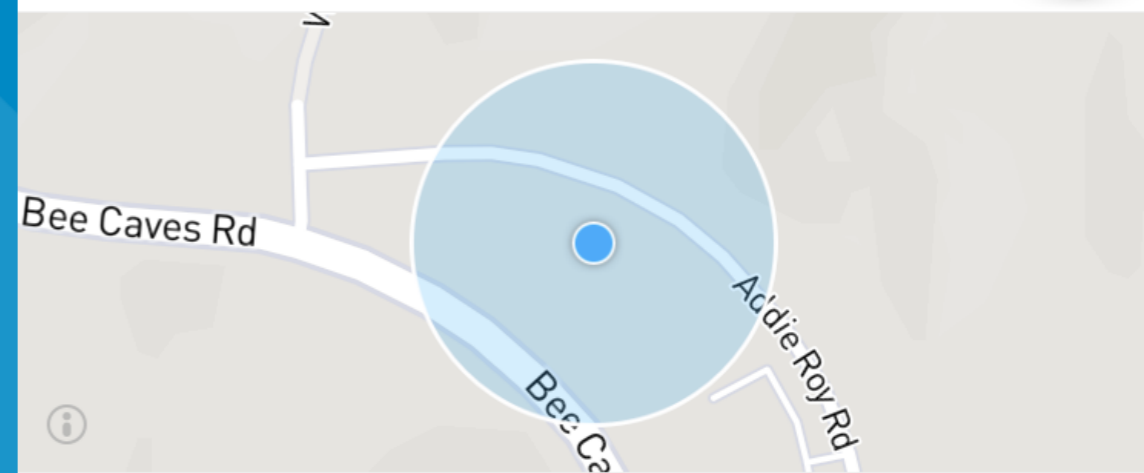


Create Your Own Story

- Add **EVERYONE** who you follow & follows you as you get close to your event dates, especially interns & other staff
- Watch as people add their snap to the story you created!
- You have the ability to download the entire story and share it on other platforms!

< Saffire Team Fun In The Office ✎

Geofence
Saffire Office ✎



Who can add?

Friends

Who can view?

Friends

Friends can add to the Story if they're in the Geofence or recently left. They can also see who views Snaps they add.

Create Story

Saffire

Example: Saffire Team Travels

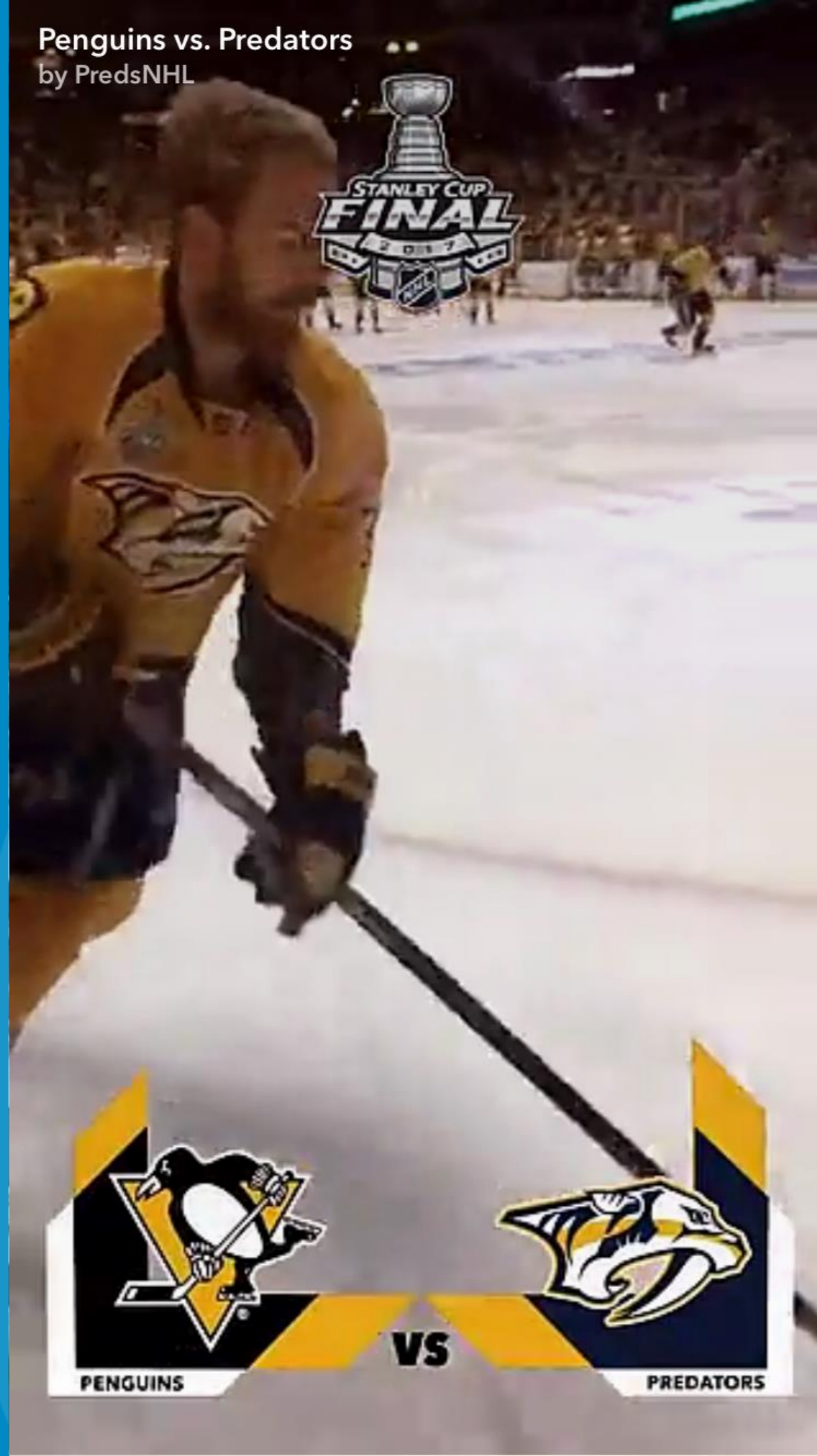


Cassie's Mom is on this EARLY Saffire trip!

Saffire

Geofilter- Still Fairly Unique to Snapchat





Content Kings

- Snapchat does an **AMAZING** job keeping up on current events, and releasing location filters for people at those events.
- Users love how Snapchat always offers something unexpected

Cassie's Wedding Filter



SEARCH

LAYOUTS

ELEMENTS

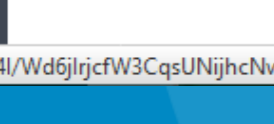
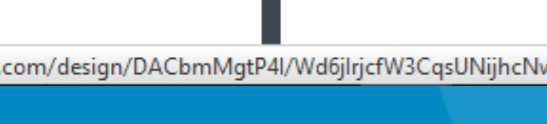
TEXT

BKGROUND

UPLOADS

Search 1,000,000 images...

Canva layouts



1

+ Add a new page

38%

Also Make Filters in Snapchat!

www.snapchat.com/on-demand

Allows you to make your own filter right in the filter purchasing process!





1

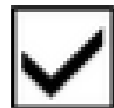
Please submit a web-optimized, transparent PNG.



Save for Web



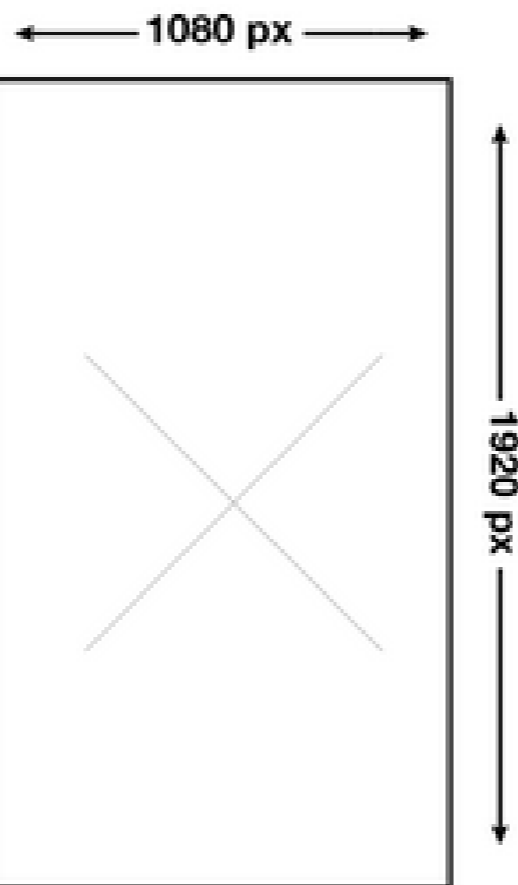
Transparency



PNG-24

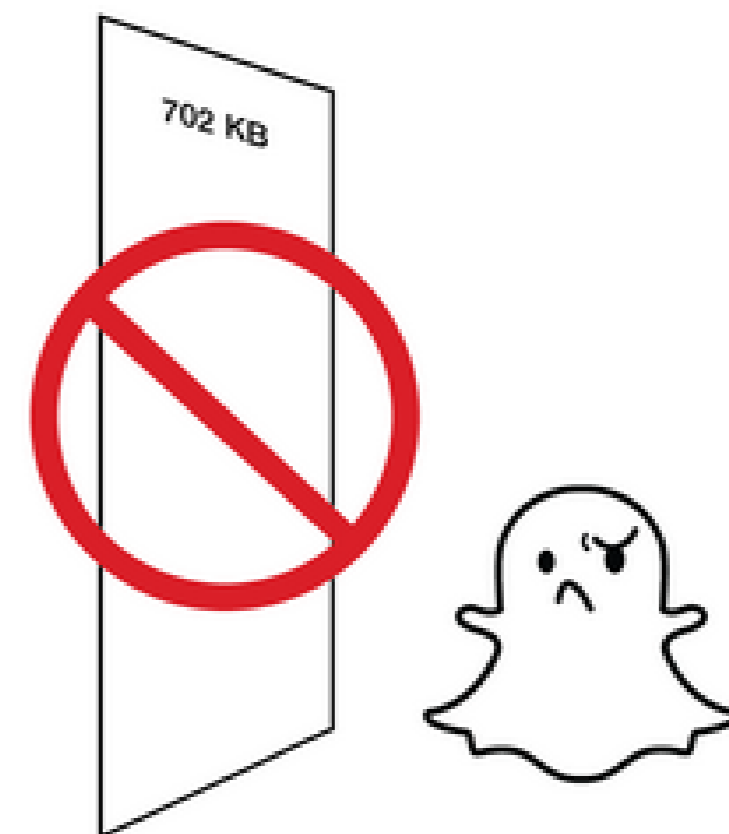
2

PNG should have a width of 1080 pixels and a height of 1920 pixels.



3

PNG must be under 300 KB.

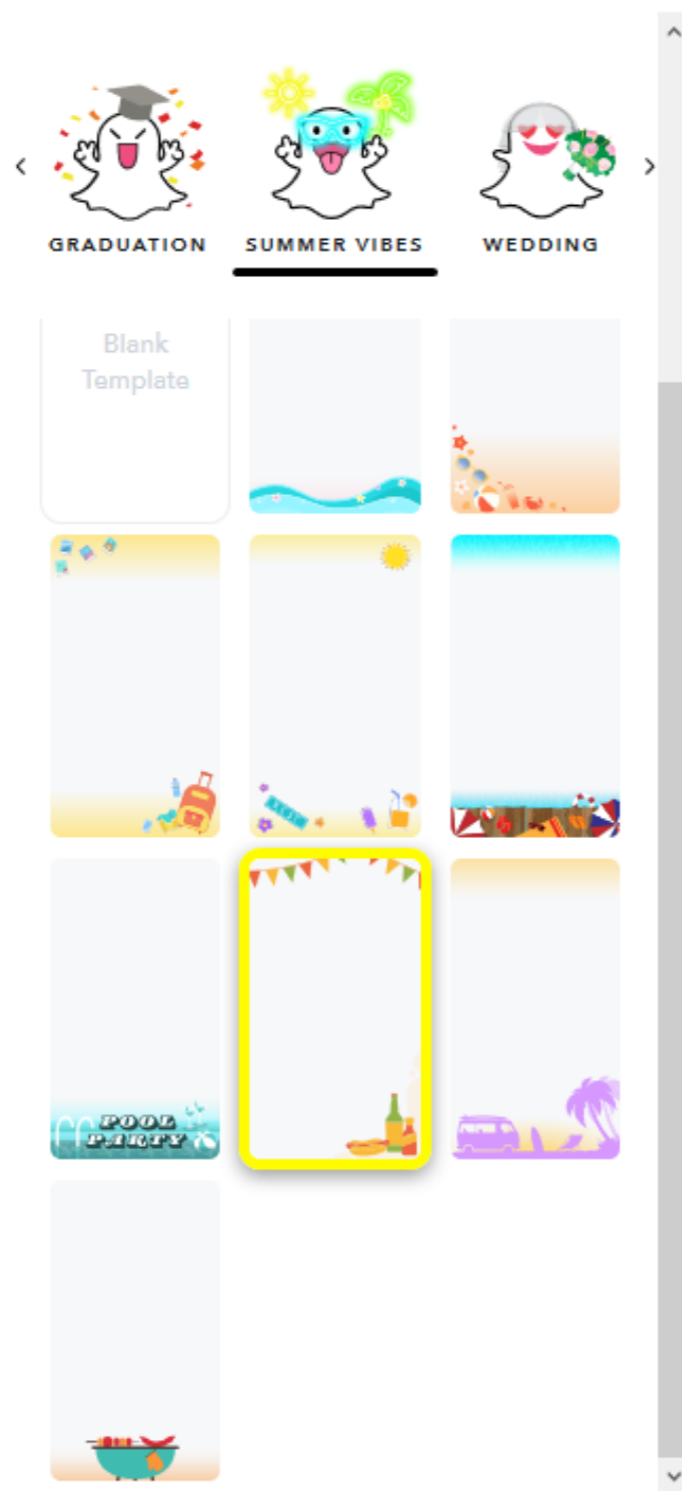


STEP 1 Upload or Design

STEP 2 Choose Dates

STEP 3 Choose Area

STEP 4 Submit



[Submission Guidelines](#)



COLOR **TEXT** **ELEMENTS**

Contact information like URLs, hashtags, and social media handles, as well as photographs of people are not allowed.

Next



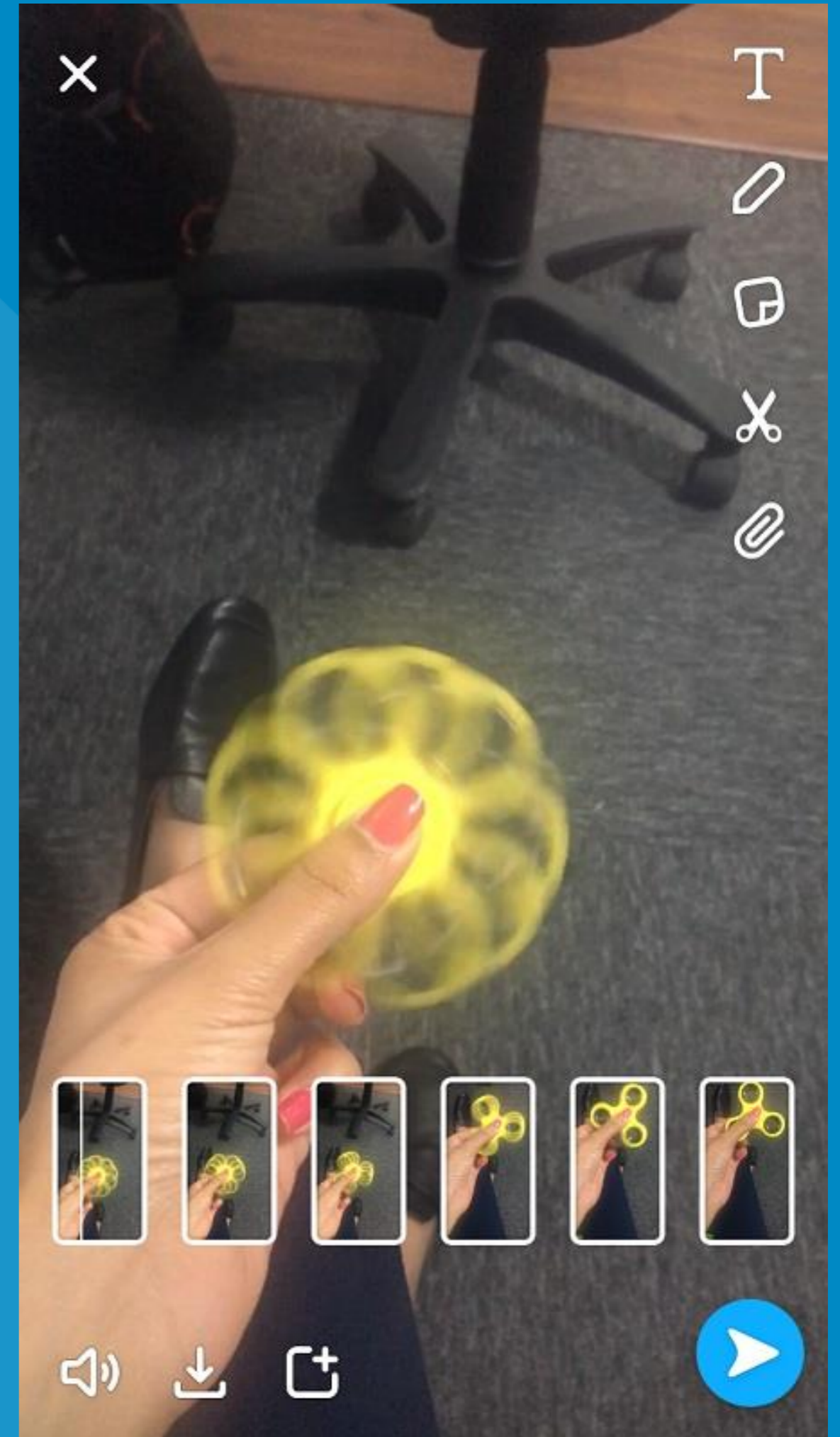
Newish Editing Features

- Backgrounds or duplicate a section of your photo — Cool way to combine b&w with color
- Tint Brush also now available — tint certain parts of your photo
 - Click on Scissors, then click on the paintbrush & pick the color you'd like to tint
- Moving filters now added



Multi-Snap

- Film multiple snaps in a row without stopping to simulate longer video, aka “Multi-Snap”
- Launched around July 15, 2017
- To use, just keep holding down the record button & watch frames stack —record up to 1 minute of video, or 6, 10 second frames (Coincidence?)



Snapchat has one final thing for its stories that Instagram doesn't . . .

Saffire

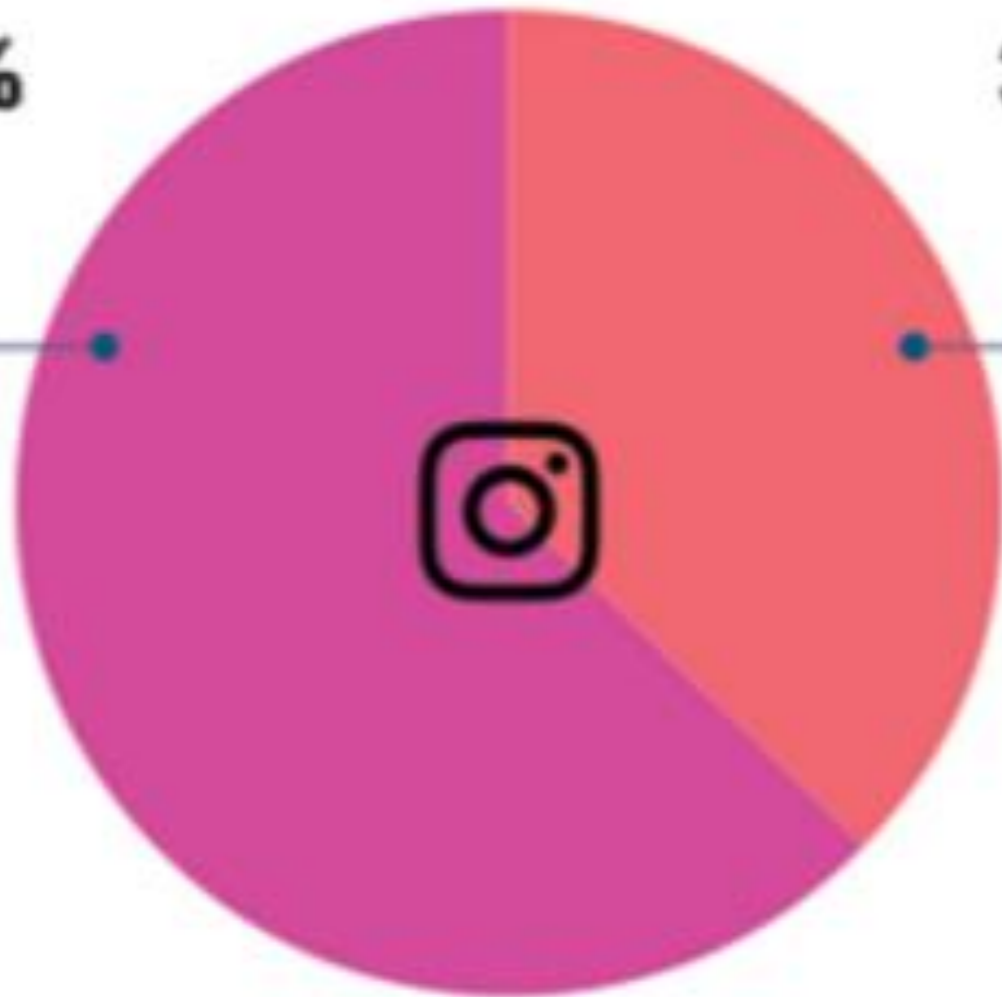
Advertising & Ecommerce

Better for Ads?

Do you remember seeing specific Instagram ads?

62.6%

No



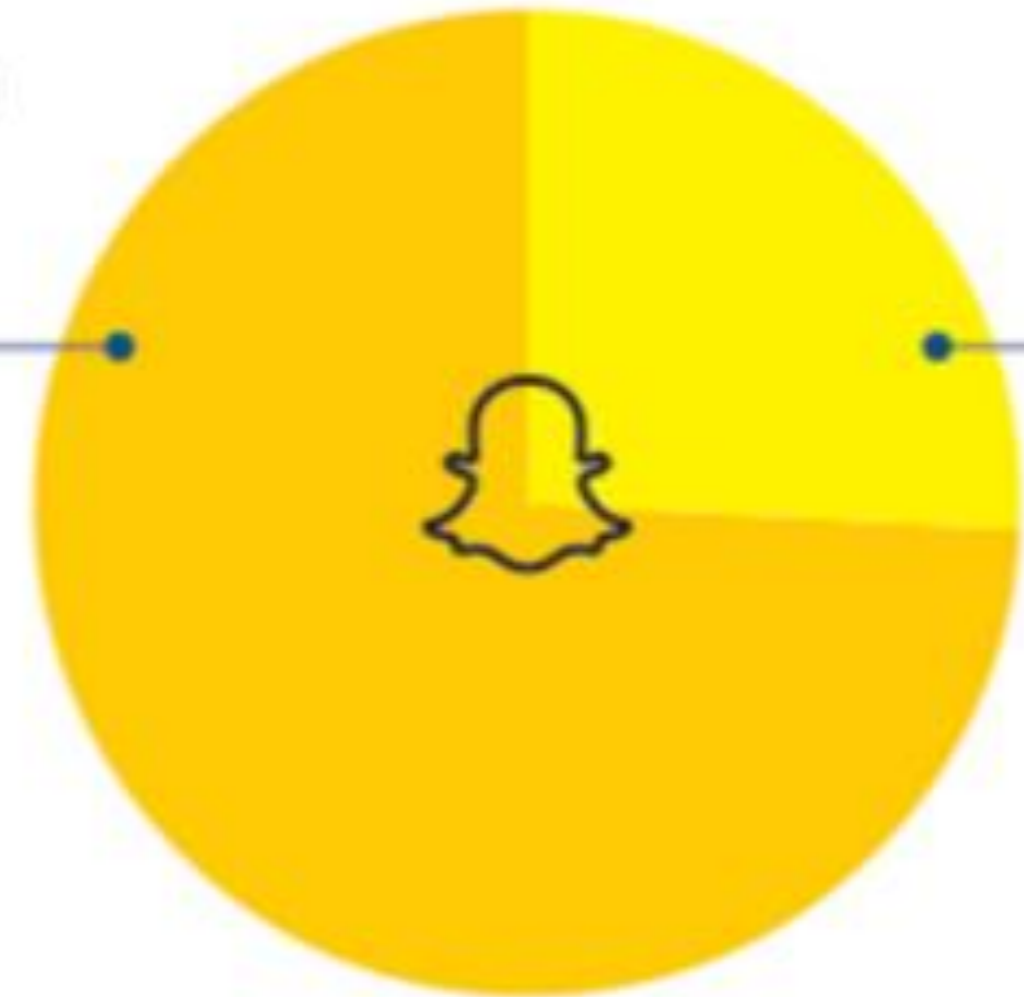
37.4%

Yes

Do you remember seeing specific Snapchat ads?

74%

No



26%

Yes

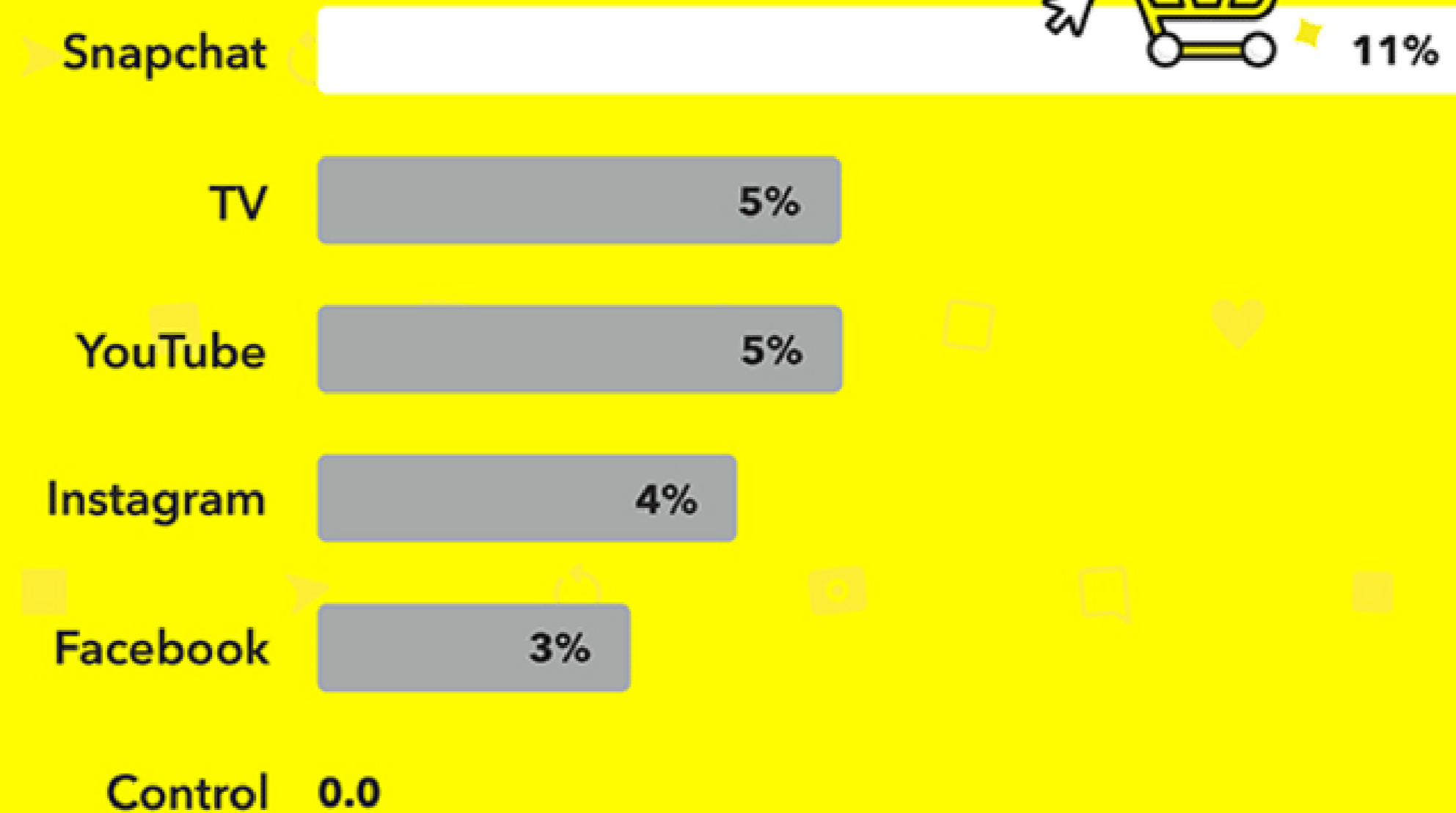
The background of the slide is a blurred image of a smartphone displaying an Instagram post. The post shows a landscape with a green field and a building. The phone's interface, including the camera icon, heart icon, and comment icon, is visible. The entire scene is framed by a black geometric border consisting of overlapping squares and rectangles.

**75% OF INSTAGRAM USERS
TAKE ACTION, SUCH AS
VISITING A WEBSITE, AFTER
LOOKING AT AN INSTAGRAM
ADVERTISING POST**

Purchase Intent

Snapchat video ads delivered over 2x the lift in purchase intent compared to the other ad formats.

% Very + Somewhat Likely to Purchase:



Instagram Quick Adoption

- \$1.85 billion in Ad Revenue from Instagram in 2016 → on track to be \$6.8 billion by 2018
- 75% of Instagrammers take action after being inspired by a post
- Uses Facebook ad targeting- all benefits repeat



Saffire

Instagram Story Ads

Use search to find help for your ads questions.

- Campaign
- Objective

- Ad Account
- Create New

- Ad Set
- Traffic
- Offer
- Audience
- Placements
- Budget & Schedule

- Ad
- Pages
- Format
- Fullscreen Experience
- Links

What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	<input checked="" type="checkbox"/> Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	



Traffic

Send more people to a destination on or off Facebook.

Create Split Test: Use this ad campaign to test ad set strategies **NEW**

Campaign Name Traffic

Set Up Ad Account

Close

Campaign Spend Limit Set a Limit (optional)

Report a Problem

Cassie Roberts Dispenza (101...)

Ad Set Name US - 18+

Campaign Objective

Ad Account Create New

Ad Set menu: Traffic, Offer, Audience, Placements, Budget & Schedule

Ad menu: Pages, Format, Fullscreen Experience, Links

Close

Placements

Show your ads to the right people in the right places.

New! More Control Over Audience Network Placements. You can now select specific placements within Audience Network to control where your ads will be shown. Learn more.

- Automatic Placements (Recommended)
Edit Placements

Device Types All Devices (Recommended)

Table with columns for Platforms (Facebook, Instagram, Audience Network, Sponsored Messages) and checkboxes for Feed, Stories, etc.

ADVANCED OPTIONS
Specific Mobile Devices & Operating Systems
Exclude Categories
Apply Block Lists

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. Learn more.

Audience Size



Your audience selection is fairly broad.

Potential Reach: 226,000,000 people

Estimated Daily Results

Reach 9,200 - 48,000 (of 170,000,000)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data.

Were these estimates helpful?

Instagram adds Links!

- Only for business profiles — have you converted?
- A free way to get a link on an Instagram post!
 - Make sure to tell people to **SWIPE UP** for more
 - Try to keep number of links in your story to a minimum
 - Hide content people care about behind the link



Tracking Instagram Links

No metrics are tracked on who visits your links, so if you use a link that's a bit.ly you can track the clicks that way!



Instagram Ecommerce: Easy A/B Testing

The image displays four side-by-side screenshots of Instagram sponsored posts, each illustrating a different A/B test variation for a product. All posts use the same visual of a person's hands holding a smartphone showing a product page, but they differ in their call-to-action (CTA) buttons and engagement metrics.

- Post 1 (tiefs):** CTA: SHOP NOW. 8,511 likes. Caption: "This winter has been ruff! #WaitingForSpring #BallerinaPink #Tiefs"
- Post 2 (classpass):** CTA: INSTALL NOW. 370 likes. Caption: "One hour warning! What class are you signing up for at noon?"
- Post 3 (eatevolve):** CTA: SIGN UP. 14 likes. Caption: "Why do we use vacuum packing? We want to deliver you the freshest meals possible and vacuum packing allows your food to stay fresh and..."
- Post 4 (jellyskateboards):** CTA: LEARN MORE. 966 likes. Caption: "You thought the smaller kingslayer jelly was cool? You got to check the CRAZY flex on these new #manowar jelly boards! #justtobeclear"



What Ad? -Authenticity

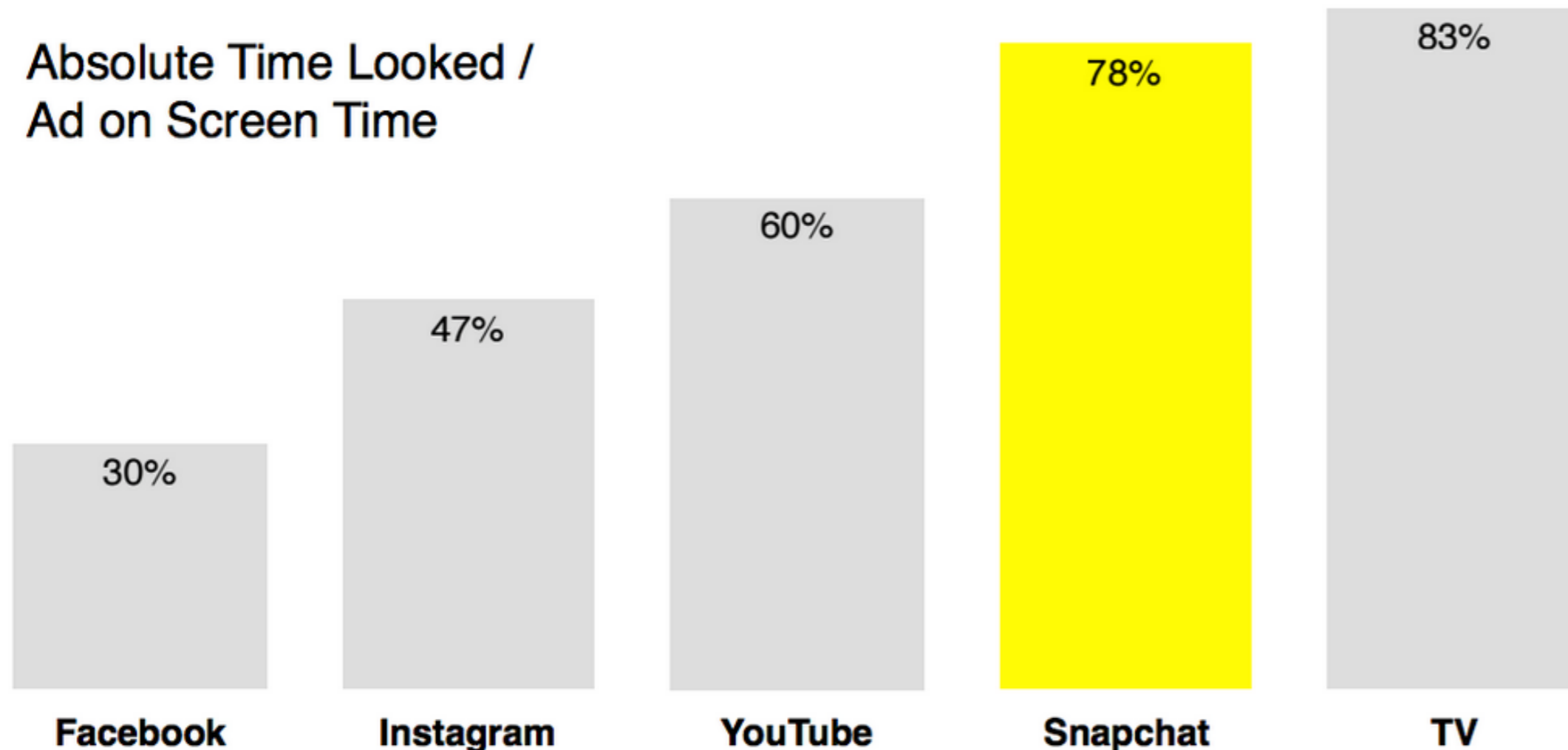
- Ads on Instagram have a “native” feel so play to that
- Showing real people feels more authentic Remember what you know about User Generated Content—it’s more believable!
- Include your hashtag—it is clickable

What about Snap Ads?

Best Attention Span

Snapshot video ads capture over 2X visual attention than Facebook video ads, over 1.5X than Instagram, and 1.3X than YouTube

Absolute Time Looked /
Ad on Screen Time



Snapchat Ad Options

Snapchat ads used to be **EXPENSIVE** options only!

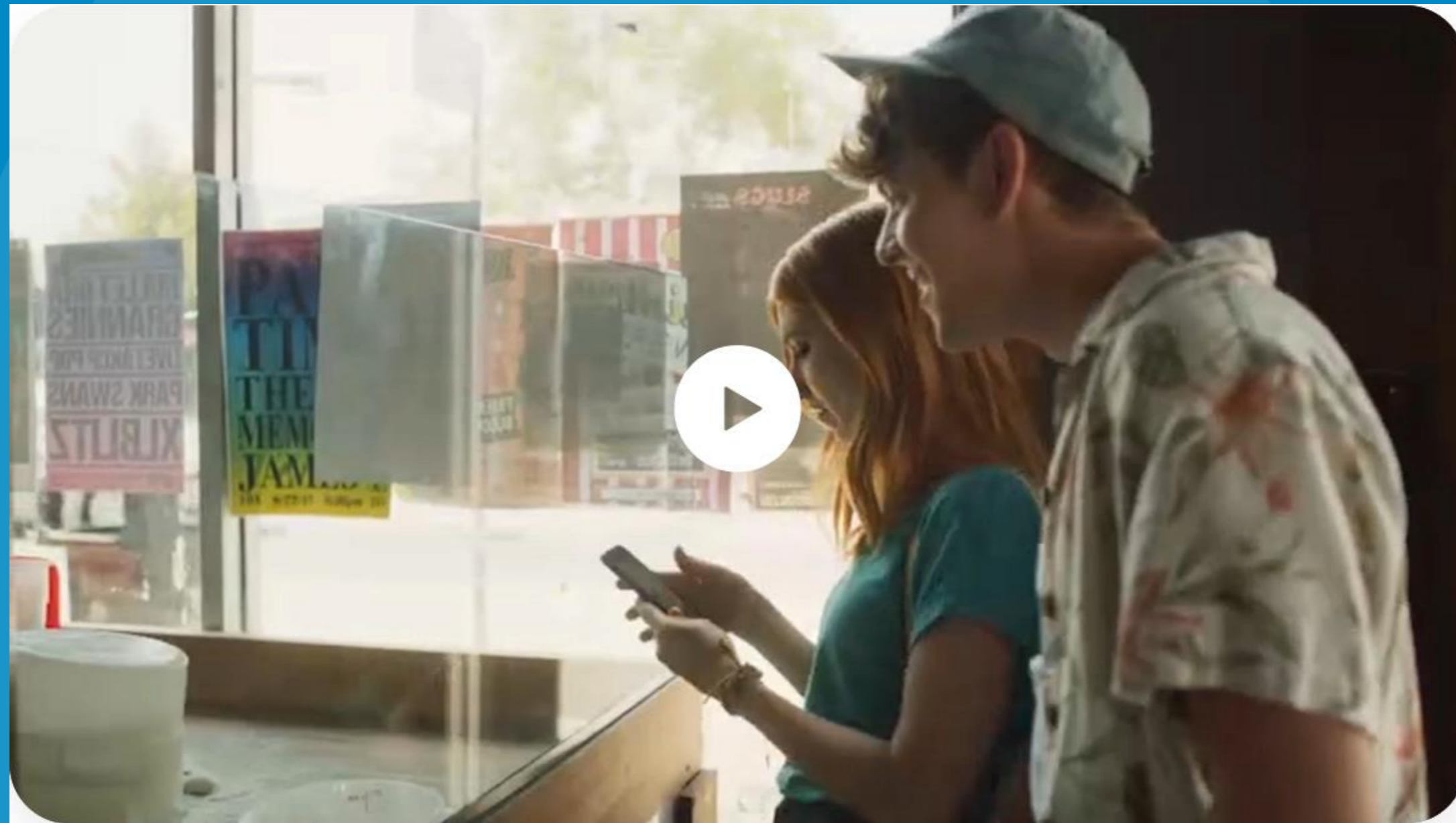
- A one-day “discovery” pane ad is \$50,000
- Sponsored lenses can be as much as \$750,000!
- As of last summer——there is a new option!



Saffire

Introducing Snapchat Ad Manager!

<http://ads.snapchat.com>



Objective



Ad Manager

Business Manager



1

Campaign

Objective

2

Ad Set

Audience, Schedule, & Budget

3

Ads

Creatives

Choose an Objective for your Campaign



Drive Traffic To My Website



Drive Installs Of My App



Grow Awareness



Drive Video Views

Schedule

SCHEDULE



Start immediately and run indefinitely

Cancel

Next

Define Audience



Campaign

Drive Traffic to My Website



Ad Set

Audience, Schedule, & Budget



Ads

Creatives

Audience Size ⓘ



79,590,000 - 92,275,000
people

Cancel

Next

Demographics

AGES

All

13-17

18-20

21-24

25-34

35+

GENDERS

All

MALE

FEMALE

LANGUAGES ⓘ

Select Category...

DLX ADVANCED DEMOGRAPHICS ⓘ

Select Category...

REGULATED CONTENT ⓘ

Age restrictions required

Lifestyles ⓘ

Shoppers ⓘ

Viewers ⓘ

Visitors ⓘ

Audiences

PREDEFINED AUDIENCES ⓘ

Select Category...

CUSTOM AUDIENCES ⓘ

Include

Select Audience

Targeting: Predefined Audiences

Lifestyles — Based on people's long-term interests as expressed by places where they are engaged. Examples: Do-It-Yourselfers, Yoga Enthusiasts, Investors & Entrepreneurs and Philanthropists.

Shoppers — Based on what people buy in stores, restaurants, venues and dealerships. Examples: Women's Apparel Shoppers, Mid-size Car Shoppers, Cereal Shoppers and Home Improvement Shoppers.

Targeting: Predefined Audiences

Viewers — Based on what TV, film and video people like to watch. Examples: Netflix, HBO Go and TV Network Viewers

Visitors — Built based on the places people go when using their mobile device. Examples: Auto Dealers, Dining Establishments — Chipotle Restaurants, Travel Venues like hotels, and Retail Stores.

MOST EFFECTIVE TACTIC FOR ATTRACTING VIEWERS TO WATCH DIGITAL VIDEO ADS

according to US Ad Agency Professionals, May 2015



65%
TARGET VIEWER'S
INTEREST



25%
MAKE THE AD
ENTERTAINING



5%
USE COMEDY
HUMOUR

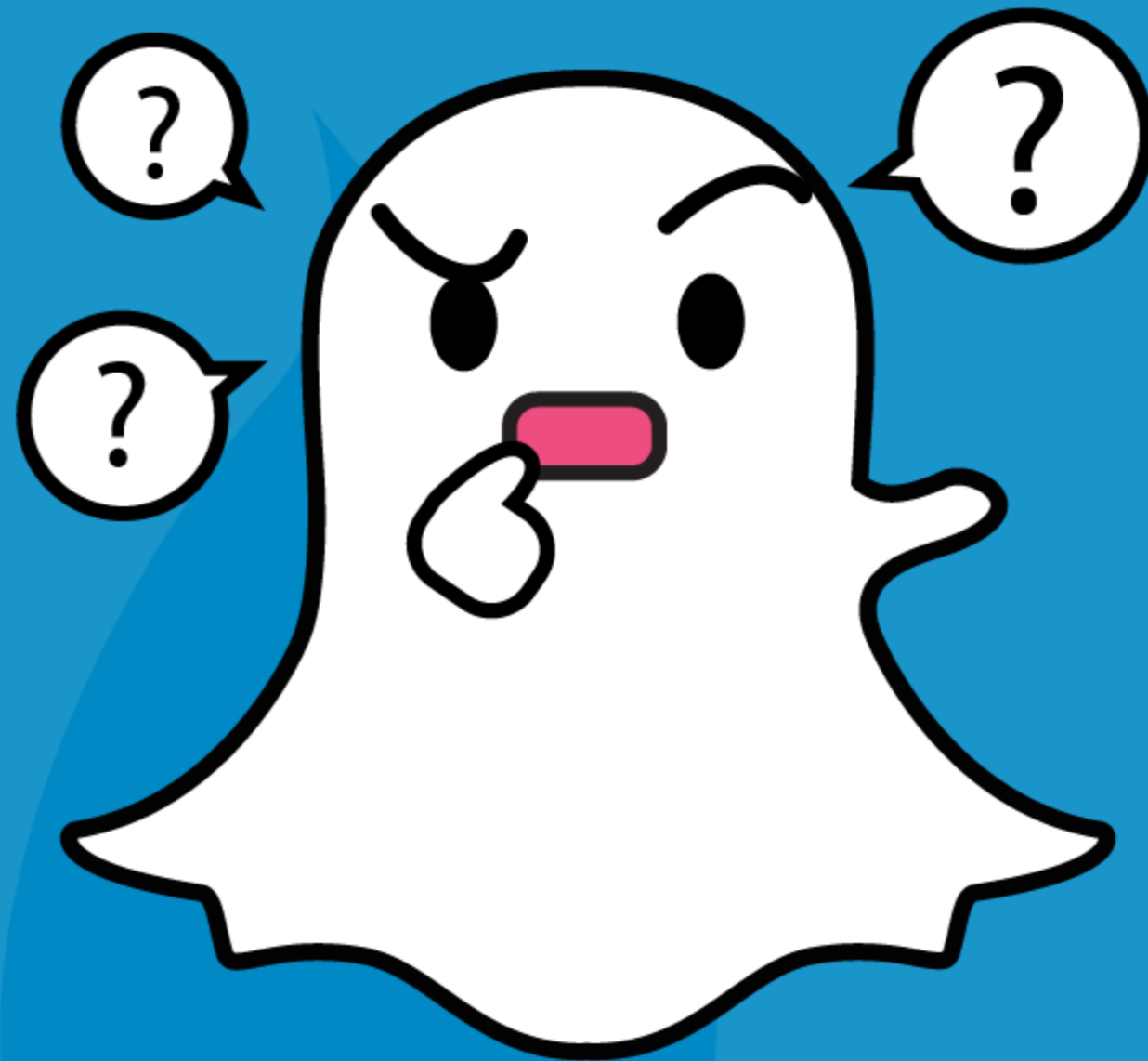


3%
MAKE THE AD
EDUCATIONAL



2%
USE A POPULAR
ACTOR OR ACTRESS

How do they get this data?



Data as a Service (DaaS) —by Oracle Data Cloud

- **Your Location**—Can tell that you ate fast food for lunch & know if you saw an ad, then WENT to fast food location after, based on location settings on your smartphone- Live Gauge
- **Online Data**— websites you visited, search terms, via cookies or site interactions
- **Offline Data** — Supermarket Loyalty cards, info when you check out, other rewards programs





Campaign

Drive Traffic to My Website



Ad Set

Audience, Schedule, & Budget



Ads

Creatives

Audience Size ?



79,590,000 - 92,275,000

people

Cancel

Next ▶

DLX ADVANCED DEMOGRAPHICS ?

Select Category...

REGULATED CONTENT ?

Age restrictions required

Audiences

Audiences you have created via Snap Audience Match (CRM Lists), Snap Engagement Audiences, and/or Lookalikes.

CUSTOM AUDIENCES ?

Include



Select Audience... ?

Placements

DELIVERY LOCATION ?

All Snapchat

Content Placement

Targeting: Data You Own

- You can upload your own customer emails in this step, like Facebook! Snap calls it SAM (Snap Audience Match)
- Sends your ads to people on a list who have a Snapchat account associated with that email address/phone number & can create “lookalike” audiences based on this data
- RUMOR: Snap is going to make it where a user can only skip an ad after watching for 3 seconds!

Budget



Ad Manager

Business Manager



Campaign

Drive Traffic to My Website



Ad Set

Audience, Schedule, & Budget



Ads

Creatives

Audience Size



4,550,000 - 5,300,000 people

Cancel

Next

OPERATING SYSTEMS

All

ANDROID

iOS

Saffire, LLC | Saffire, LLC Self Service

ORGANIZATION ADMIN

CONNECTION TYPE

All

CELL

WIFI

CARRIERS

Select Carrier...

Budget & Goals

DAILY BUDGET

\$100.00

GOAL

Swipe Ups

BID

\$4.00

per Swipe Up

You will be charged each time your ad is served

Schedule

Ads/Creative



- ✓ Campaign
Drive Traffic to My Website
- ✓ Ad Set
Audience, Schedule, & Budget
- 3 Ads
Creatives

Create your Snap Ad

1 ... 2
CHOOSE CREATE

All fields will autosave and are required to publish a creative

Top Snap

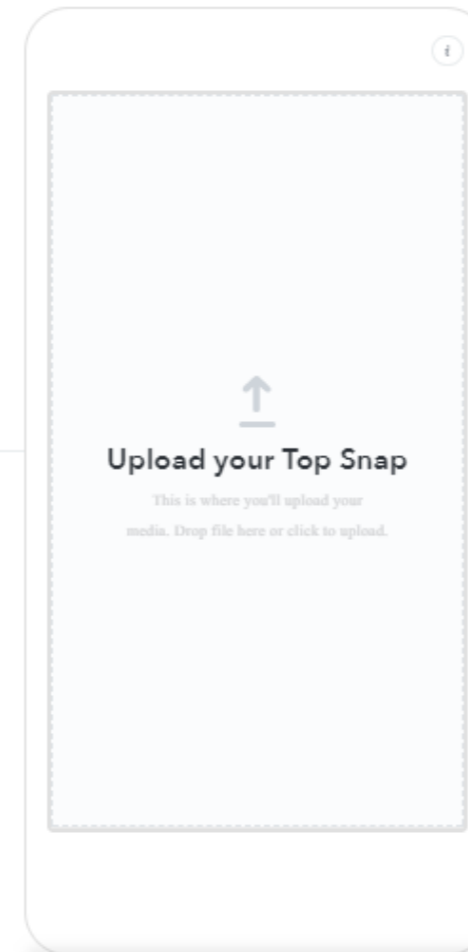
BRAND NAME

HEADLINE

CALL TO ACTION

MEDIA FILE

Upload Create Close



CLOSE DRAFT Publish

Web View

Snapchat Publisher

Snap  lisher






Create Snap Ads in minutes with our editing suite that lives in your browser.



snappublisher.snapchat.com

✕ Choose Layer +

Select a layer to edit

Edit Background

BACKGROUND #3498db ■

↶ UNDO ↷ REDO 👁 PREVIEW 🔍 ZOOM IN 🔍 ZOOM OUT ✕



3 Tips for Snapchat Ads

- **MUST** generate an action- More than other platforms people expect a next step
- Be funny/authentic — People expect less than perfect.
- With disappearing content, create a sense of urgency



SNAPCHAT FOR TEENS / MILLENNIALS / COLLEGE



30%
OF TEENS

rank Snapchat as their
most important
social network



Users 25 and under
visit Snapchat over

20 TIMES
PER DAY



60%
OF COLLEGE STUDENTS

would purchase
from a brand if sent
a coupon on Snapchat



**Screenshots &
Promo Codes**

Smashburger

18h ago

Boom.
Free luck



CHAT

Smashburger

19h ago from Camera Roll



**WELL, WELL, WELL,
SOMEONE'S LOOKING
LUCKY TODAY...**



PLU: 6100

**USE THIS COUPON FOR
A BOGO ENTREE**



EXP: 3/19/17

CHAT

Smashburger

17h ago



Have the cashier
scan your
screenshot...

CHAT

Stick
around,
friends.

You just
might get
15% off...



Gettin'
hungry? 🍕 🍕



For 15%
off an order
of \$10 or more
Expires 2/6 @
11:59 pm CT
T's and C's: <http://goo.gl/qryyyf>

Links for Snaps

- Click on the paperclip while editing your snap
- Draw attention to the fact that your post has a link if it's a photo. If it's a video, mention in your video that a link is attached.





The Future



COLOR:



QUANTITY:

1 >

AVAILABILITY:

one size, gold stripe, in stock



STRIKE GOLD STRIPE
FILE FOLDERS
\$16.00

ADD TO BAG

Seamless Instagram Shopping

Tagging Products in Photos

How do I get access to tag products on Instagram?

This feature is gradually rolling out to the US only. It may not be available to you at this time.

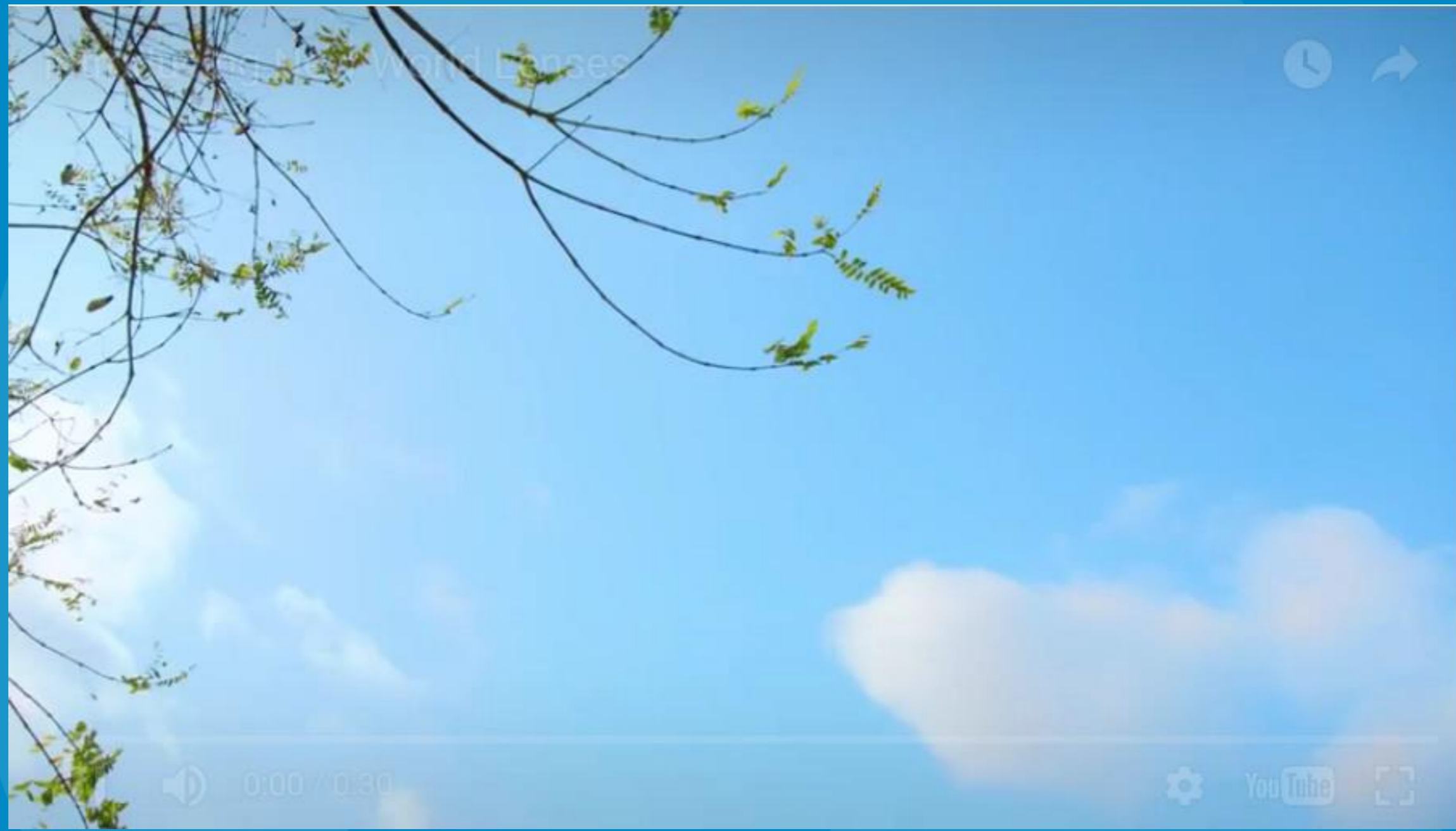
Only select U.S. retailers and businesses can tag products on Instagram right now. If you're a retailer or business who is interested in tagging products on Instagram, join our waitlist.

Additional Eligibility Criteria:

- You must be converted to a Business Profile
- You must sell apparel, jewelry or beauty products
- Your account must be in English

The Future of Snap

More AR — think Pokemon Go



So Which One Do I Use?



If you're trying to be seen as the most authentic, behind-the-scenes "right now" brand, use Snapchat.



Instagram's audience is wider and more accessible through Facebook—if you have a large following there already, stick to Instagram.



Snapchat trends slightly younger, so use it if your event serves a younger generation. If you trend younger but don't have a good audience on Snapchat, build it with ads/SAM.



Instagram's implementation has a much cleaner design that will feel more familiar to a lot of us, as well as your audience. If you don't feel comfortable with Snapchat, start here because you can't go wrong.



Errors & Omissions?



1:10.86 ●

RUNDOWN

ANTHONY
FREEZE-OUT
DWAYNE BOWE

ERRORS

BIG FINISH
EBOLA
PAUL GEORGE



ERRORS AND OMISSIONS



MLB

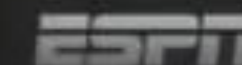


Blue Jays



White Sox

8:10 ET



More Online Marketing Tips

**Saffire**[®]

Thank you!

cassie@saffire.com

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www.saffire.com

Facebook

TeamSaffire

Twitter

@TeamSaffire

Instagram

teamsaffire

Pinterest

saffire

YouTube

saffirestudio

Instagram Trends 2018 Summary

Instagram is going to become less about aesthetically perfect content, and more about real, 'of the moment' content delivered through video. That's not to say we'll be saying goodbye to our feeds, though they might look a little different if the 4×4 grid does get introduced.

Instagram is going to come down even harder on accounts using bots to generate fake followers, likes and comments. If you want to grow your account, do it through genuine, high-quality content and real engagement with your followers and the accounts you follow.

We're going to see more personalized, targeted content based on our interactions on the platform — and we're going to have more control over this personalized content.

It's time to set aside some budget for Ads. Instagram advertising is a growing industry and if you want to see big