MILLENNIAL MARKETING

SNAPCHAT & VINE

Social Media Driving Your Content Marketing

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WHAT ARE SNAPCHAT & VINE?

Snapchat is a mobile messaging tool
• 10 seconds or less
• Create individual snaps or Snapchat story
• Photo and video. Add emojis, doodles, text

Vine is a short form video sharing service
• 6 seconds or less
• Integrated with Twitter
• Options to revine & view loop count
• YouTube vs. Vine
SNAPCHAT: BRAND & USER-GENERATED CONTENT

Brand: W Hotels
Custom Snapchat Filters

UGC: TechCrunch Editor

Savannah sundown
VINE: BRAND & USER-GENERATED CONTENT

Brand: Virgin America
20,600 Followers & 405k loops

UGC: Thomas, DisneyParks revine
1000 likes & 27k loops
WHY REACH MILLENNIALS THROUGH SNAPCHAT & VINE

- Authentic
- Engaging & Quick
- Love creative user-generated content
- Millennials hate being advertised to – entertain them!
“I was drawn to the social engagement loop. I like a social network that treats content as disposable.”

“I like sharing weird things I see when I'm out, videos of friends being funny, photos with text that I'll post as stories when I have news to share, or ugly selfies. When you get ugly selfies from someone, that's how you know you're good friends.”

“Young people like to communicate with content that only we will understand. There is a whole new understanding of what’s share-worthy that, intentionally or not, Vine does a good job of alienating older people and affirming an identity among millennials.”
5 WAYS TRAVEL MARKETERS ARE USING THESE CHANNELS

1. Provide Access to Live Events
2. Surprise and Delight Customers
3. Offer Contests, Perks, or Promotions
4. Take People Behind The Curtain
5. Partnering with Influencers
THANK YOU!

Any Questions?

Learn more on Engadget & Social Media Examiner

Kate Talbot Website