

SNAPCHAT

&

TRAVEL

KATE TALBOT

Oh Snap!



You Can Use
Snapchat for Business

Case Studies from

NPR Vox Media
Airbnb Virgin America
ShopStyle Stanford University



5 CREATIVE WAYS
TO USE
SNAPCHAT GEOFILTERS
FOR
BUSINESS

www.SocialMediaExaminer.com

This infographic features a yellow background with various icons including the Statue of Liberty, a baseball, a hand holding a pencil, and a palm tree.



5 
WAYS TO USE
SNAPCHAT
FOR BUSINESS

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This infographic features a grey background with a large number 5 and a Snapchat ghost icon inside a yellow square.




5 WAYS
to PARTNER
WITH
INFLUENCERS
on
SNAPCHAT

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This infographic features a yellow background with a pattern of small white dots.

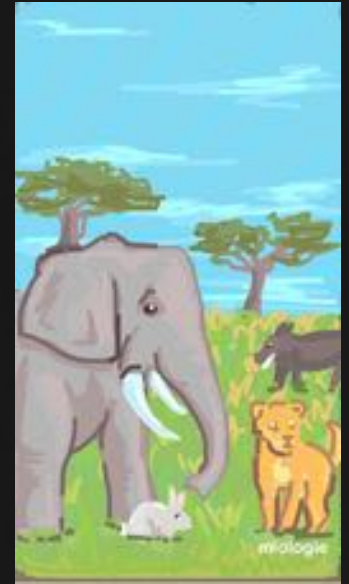



5 WAYS
to Improve Your
SNAPCHAT
MARKETING

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This infographic features a yellow background with a purple border and a lightbulb icon inside a Snapchat ghost shape.

5 Benefits of Snapchat



New Product: Spectacles



BRAND INSIGHTS

Ephemeral Storytelling



GEOFILTERS



COMMUNITY GENERATED CONTENT

Promoting Brand Messaging

#LiveThere



INFLUENCER TAKEOVERS

Disney World + Snapchat Influencer Mike Placto



Snapchat +travel

creates

ENGAGEMENT

STRONG ROI

AWARENESS

Measurement and Analysis: View Count, Drop off Rate, Screenshots, DMs

Instagram Stories vs

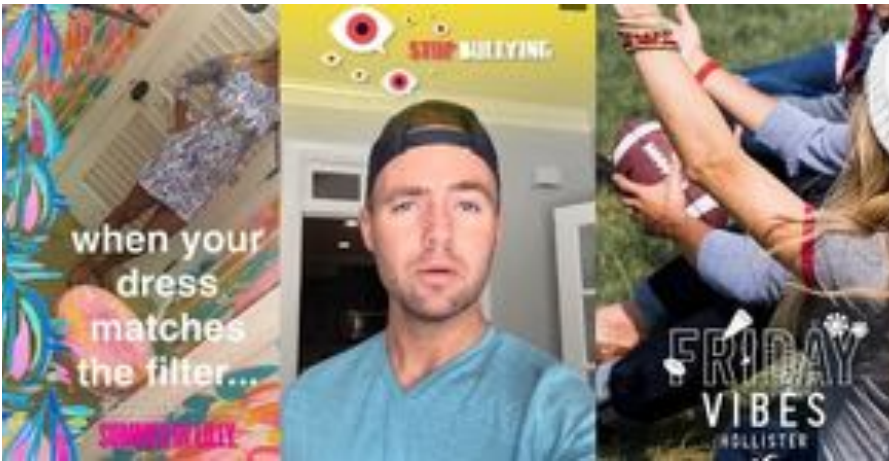
Snapchat

#InstagramStories basically

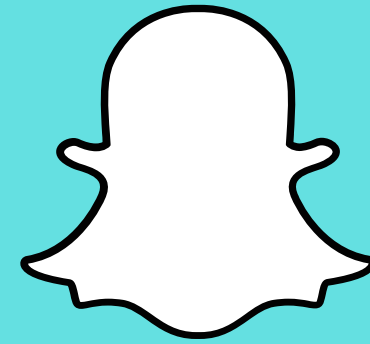


I love the new Instagram logo





FUTURE OF SNAPCHAT AND TAKEAWAYS



Open API

Advertising Products

Branded Geofilters

Influencer Scale

AI/VR

Millennial Influence

Social Journalism

THANK YOU

Let's Connect!



www.KateTalbot.me

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@katetalbot2