

# More Snapchat Strategies

by Del Suggs, M.S.Ed

There are lots of effective ways to use Snapchat as a marketing tool for your Campus Activities Board. If you are looking for more tips on how to utilize your Snapchat account, take a look at these tips.

**1. Offer Promotional Codes or Access.** You can offer you followers early access to an event, a program, or even the food line at a CAB cook-out! Providing value with your Snaps is a great way to make sure your followers pay attention to your posts.

**2. Announce Events.** You can use Snapchat to announce something special, like the name of the comedian you have booked for Homecoming. Use it to announce that tickets to a big event are now on sale. Post a Snap announcing that sign-ups for the Spring Break Ski Trip has opened. Use that sense of urgency!

**3. Present a “reveal.”** Post a series of snaps that slowly announce some breaking news. In advertising, this is called a “reverse strip-tease” where you reveal the information incrementally. Imagine a marquee like on “Wheel of Fortune” that you might use to announce a contest winner—and every snap you add an additional letter or two. Exciting!

**4. Feature your members.** You could do a Story on a member, and follow him or her through the day. Or you could do a number of posts, and feature a different CAB member in each one.

**5. Flash video of an upcoming show.** You could post a ten second clip of a performer scheduled to play your campus. Better yet, have the performer record and send you a personalized Snap video telling people to get their tickets and come to the show.

**6. Post on important issues.** Use your Snapchat to post on relevant issues as they happen. You don’t have to be political, but you can post quickly a CAB response to a major tragedy or event. Post something uplifting and supportive.

**7. Exclusive Previews.** Use Snapchat to announce surprise shows, special guests, or anything new and exciting you want to promote. It might even go viral.

**8. Promote you event in real-time.** Post snaps and videos while an event is going on. You’ll have students rushing out of class and the residence halls to attend.

Because Snapchat is different from the socials, we have to adapt our strategies and tactics to the platform and its audience if we want it to be effective. The best practices and strategies listed above are a great place to start. Snapchat won’t be the best marketing solution for every event. It can, however can be an effective tool for that target audience who is using it. If you want to connect with those traditional students on your campus who are between 17 and 34 years old, Snapchat is

one answer.

## How to Track Results on Snapchat

It’s always helpful to know how effective your marketing techniques are and how well your posts are performing. Snapchat doesn’t have the type of in-platform analytics tool like Facebook’s Insights or Pinterest’s Analytics that allow you to get a clear picture of your marketing effectiveness. And, Snapchat doesn’t currently have any third-party analytics tools that can be used. At least for now, Snapchat is more user-friendly than it is marketer-friendly.

While this can be inconvenient for your CAB marketing chair, it’s still possible to track some results of your campaigns on Snapchat. The information won’t be condensed in easy-to-read graphs and charts on a marketer-friendly interface, but you can still get it.

There are a few metrics you can track on Snapchat. You can see:

- Who’s viewed a Snap
- Who responded to a Snap or story
- Who’s engaged with you via chat
- You can determine the effectiveness of your campaigns (or at least how much the content is being viewed) by dividing the number of snaps opened by the amount of snaps you sent out, providing you with the Snap opening rate.

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- If you're running a particular campaign, you can see how many users open a private snap and/or interact with you to receive the coupon code.
- Evaluating your open and engagement rate over time can be tedious and take a long time as it's a manual process, but it can give you a strong idea of how your content is resonating with your audience, along with what posts they were most receptive to.
- You can also see the amount of views your story as gotten, as well as the amount of screen shots taken. When you click on your individual story, you can see how the number of views (which will be the number by the eye) and the number of screen shots (which is the tiny arrow).

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