EXPANDING YOUR PRESENCE WITH

SNAPCHAT FILTERS

Emily Principe-Velez, Crystal Sourivong, Nathaniel Ross

What is a Snapchat Filter?

WHAT IT IS.

Layovers that can be added to your photos or videos for effects.

HOW IT'S USED.

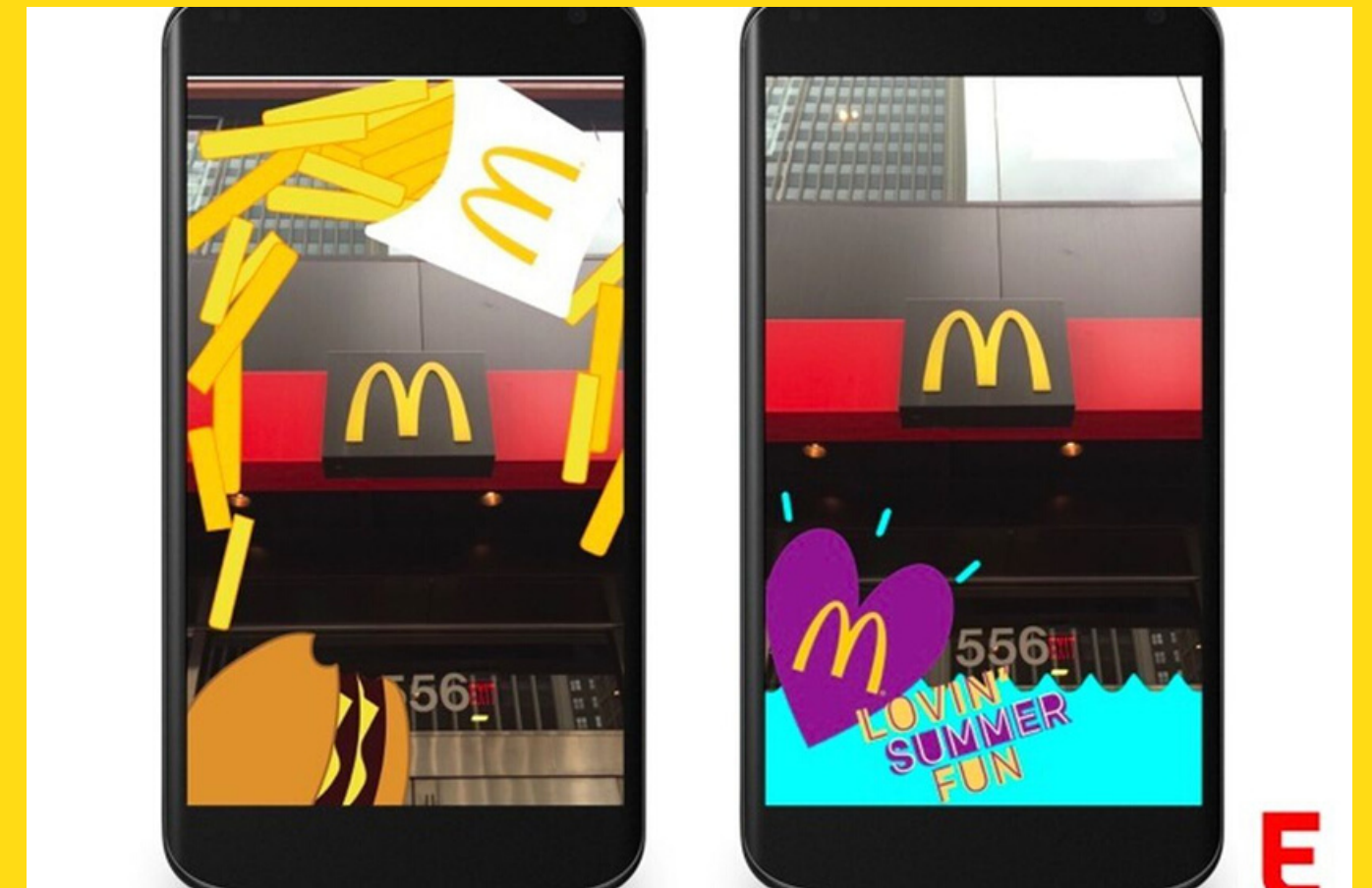Creating a snap and then swiping left or right to choose a filter.

BRIEF HISTORY

In July 2014, Snapchat began to allow users to customize their snaps with filters and designs according to the area they were in (Geofilters). In February 2016, users were allowed to create filters.

How It's Made
From Idea to Filter

1. Go to the Create Your Own website to get started.
2. Design your own filter with premade templates and edit how you liker them, or upload your own artwork.
3. Choose your start and end time that your filter will be able to be used.
4. Choose a location (Geofence) for your filter.
5. Sumit and purchase your filter.

- You can edit your filter as long as its logged into your Snapchat account, not guest order.

THE BENEFITS OF FILTERS

1

More Exposure

Perhaps the most important benefit to creating your own filter is the exposure. When well made it's unique. It's eyecatching. It invites users to look.

2

Drives Traffic

Especially creative filters can often lead to increased website traffic for your brand or portfolio. Skillful filters can create a 'buzz'.

3

Creates Engagement

The best part of a filter is sharing it with others. When more users implement the filter, more eyes see your brand and potentially take part in the fun.
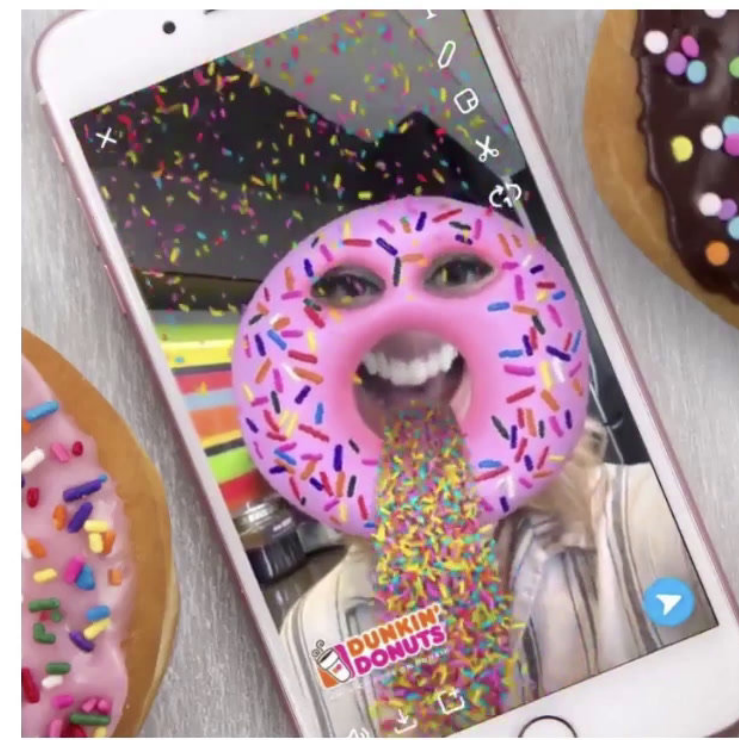
4

Conversation Starter

Not only does creating filters add to your portfolio, it can also serve to increase relevance and start new conversations.

The Proof

Dunkin' Donuts

For National Donut Day in 2017 Dunkin' Donuts created a Snapchat filter which, turns fans into sprinkle donuts.
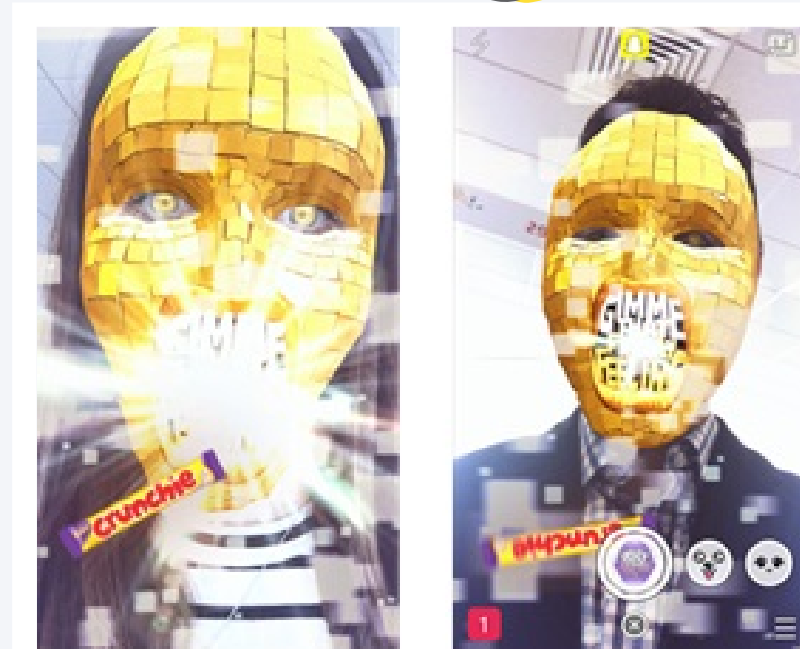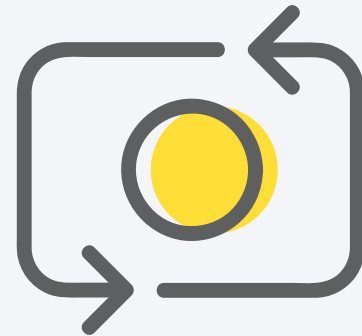
Taco Bell

Taco Bell celebrates Cinco de Mayo with a Snapchat filter that turns fans into a taco shell.

Cadbury

With hopes of increasing chocolate sales, Cadbury attempts to target a younger audience with a Snapchat filter, that turns fans into a golden disco ball.

Thank You!

Sources

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