

Three ways Nigerians can use Snapchat for building brand and business marketing

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3 Feb 2016

Nigeria is still in the process of embracing Snapchat. With over 100 million active users and 400 million snaps per day, the social media platform is one of the fastest-growing social networks in the world, and even though it caters mainly to a younger demographic(18-34 yrs), it is becoming an essential part of global marketing strategies.

Although , Snapchat's developers transcended traditional rules of social media and included the unique time-constrained photo and video shares feature, it can equally be used to, as other social media platforms, to increase community engagement(build and establish relationships with customers) and brand awareness through innovative marketing campaigns. Small business in Nigeria can benefit even more as adding Snapchat to their social media marketing helps them grow their brand with minimal effort.



Are you in Nigeria and thinking of adding Snapchat to your social media marketing mix? Jovago.com, Africa's No.1 online hotel booking site suggests three ways Nigerians can use Snapchat for building brand and business marketing.

Offer the target audience access to Live Events

The Snapchat app is wildly popular among millennials, as unlike the older generation, they seem to enjoy real-time footages. The real-time feature of the app makes it uniquely perfect for real-time social media marketing as it gives the target audience instant and direct access to live events. Snapchat can be a handy tool for business and companies at their product launches, while running their trade shows, at very big events including anniversaries or at special events such as first person to reach a target purchase etc.

Snapchat gets your audience excited because you're providing a different, more authentic view of what is going on at the event. Businesses can even also provide behind-the-scenes for these events and even private office events like birthday parties, Friday afternoons or company outings, which helps create and engage a strong following as it makes the customers feel like they are part of the process, therefore encouraging stronger brand awareness.

Employ teasers to boosting marketing campaigns

Teasers are a powerful tool for creating anticipation in the minds of clients and prospective patrons. It is usually very short and punchy, and Snapchat, based off of short clips, offers 10 seconds per snap which although not a very long time, is

perfect to pull off a teaser. A creative way to achieve this would be to creating a series of Snaps or even Stories that build up anticipation for an event or product release and include a viral element. Then, send out the short 10 second Snap to select people, preferably target influencers and brand evangelists who also help spread the word.

You could also choose random followers to for a special inside peek. A number of brands, especially in the entertainment industry, have adopted this technique, and have teased new shows, events or movies on Snapchat. The idea is to create anticipation and incorporate customers into their Snapchat marketing campaigns so they can do some of your marketing.

Advertise contests, perks or promotions

Nigerians definitely love social media giveaways and promotions and snapchat stories expire after 24 hours, so it offers the perfect opportunity to host flash sales or send out coupon codes. Businesses can succeed in Snapchat community engagements with a variety of promotions, exclusive deals and contests by offering promo codes or discounts to the fans who watch your entire Snapchat story.

The company could also ask followers to take a snap while holding their product to get exclusive promotional offers. This technique improves brand personality and creates two-way communication between consumers and the brand. The company can also capture user-generated content while increasing loyalty.

ABOUT NKEM NDEM V

NkemNdemV is a young, dynamic, and brisk freelance writer and online journalist with interests in online writing(web content and blogging), social media, internet marketing, PR, SEO and mobile marketing.

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