



# THE AUTOMOTIVE MARKETER'S GUIDE

— TO —

# SNAPCHAT

## WHAT IS SNAPCHAT?

There is a new generation of Auto and RV buyers, and they are spending their time on Snapchat. Reaching your audience where they already are digitally is important, especially during the car buying process. Millennials and Generation Z have been brought up in an age where the options to purchase a vehicle are endless. With that, it's important dealers focus their social media presence on their brand, and not just low funnel conversion strategies.

1 in 3 new vehicle registrations are from Millennials and Generation Z. These groups of young adults are also found on Snapchat. Being present on the platform is a must for Auto and RV dealers, which is why PCG Digital decided to create a comprehensive guide on exactly how to create an organic posting strategy for the platform. Throughout this playbook, you will learn who's on snapchat, how the platform can work specifically for Automotive and RV, creative best practices, and organic strategy examples. As an often overlooked social platform, Dealer's will be ahead of their competition by incorporating these organic strategies into their digital presence.



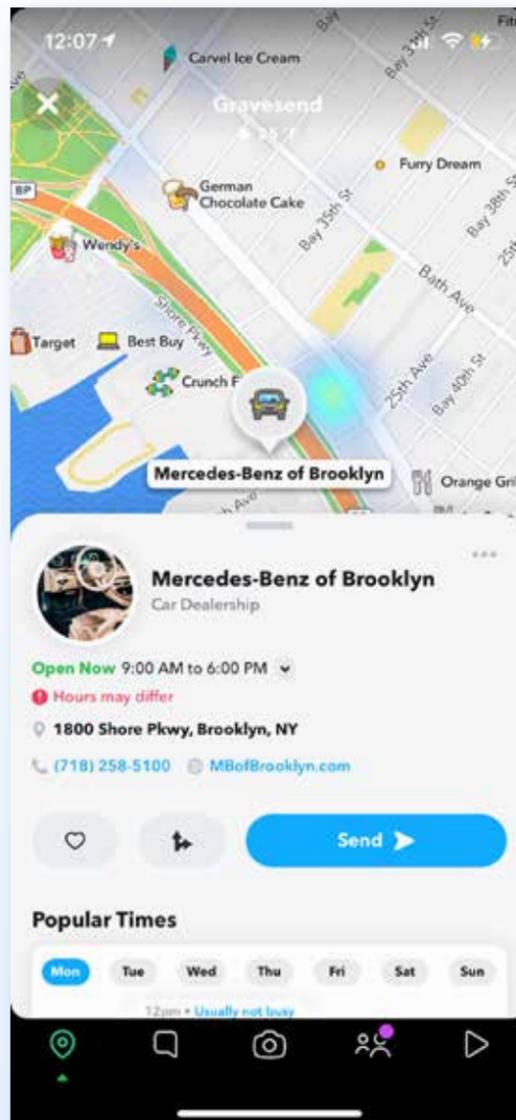
Experian Automotive Quarterly Briefing: First quarter 2019 automotive market share, trends and registrations, 2019

# HOW SNAPCHAT CAN WORK FOR AUTOMOTIVE AND RV

## Put Your Business on the Map!

The Snap Map is integral to the Snapchat experience. It's where Snapchatters share their real time location with friends and explore nearby people, places, and events. It's also where local businesses like yours can be discovered organically.

Place Listings are a free tool that allows users to find your business organically on the Snap Map. Snapchatters can tap on your Place Listing to view information such as your location and store hours as well as get directions, visit your website, contact your business, read reviews, and more.



Establish your organic presence by claiming your business on the Snap Map.

- 1** Open the Map and search by your business name or address. Tap on your Place Listing once it appears in the search results.
- 2** Make sure the business details on your listing are accurate and up to date. If your Place Listing contains any incorrect information you may suggest an edit.
- 3** Select the “...” icon on your Place Listing and then tap 'Suggest an edit.'
- 4** Suggest an edit for any of the following fields: name, location, category, phone number, website, address, hours, etc.

Don't see your business on the map? Please note that only businesses with a physical location in the Snapchat Maps database will be displayed. If your business location is not showing up in the search results, you may suggest a Place Listing addition.

To suggest a new Place addition, go to the Map tab of your Snapchat app. Press and hold your finger on the physical location on the Map you'd like to suggest an addition for OR click on the gear icon in the top right to open Settings. Next, select “Suggest a Place” and suggest edits for any of the listed fields.

# REACH YOUR COMMUNITY WITH A PUBLIC PROFILE

To begin building your community on Snapchat, you'll first want to create a public profile for your business. This will serve as your business' main hub on the app, where you can display your business information and share content organically.

With a Public Profile, you'll unlock free features such as:

**PUBLIC STORIES**

**DISCOVERABILITY ACROSS SNAPCHAT**

**SAVED STORIES**

**PERMANENT LOCATION FOR AR  
LENSES**

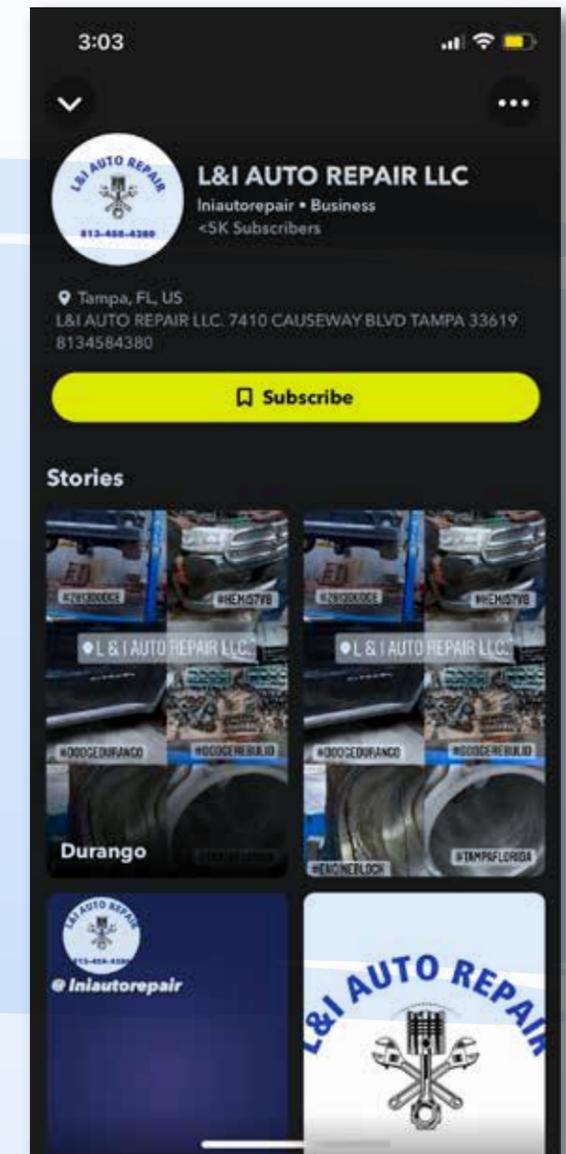
**AUDIENCE ANALYTICS AND INSIGHTS**

**IN-APP POSTING AND ANALYTICS**

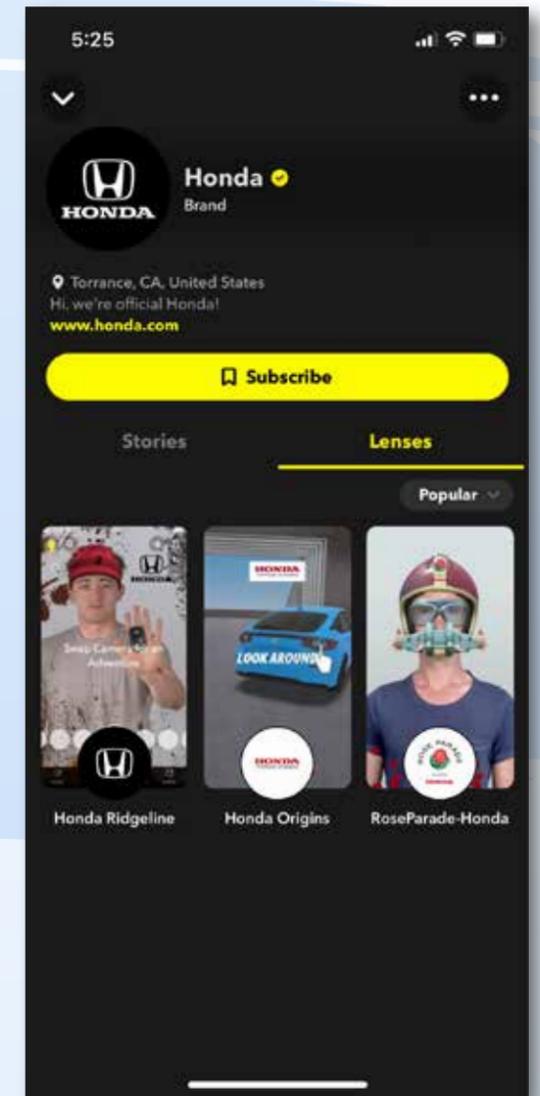
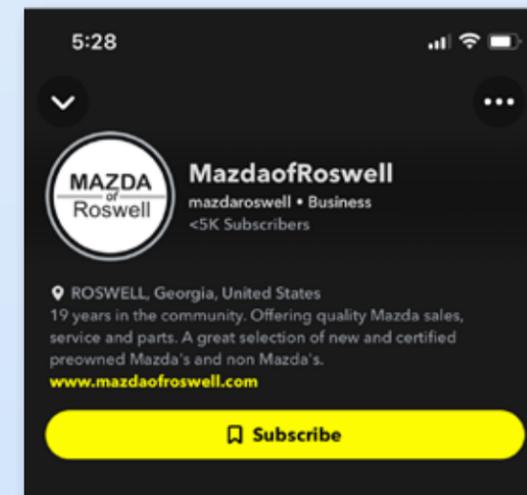
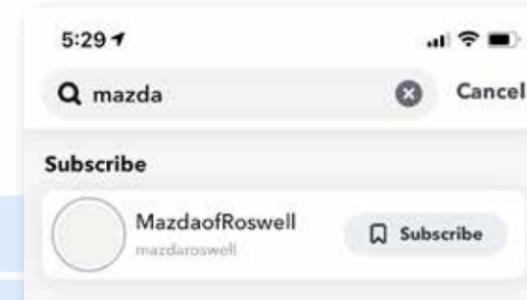
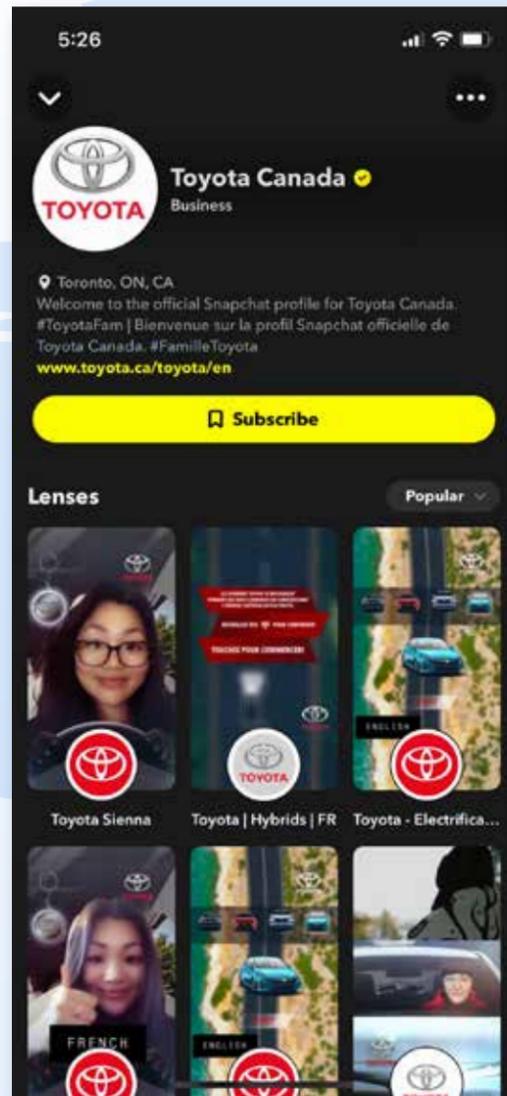
**COMMERCE SHOP WITH SHOPIFY**

**ACCOUNT SETUP AND MANAGEMENT  
ON WEB THROUGH ADS MANAGER**

**MULTI-USER LOGIN FOR  
COLLABORATORS**



# MORE EXAMPLES OF A PUBLIC PROFILE ON SNAPCHAT:



## BUSINESS ACCOUNTS

Before you can set up your Public Profile, you'll need a Business Account.

If you already have a Business Account, log in to Snapchat Ads Manager with your credentials and select 'Public Profiles' from the menu in the top corner.

**If you are creating an account for the first time, follow these instructions:**

- 1** Go to [ads.snapchat.com](https://ads.snapchat.com) and click "Sign Up"
- 2** Enter your credentials and create your account.
- 3** Select your business type. For an auto dealership, select "small business".
- 4** Choose "Set Up a Public Profile"
- 5** Input your Profile information\*: username, bio, business category, location, website, and profile photo.  
*\*Note: all fields except 'username' are optional, but filling out all of the details will make it easier for your business to be discovered on Snapchat.*
- 6** Click "Create Profile". Your business profile is now live and you are ready to start posting!



The screenshot shows the Snapchat 'Sign Up' page. At the top is the Snapchat logo and the text 'Sign Up to create your first ad'. Below this are input fields for 'First Name' and 'Last Name', followed by a 'Username' field. There is a 'Password' field with a 'Show' toggle. Below that is an 'Email' field and a 'Birthday' section with 'Month', 'Day', and 'Year' dropdowns. A disclaimer at the bottom states: 'By tapping Sign Up & Accept, you acknowledge that you have read the Privacy Policy and agree to the Terms of Service. Snapchatters can always capture or save your messages, such as by taking a screenshot or using a camera. Be mindful of what you Snap!'. At the bottom right is a yellow 'Sign Up & Accept' button.

## SNAPCHAT BUSINESS PROFILE FAQ



Can I set up my Business account from the Snapchat app?

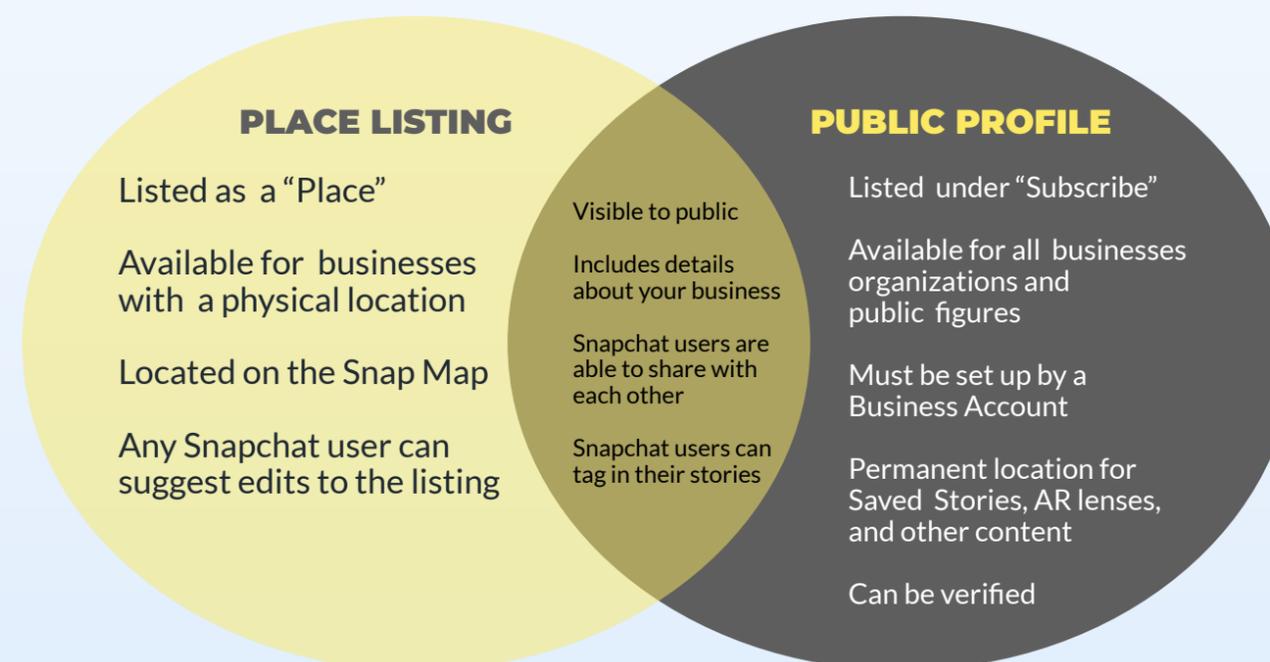
No, a business profile must be set up within Ads Manager at ads.snapchat.com. However, once your business account and public profile is set up, you can manage your profile in-app or online through Ads Manager.



What's the difference between my Place Listing and Public Profile? Does my business need both?

Places are businesses appearing on the Snap Map. They represent your physical location and include business information such as your address, store hours, website and contact information. Only businesses with a physical location can be listed as a Place on the Snap Map.

Your business' Public Profile is the central hub for your organic Snapchat content, including your stories, AR lenses, and more. Users subscribe to your profile to follow along with your content, which can be discovered by searching for your username in the app.



## SNAPCHAT BUSINESS PROFILE FAQ



My dealership group has multiple locations— can I set up profiles for each store?

Yes! We would recommend creating one business organization with profiles for each of your store locations. This way you can manage all of your profiles from the same account and assign admins to each profile as needed.



How will users find my business' Snapchat profile?

Once your Public Profile is live, Snapchat users can find it by searching your username. They can also follow your profile by scanning your Snapcode. A Snapcode works similarly to a QR code, allowing users to instantly follow your profile by scanning the code with their Snapchat camera. Your unique Snapcode can be retrieved via [https://www.snapchat.com/add/\[USERNAME HERE\]](https://www.snapchat.com/add/[USERNAME HERE])



### TIP:

Want to encourage your customers to follow your Snapchat? Add your Snapcode to your website, print it on business cards, and include in other marketing materials. By simply scanning on their smartphone, customers will be able to instantly subscribe!

## WHO'S ON SNAPCHAT?

### What Market is on Snapchat?

The snapchat generation is majority Gen Z and Millennials that make up community of 249 million Snapchatters.

The snapchat generation is extremely engaged and tech savvy. For example, instead of texting they send videos or pictures to one another throughout their days to keep each other updated. This community is also very creative. Snapchat offers filters, geo-filters, stickers, effects, and AR filters to make the app more interactive. This is where brands can create filters so users can interact with them and add it to their snaps. Snapchatters can also tag locations on their photos and videos all the time to showcase where they are. Dealerships can use this to their advantage by encouraging customers to tag the location once they purchase a car or RV. When Gen Z and millennials purchase a vehicle the first thing they do will most likely post to snapchat to show off their new ride. Adding a geo-filter or effect with your dealership logos would be very beneficial.

Snapchat is a whole new generation of word of mouth, because while using the app, if they like a place they are gonna post it and tag locations. In a more engaging way too with videos brands can really get up close with their followers, it makes it feel more personal, like they are friends with whoever is watching.

### Potential to Reach a New Audience

Snapchatters hold \$4.4 trillion in global spending power.\*

Age group	Share of Snapchat users (among internet users)
18-29 years	65%
30-49 years	24%
50-64 years	12%
65+ years	2%

<https://backlinko.com/snapchat-users#snapchat-age-demographics>

\*Source:

<https://forbusiness.snapchat.com/blog/with-4.4-trillion-dollars-in-spending-power-the-snapchat-generation-is-a-force-to-be-reckoned-with#:~:text=The%20Snapchat%20Generation%20represents%20a,trillion%20in%20global%20spending%20power.>

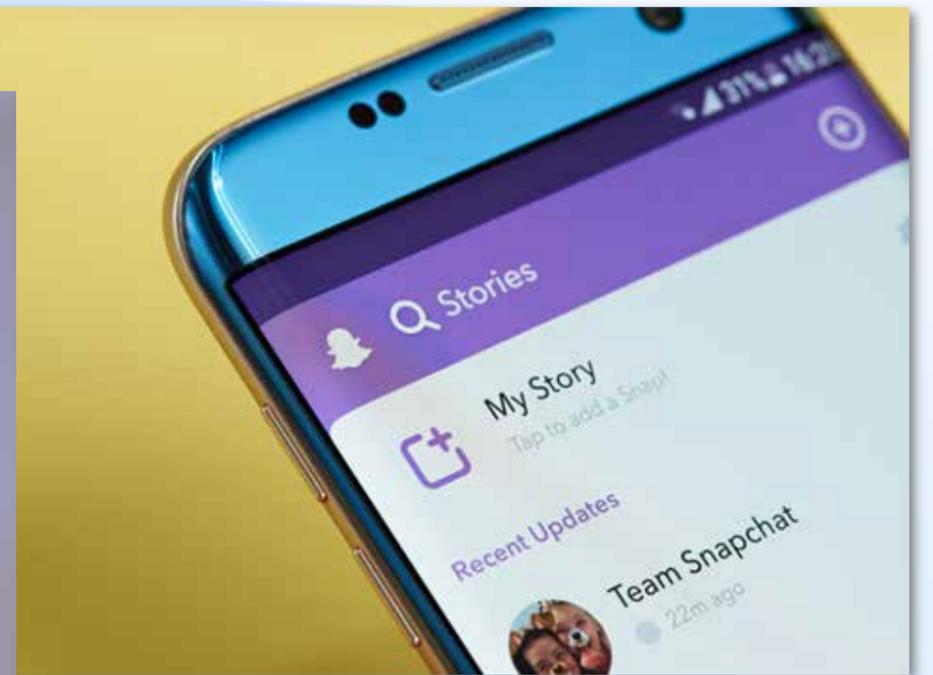
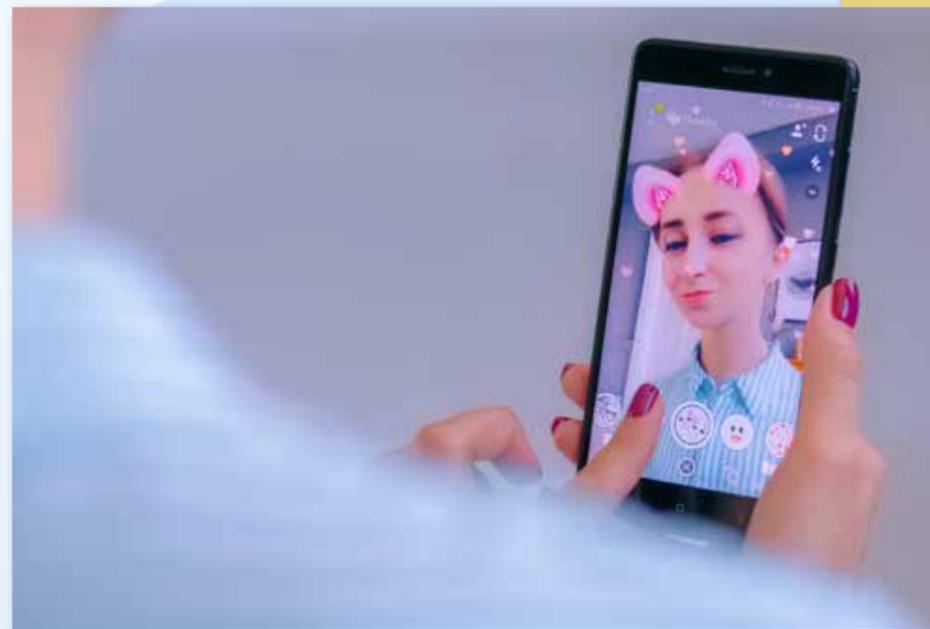
## WHO'S ON SNAPCHAT?

### Preparing for the Future Car Buyer

Mobile has changed the Auto customer journey. In past years, the average consumer in the market for a new car would make multiple visits to the dealership before closing the deal. Now, the average shopper will visit the dealership once, or not at all. This is why it is so important to advertise across all social platforms, not just one. 65% of users are in the age range of who is looking to purchase a vehicle.

### Building Brand Awareness on a Highly Engaged Platform

- Ads must be eye catching to get your brand's key message across in the first 2-3 seconds, and make sure to include your brand logo early in your ad.
- Post often and use stories.
- Since this audience on snapchat is very tech savvy and loves filters and AR, that should be the focus for your brand, make your posts extremely relevant and engaging.



## CREATIVE BEST PRACTICES

There are a plethora of options to leverage your videos on SnapChat before posting for users to see. First, you should know to always shoot your photos and videos vertically. The platform performs and shows Snap Chats vertically and there is no option to turn the phone horizontal, so keep that in mind when shooting. Before taking your video, you can choose out of the following options to enhance your video: Flash, Timeline, Sounds, Multi Snap, Timer, Focus, Grid, and of course Filters and Lenses! All of these features can be found on the right hand side of the recording screen, along with Filters and Lenses being found on the bottom of the screen.

### 1. FLASH

The flash feature may be self explanatory- When taking photos and videos for SnapChat, it is important to make sure you are in a well lit environment. If the lighting around you is dim, SnapChat gives you the ability to use flash when taking your videos and photos. The flash feature ensures that you are able to always see your environment even if you may be surrounded by darkness!

### 2. TIMELINE

The feature itself allows you to capture multiple short videos separately and combine them together into one. You simply hold down the record button to record your first snip it and let go of the record button when you wish to stop it. When you are ready, you can repeat this step in order to continue taking videos.

When using this feature, you may also choose to add a sound to your video collage.

### 3. SOUNDS

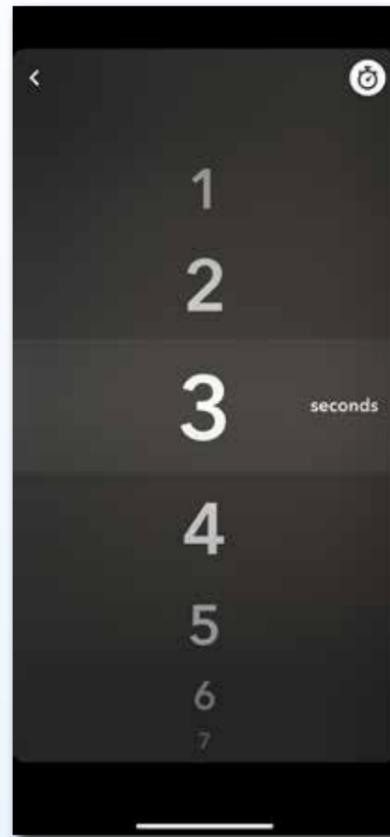
If you wish, you can add a sound to your snap chat. The sounds offered include featured sounds that include different playlists, recommended songs, or you can simply search for one. You can also press and hold any sound to add it to your favorites, you can create your own sound, or there's also a tab for your recent sounds that you have used.



# CREATIVE BEST PRACTICES

## 4. MULTI SNAP

Keep recording for up to a minute, and the Snap camera will divide your footage into 10-second Snaps, which you can then upload as a Story, effectively enabling longer video Snaps. The new process is similar, though for still images instead, which adds another element to the composition process.



## 5. TIMER

The timer feature allows you to set a timer between 1s-10s. Once the timer amount is selected, you can prop your phone to take the image, hands-free!



## 6. GRID

The grid feature allows you to line up whatever you may be taking a photo or video of to ensure everything makes it into the shot!

## 7. FOCUS

When the focus feature is turned on, SnapChat allows users to focus on a face while blurring the background and surroundings, giving a portrait-mode effect!

## 8. FILTERS AND LENSES

This feature is located on the bottom of the record screen to the right of the record button. When this feature is selected, you will find various filters and lenses to choose from to use on your photos and videos. There will be popular filters already shown, but if you scroll all the way to the end of these you'll find an explore option where you can find even more filters and lenses. These are a fun way to ramp up your Snap Chats and make them look fun and exciting!



## CREATIVE BEST PRACTICES

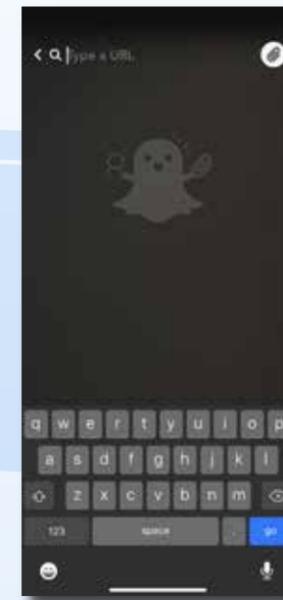
Once you are finished with shooting your image or video, you will be prompted to a new screen with new creative options. This includes adding text, drawings, stickers, creating your own sticker to use from the image, adding music/sounds, adding a URL, cropping, and if it is an image selecting how long someone can view your image for.



- **Text:** With this feature, you can add text to your images and videos. Snapchat gives you the ability to choose the font/style along with the color.
- **Drawings:** With this, you are able to draw on your photos and videos and you can choose the color of your ink, too!
- **Stickers:** Stickers are a fun thing to add to your Snap Chats. There are a bunch to choose from, too. You can add a sticker of GIFs, a sticker of another snap chat user mention, your location, a poll, the time, the temperature, a sticker that gives the ability for other users to join a group or a story that you may have made, along with a lot more preset stickers to choose from.

## CREATIVE BEST PRACTICES

- **Cut Feature:** The cut feature, which looks like scissors is a feature that enables users to essentially “cut out” a piece of their image to save and use as a sticker for later.
- **Music/Sounds:** Just like the option from before on the record screen, this feature is the same but allows you to add music or sounds after you took your photo or video.
- **Cropping:** This is where you can crop the images you have taken.
- **Duration:** Lastly, is the duration feature and this is where you select how long a user can view your Snap Chat for. It gives the option of 1-10 seconds, or unlimited. If there’s text on the screen, it is recommended to do unlimited this way users have time to read what you have to say!



- **URL:** This feature allows you to add a URL to your snap chats so that other users can swipe up on the image and be taken to that website.

Once your image or video has been finished and is ready, you can choose to save it or post it to your story from this screen. You can also select send and choose which users you would personally like to send your Snapchat to, or you can add it to your story from that screen, too!

## EXAMPLE SNAPCHAT CONTENT PLAN FOR AN AUTO OR RV DEALER

- 1** Promote events with Snapchat Geo-Filters.
- 2** Encouraging sales staff to promote inventory.
- 3** Walk-through of your dealership and service center.
- 4** “Meet the Team” - showcasing exactly who a shopper would interact with at the dealership (Sales or Service).
- 5** Day in the life of a sales person.
- 6** Share service coupons / sales incentives.
- 7** Highlight features in new models/comparisons.
- 8** Talk about what specific lights mean when they go off in your dashboard and what you should do to fix it.
- 9** Q&A