# The Influence of Snapchat on Business Promotions and Social Media Marketing

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**Preface**

      Snapchat is a multimedia networking app, best known as a platform for users to send photographs and videos to friends that disappear within 24 hours. The app was created by the parent company, Snap Inc., which defines itself as a camera company that aims to reinvent the way people live and communicate. Since Snapchat's inception in 2011, the app has rapidly grown to be one of the most popular social media platforms available. Today with over 190 million daily users, Snapchat has gained over 2% of the total market share of social media networks, used by small and large businesses alike. However, brands are still hesitant to use Snapchat as a main platform for advertising.

      Snapchat's annual advertising revenue is drastically lower than its competitors. According to eMarketer, Snapchat's advertising revenue reached only $1.05 billion in 2018, significantly lower than Google's advertising revenue of $89.16 billion and Facebook's advertising revenue of $55.01 billion globally in the same year. While Facebook and Google are older companies with larger user bases, the difference is staggering. This difference in advertising revenue seems to contradict marketer's emphasis on the importance of targeting to the millennial demographic. In the United States alone, there are over 800 million millennials, making them the largest demographic in the country. Additionally, the millennial generation is currently the largest in the workforce, with an expected $1.4 trillion in disposable income by the year 2020 (Social Media Today). As advertisers and marketers look towards the future of their brand, it is essential to understand the demographics of the social media platforms they use to create brand recognition early. Snapchat's user base demographic is primarily millennials, with 45% of their users ranging from 18 to 24 according to

Omnicore Agency. 71% of this group use the app multiple times a day. Omnicore reports that only 17% of Facebook users range from 18-24. With the millennial generation on the rise to becoming a significantly large consumer base in the near future, marketers and advertisers should take note of Snapchat's capabilities in terms of user demographics as well as it's engagement features.

Marketers targeting millennial markets can gain significant results from using Snapchat as an advertising platform. According to research conducted by Sumpto, a marketing brand with over 50,000 influential college students on social media, 45% of college students would open a Snapchat message from an unknown brand. 73% of those surveyed would open a message from a brand they knew. Additionally, the research found that 69% of college students would add a brand as a friend on Snapchat if they knew them from another social media platform. This level of communication allows brands to have a more personal connection and higher engagement with their customers.

Additionally, Snapchat's augmented reality features prove to bring higher engagement rates over traditional advertising. Augmented reality is technology that superimposes a computer generated image on top of the view of a camera, creating an interactive experience for the user. This technology is important for advertisers to consider as traditional advertising methods are becoming less effective. It is also important to note that Snapchat holds the largest community of augmented reality users, with 70% of daily active users using augmented reality lenses everyday on the platform (Snap Inc.). Snapchat is continuously trying to improve their advertising

platform to allow businesses to create their own augmented reality lens advertisements without having to pay a hefty bill for a programmer to design one.

Snapchat continues to report high engagement rates, account for large amounts of millennial users, and break new ground in augmented reality technology. The app struggles to compete with Facebook and Google in advertising revenue despite these significant characteristics. Marketers and advertisers should pay attention to the growing popularity of augmented reality in advertising today as well as the potential return on investment they could gain by advertising through Snapchat. This report will detail the influence of Snapchat on business promotions and social media marketing as well as explain why it should be a popular platform among advertisers.

## The History of Snapchat

Snapchat was first released in 2011 in the app store as "Picaboo," an app where users could send photos to friends that would disappear within 10 seconds. Users could only interact with friends that they had mutually added by searching their username or phone number. By the end of 2012, Snapchat had gained 20,000 users and was growing quickly. Snapchat then created video capability and was regularly improving their interface for their growing user base.

Acknowledging Snapchat's potential to be more than just a communication tool, the company began making big changes in 2013. Snap Inc. introduced Snapchat stories to the platform, a chronological narrative of snaps that allowed users to post photos and videos for their friends to view for 24 hours. Many businesses began to use Snapchat when this feature became available because their customers enjoyed being able to see

what was new with the brand instantly and in a more personal fashion. Brands as well

as users started using stories to share a fuller picture of their lives or businesses while

still maintaining the signature disappearing feature. By the end of 2013, Snapchat users

were sharing upwards of 400 million photos and videos per day.

In 2014, Snapchat released many new

innovative updates. Users could now chat and video

chat with each other through the platform as well as

contribute to a public feed called "Our Story." This

feature allowed users to post photos and videos from

popular events in their area or national and world-wide

holidays. Snapchat users were now interacting with

other users across the world, not just their close

friends. Snapcash, a payment sharing feature, was

also introduced in 2014. Snapcash was an easy way

for users to send each other money through the

app by simply entering their bank account

Fig. 1 *Los Angeles Times* (2015)

information and sending a user a message with a monetary amount.

Following Snapcash, Geofilters were introduced, which allowed users to add

graphics to their photos detailing what city they were in or what event they were

attending. Users could create their own Geofilters or purchase branded filters for their

business or sponsored event (Figure 1). This update sparked the interest of many

industries looking to promote their events and businesses in a new and engaging way.

Additionally, Snapchat became a platform for advertising and sponsored content in

2014. Advertisements started appearing in users "Recent Updates" section alongside their friends' stories. These advertisements were in the same format as regular stories and also disappeared after 24 hours.

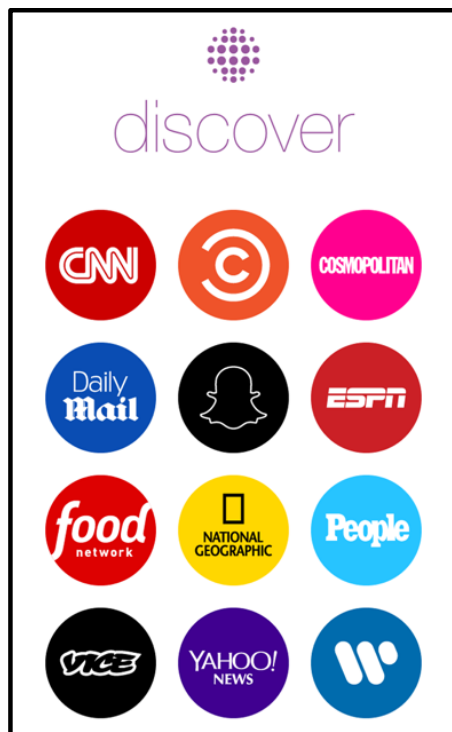In the beginning of 2015, Snapchat introduced many more ways for advertisers to capitalize on it's large audience – then roughly 75 million users. The Discover page was introduced as a new element of the platform that housed sponsored content from a variety of different brands and publishers such as CNN, Comedy Central, Cosmopolitan and more (Figure 2). These stories looped highlights of news stories, blog posts, videos or other promoted content where users could swipe up to learn more or see more content. Users could now interact with their friends and their favorite brands on a single platform. In 2015, Snapchat also began offering Lenses, a facial recognition feature that altered images and videos of users faces to look like different animals or emoticons. The Snapchat user base grew to to 100 million users during this year and the company was rumored to be valued around $15 billion. By the end of 2015, the Financial Times reported that Snapchat users were watching 6 billion videos per day, only three short years after video capability was introduced on the app.

Fig. 2 *AdWeek* (2015)

Snapchat continued to add new advertising opportunities as well as gain competition in 2016. The app released its Application Program Interface (API), which

allowed third parties to purchase advertising space with an automatic algorithm instead of relying on a sales team. This algorithm allowed advertising on Snapchat to be much more affordable and practical, causing many new and smaller businesses to advertise on the app using more than just Geofilters. Threatened by the rapidly growing user base of Snapchat, Instagram released a story feature of their own in August of 2016. The feature works similarly to Snapchat Stories where a user can post a chronological grouping of photos and videos that disappear within 24 hours. Despite the battling competition, Snapchat continued to make plans for the future by acquiring many smaller advertising, technology, and augmented reality companies to open up opportunities for its interface in the coming years.

Today, Snapchat continues to release new and innovative features that its competitors struggle to keep up with. Specifically, Snapchat is one of the leading platforms in augmented reality features, allowing users to overlay virtual objects over real-world settings to create an alternate view from their cameras in real time. This new feature could offer many opportunities for advertisers to engage with their target audience, as well as virtually interact with their brand in an engaging way. Additionally, the Discover page now has endless sponsored content and Snapchat has big plans for its advertising interface. Snapchat is currently partnering with Comscore, a market research firm that specializes in online analytics. Snapchat anticipates that this partnership will enable third party advertisers to gain a better understanding of audience scale and engagement, as well as gain information on total audience demographics when advertising through Snapchat (Comscore). As Snapchat continues to grow, the

platform is anticipated to become more accessible and attractive to brands looking to promote their business and engage with potential customers.

## Snapchat Advertisement Capabilities

Snapchat first introduced advertising capabilities on the app in 2016. When it first launched, Snapchat was charging brands $300,000 to $750,000 to sponsor a lens or video advertisement (Sloane). Advertising on Snapchat at this time was only an option for larger companies that could afford these expensive price points. Shortly after, Snapchat shifted from an advertisement sales team to a fully automated advertising platform in hopes to discount their advertisement prices and drive more advertisers to promote within the app. Snapchat's advertising platform is similar to Facebook and Google ads, allowing advertisers to purchase advertisements automatically through auctions with targeting and measurement. According to 4C, by 2018, Snapchat drove down its advertising prices to $2.95 per thousand impressions on average, much lower than Instagram and Facebook at $4.20 and $5.12 per thousand impressions on average (Sloane).

Snapchat is constantly working to improve the way their advertisements are bought by marketers and displayed to their users. The company emphasizes the importance of their self-serve tools that allow automated and accessible advertisement buying and campaign management for marketers and advertisers. Through Snapchat's latest advertising platform, advertisers are able to target a more defined demographic, test different creative and campaign attributes in real time, as well as change cost aspects and budget instantly while advertisements are running in the program. These

changes have made the platform more attractive to potential advertisers as the program becomes more accessible to a wider range of businesses and target demographics.

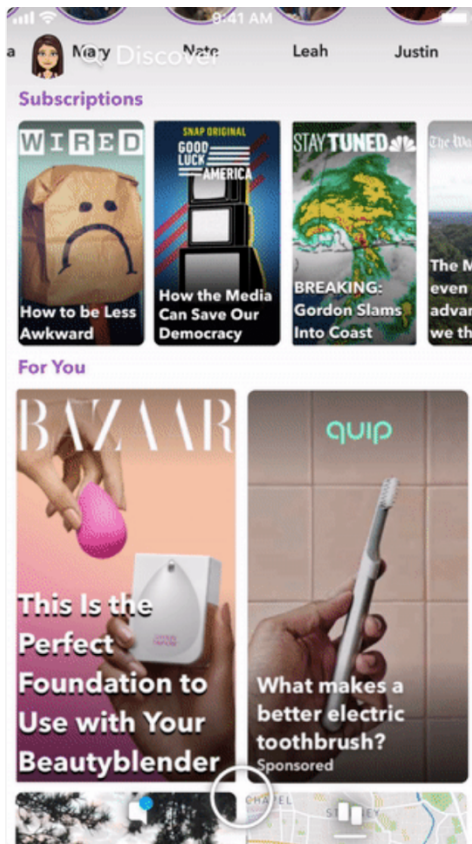In addition to basic advertisement offerings such as still photo and video commercials, Snapchat offers many engaging promotion formats for marketers to choose from. StoryAds are short video advertisements that are positioned alongside popular content on the Discover page like the Quip StoryAd in Figure 3. These advertisements are typically longer and aim to interact with the user like Discover page content typically does. When scrolling through Discover page content, StoryAds are displayed similarly to the content featured, causing many users to interact with the promotion without realizing it is an advertisement. This seamless integration of sponsored promotions into media content allows marketers to align their brand with content that users interact with and enjoy everyday, resulting in higher



Fig. 3 *Snap Inc.* (2019)

engagement rates and more frequent conversions.

Additionally, Snapchat offers ecommerce integration into their advertising formats. These advertisements are called ShoppableAds, showcasing a list of products at the bottom of the advertisement that a user can interact with and swipe up to instantly take them to a website where they can make a purchase (Figure 4). While defining return on investment in other advertising campaign formats may be difficult, in

ShoppableAds, users are directly guided towards conversions which can be reported

and monetized easily. This advertising format allows users to experience a brand and

decide to make a purchase instantly in the palm of their hand. ShoppableAds minimize

the amount of potentially lost customers by reducing the time between advertisement

interaction and purchase decision.

Lastly, and most notably, Snapchat offers augmented reality capabilities with

sponsored advertisement lenses (Figure 5). These formats bring some of the highest

engagement levels reported on social media advertisements of any platform. With

augmented reality advertisements, users can create memorable interactive moments

with sponsored brands as well as share a photo or video of that interaction with other

Snapchat users and friends (Snap Inc.). Positioned alongside regular lenses, sponsored
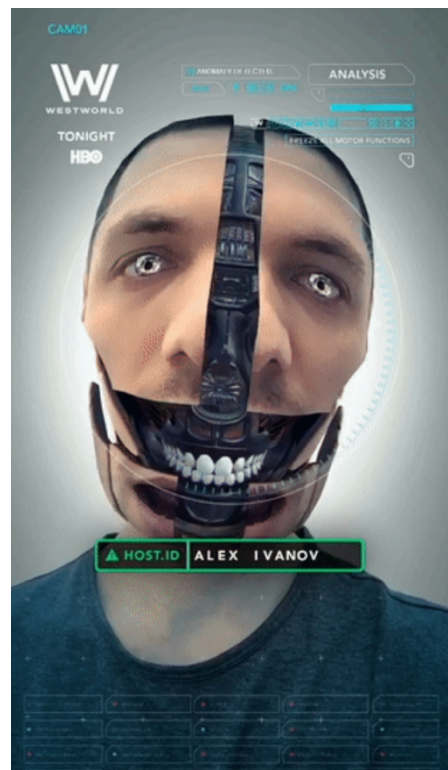


Fig. 4 *Snap Inc.* (2019)



Fig. 5 *Snap Inc.* (2019)

augmented reality lenses are available to use in the same fashion as the augmented reality features that Snapchat users interact with everyday. These advertisements have been an expensive investment in the past, however, Snapchat is regularly improving their advertisement design platform to allow businesses to create their own lenses with smaller budgets. The augmented reality features of Snapchat for business promotions are becoming a widely used trend among brands looking to engage with their customers in a new way. Many industries see this way of advertising as the future of brand engagement and the consumer buying experience.

**Small-scale Social Media Marketing on Snapchat**

Although some businesses are still hesitant to use Snapchat as a marketing channel, many small businesses have seen successful conversions through the app using organic content or a small budget. Camille Vlahos, the Senior Social Media Manager at Modern Connection in Charleston, South Carolina, uses Snapchat to advertise for certain clients. She mainly advertises through Snapchat for event promotions, and clients looking to target millennials ages 13-34. With StoryAds and Geofilters, she has advertised for music festivals, Charleston Fashion Week, a crypto-currency company, an IV Therapy service, and more. In her experience, she has found that Snapchat advertisements are most beneficial for her clients who are looking to target a younger audience. The platform's demographics are appealing to marketers like Vlahos who have clients looking to engage with the ever-elusive millennial generation. Geofilters are especially attractive to Vlahos when looking to promote her client's events, she said, "Geofilters allow attendees to post about enjoying the event

and it increases organic engagement. They show their friends where they are and how much fun they're having, and then they will want to come too. It's like word-of-mouth advertising but with photos and filters." She notes that organic content is the simplest way to promote a brand on Snapchat, allowing users to interact with a brand on a more personal level, often for free or of little cost to the client.

Although Vlahos has found success, many small businesses are still hesitant to advertise on Snapchat due to difficulties associated with the the app's advertising design program. In the past, Snapchat has had difficulty providing marketers with valuable insight about their user demographics and potential return on investment for advertisements. Additionally, when the program first launched, Snapchat had not implemented an algorithm for advertising auctions. The company relied on a sales team, causing the cost of advertising to be too high for many small businesses to afford. However, Snapchat has acknowledged its problems with the previous platform and has launched many significant updates in hopes of bringing more advertising and marketing revenue to the company after going public in 2017. Snapchat has updated the platform to include more detailed reports on advertising campaigns, as well as developed an algorithm that significantly decreased the cost of advertising through the app. When asked about her experience creating advertisements through the platform, Vlahos stated that Snapchat's new program provides a very in-depth look of demographics and allows users to adjust advertisements while they are currently running. One of the updated features, Vlahos notes, "provides insights on Geofilter usage, detailing how many times a sponsored filter was used or viewed," a feature her clients value when planning their marketing strategies.

In addition to the updates to their design platform, Snapchat continues to improve their app to be more attractive for potential small business marketers. Although she acknowledges that Snapchat is not a popular platform for advertising among all of her clients, Vlahos encourages using Snapchat Geofilters to advertise in a more organic and casual way for small businesses. She believes the filters provide a cost-effective way for users to interact with a brand and promote events. She also recognizes that social media advertisements are moving more towards seamless integration to point-of-purchase and notes that Snapchat advertisements do this well. Snapchat allows advertisers to implement a "swipe up" feature to their advertisements to direct users to a conversion straight from the advertisement. These new features show how Snapchat is progressing to improve their advertising capabilities for the smaller businesses and why marketers should take note of the growing platform.

**Snapchat Usage Survey**

In a survey conducted of 115 respondents ranging from age 14 to 60, respondents were asked about their usage of Snapchat. The sample was surveyed on the frequency of their usage, the primary reasons for usage, and their attitudes towards Snapchat advertisements and usage. The respondents were asked about their attitudes toward Instagram advertisements as well.  Although survey results suggest trends in the larger population, further research must be done in order to validate these findings. The results are as follows:

**Frequency of Use:** The majority of respondents use Snapchat multiple times a day.

| How often do you use Snapchat? | |
|---|---|
| I don't use Snapchat | 6 |
| Every once in a while | 17 |
| Once a week | 6 |
| Once a day | 12 |
| Multiple times a day | 74 |

**Primary Reason for Snapchat Use:** The majority of respondents stated that they use

Snapchat primarily for communicating with friends, followed by posting about

themselves, reading news and blogs, and finally, following celebrities or influencers.

| What do you primarily use Snapchat for? | Ranked 1st | Ranked 2nd | Ranked 3rd | Ranked 4th |
|---|---|---|---|---|
| Communicating with friends | 86 | 11 | 1 | 0 |
| Reading news and blogs | 3 | 27 | 40 | 28 |
| Posting about myself | 9 | 48 | 23 | 18 |
| Following celebrities or influencers | 0 | 12 | 34 | 52 |

**Attitudinal Behavior (Snapchat):** The majority of respondents answered that they

strongly do not like Snapchat advertisements and that they click through or skip

Snapchat advertisements often. The majority of the sample also indicated that they had

not purchased or downloaded after seeing a Snapchat advertisement. However, the

majority of respondents answered they they enjoy using sponsored advertisement filters

on Snapchat. The answers varied on whether or not respondents remembered

companies that have used sponsored advertisement filters.

| Attitudinal Behavior **Snapchat** | Strongly disagree | Somewhat disagree | Neither | Somewhat agree | Strongly agree |
|---|---|---|---|---|---|
| I like Snapchat advertisements | 52 | 30 | 25 | 6 | 0 |
| I click through/skip Snapchat advertisements often | 9 | 5 | 10 | 17 | 72 |
| I have purchased/ downloaded after seeing a Snapchat advertisement | 82 | 12 | 11 | 7 | 1 |
| Snapchat advertisements are usually custom to me and my interests | 22 | 23 | 44 | 21 | 3 |
| I enjoy using sponsored ad filters on Snapchat | 25 | 12 | 39 | 31 | 6 |
| I usually remember a company that makes sponsored ad filters | 29 | 27 | 27 | 25 | 4 |

**Attitudinal Behavior (Instagram):** The majority of respondents answered that they

strongly do not like Instagram advertisements and that they click through or skip

Instagram advertisements often. However, a strong number of respondents answered

that they are indifferent towards Instagram ads. The majority of the sample also

indicated that they had not purchased or downloaded after seeing an Instagram

advertisement. However, a strong percentage of the sample answered that they have.

Additionally, the majority of respondents answered that Instagram advertisements are

usually custom to their needs and that they use Instagram over Snapchat.

| Attitudinal Behavior **Instagram** | Strongly disagree | Somewhat disagree | Neither | Somewhat agree | Strongly agree |
|---|---|---|---|---|---|
| I like Instagram advertisements | 34 | 27 | 31 | 20 | 1 |
| I click through/skip Instagram advertisements often | 5 | 9 | 20 | 30 | 49 |
| I have purchased/ downloaded after seeing an Instagram advertisement | 41 | 15 | 17 | 36 | 4 |
| Instagram advertisements are usually custom to me and my interests | 11 | 6 | 27 | 41 | 28 |
| I use Instagram more than Snapchat | 13 | 16 | 25 | 16 | 42 |

**Snapchat Filter Use:** The majority of respondents answered that they have attended an event that had a Snapchat filter and enjoyed posting using those filters. Additionally, the majority of the sample enjoys posting on Snapchat using a location filter.

| Have you ever attended an event that had a Snapchat filter for the event? | |
|---|---|
| Yes | 90 |
| No | 19 |
| I don't remember | 5 |

| Do you like to post using Snapchat event filters? | |
|---|---|
| Yes | 84 |
| No | 5 |
| I have never used an event filter | 24 |

| Do you like to post on Snapchat using a location filter at a bar or restaurant? | |
|---|---|
| Yes | 88 |
| No | 10 |
| I have never used a location filter | 15 |

**Demographics:** The majority of the sample were female college students, with a

median age of 21.

| What is your gender? | |
|---|---|
| Female | 88 |
| Male | 24 |

| How old are you? | |
|---|---|
| Average | 25.47747748 |
| Mode | 20 |
| Median | 21 |

| What is your employment status? | |
|---|---|
| Student | 69 |
| Part-time | 10 |
| Full-time | 28 |
| Unemployed | 4 |

Results of the survey suggest that many Snapchat users value the app primarily

for communicating with friends, enjoying being able to share what they are doing with

other users using Snapchat filters. The results also suggest that users strongly dislike

both Snapchat and Instagram advertisements, however, the majority of the sample

indicated that they enjoy using Snapchat sponsored advertisement filters. These results

suggest that users may not categorize filters as advertisements, seeing them more as a

fun way to share content with their friends. This could mean marketers and advertisers

that reach consumers through sponsored advertisement filters allow users to interact

with their brand separate from the strong negative feelings towards other

advertisements. These results suggest that these trends may be represented in the

larger population, however, because the sample size was so small, more extensive

research must be done to confirm these claims.

## Snapchat's Augmented Reality Features

Snapchat's largest point of difference is undeniably augmented reality. The

interaction between Snapchat users and augmented reality lenses provide engagement

levels that tower over traditional advertising methods. Sponsored lenses appear first in

the rolodex of choices presented to users, allowing advertisers to integrate their brand

into highly engaging technology that users interact with every day. Research by mobile

augmented reality advertisement provider, Vertebrea, in 2018 found that 78% of the US

internet users who had experienced augmented reality would prefer to interact with it as

opposed to watching a 30-second video (eMarketer). Compared to a short television

advertisement, "the impact on engagement metrics is in a different league," Snapchat's

UK Creative Director, David Norris, argues. Norris explains, "The shift in talking with

pictures is incredibly compelling for our brands on a platform. The majority of our users

have sound on, the majority are used to engaging and playing though the camera.

[Augmented reality] creates a totally different opportunity for a brand to communicate"

(eMarketer). Many brands already using the platform's augmented reality features argue

that this form of interaction should be noted by advertisers aiming to engage with

customers on a level that is remarkably different than other advertising efforts. While traditional advertising decreasingly impacts consumers purchase behavior, augmented reality is on the rise. Many advertisers have taken note of this trend. Consequently, global augmented reality advertising
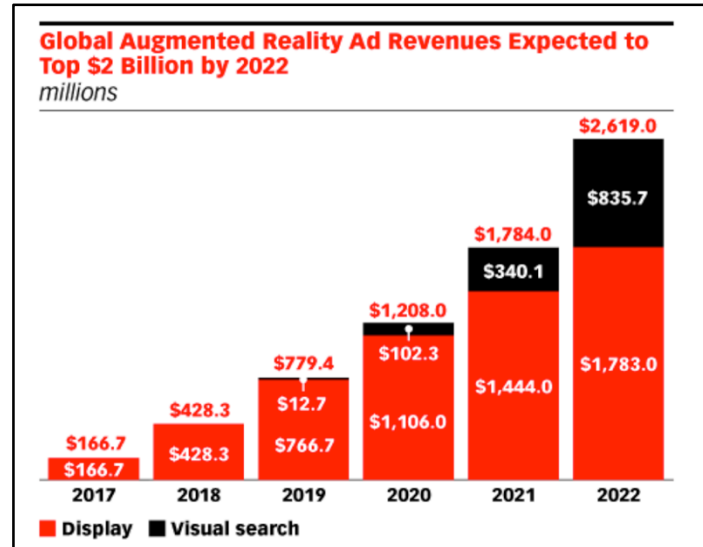


Fig. 6. *eMarketer*. 2018.

revenue is expected to increase heavily over next few years (Figure 6). Global augmented reality advertising revenue is predicted to be over seven times more than in 2017, with over $1.2 billion in anticipated revenue by 2020 according to eMarketer.

Although other platforms have augmented reality capabilities, Snapchat is arguably leading the race with new updates and features. The company is creating an entirely new landscape, not only for advertising, but for the augmented reality industry as a whole. For augmented reality to be recognized and used more widely, consumers have to embrace the technology naturally. This is where Snapchat has been such a significant influence, providing users with the ability to use augmented reality technology in their everyday lives. By integrating augmented reality into the platform, Snapchat has made the technology something that consumers are already familiar with and excited to use. More innovative technology is created everyday, and because of Snapchat's augmented reality features, users will be more receptive to trying it, already familiar with how augmented reality can play a role in their lives. With its augmented reality features,

Snapchat is not only giving advertisers a highly engaging platform to reach their customers, but paving way for marketers to use this technology in many different ways in the future. One of the many reasons marketers and advertisers should take hold of the opportunity to advertise using Snapchat sooner rather than later.

In contrast, at the end of 2018, according to a report by Social Media Examiner, only 8% of marketers used Snapchat in their advertising campaigns. However, 94% used Facebook, 66% used Instagram, and 50% used YouTube. Additionally, 72% of marketers said they had no plans to use Snapchat in their campaigns at all in the next 12 months. One would not expect this statistic to be so low considering the high engagement and attention rates on Snapchat advertisements, videos, and lenses. Snapchat collaborated with MediaScience to survey 320 consumers aged 16 to 56, comparing engagement of Snapchat video advertisements to those on TV, Facebook, Instagram and YouTube. The survey reported eye-tracking, emotional responses, and exit surveys. The survey concluded that Snapchat advertisements gained twice the visual attention of Facebook, 1.5 times more than Instagram, and 1.3 times more than YouTube (MediaScience). This considerably high engagement is believed to be the result of Snapchat's augmented reality features, it's most compelling point of difference from its competitors.

Augmented reality has highly impacted advertisement engagement metrics on Snapchat. Brands can now allow users to virtually interact with their products in entirely new ways. For example, in December of 2018, Adidas launched an augmented reality lens on Snapchat that allowed users to virtually try on a pair of their newly released shoes (Alcántara). After interacting with the advertisement and the product, users could

then be directly linked to the purchase page by swiping up on their screen. The shoe

featured in the augmented reality lens reportedly sold out within hours of releasing the

lens on Snapchat. This feature bridges the gap between content and commerce,

seamlessly transitioning users from interacting with the product through the

advertisement to the point of sale in one of the most highly engaging ways available for

ecommerce today. Snapchat users share upwards of 250 million augmented reality

snaps a day while 70% of users play with the feature each month; 30% for more than 3

minutes a day (Snap Inc.). This feature has a very strong potential to be the future of

advertising, with Snapchat leading the pack in augmented reality capabilities.

Although some businesses fail to see the advantages of augmented reality for

their brand, there are many ways the technology can be applied for different companies

and products. Snapchat has rolled out many augmented reality lenses that allow users

to see how furniture will look in a space before purchasing, virtually try on jewelry and

sunglasses, as well as display how makeup and skin care products will look in use.

Additionally, augmented reality lenses have the capability to virtually transport a user

into what looks like another dimension. Though augmented reality lenses, book authors

have the ability to create the world that they have described in their novels and allow

potential customers to interact in it. Users can now virtually construct themselves into

popular movie characters and even play games as the character that relate to that

character's adventures in the movie. The possibilities for advertising with augmented

reality are endless.

**<u>Snapchat's Augmented Reality Bar</u>**

Snapchat's newest augmented reality feature is the augmented reality bar. This

feature allows users to press and hold their camera screen to access a variety of

interactive options that apply to where they are, what they are viewing, or even what

music they are listening to. With this feature, users can hold and scan products (Figure

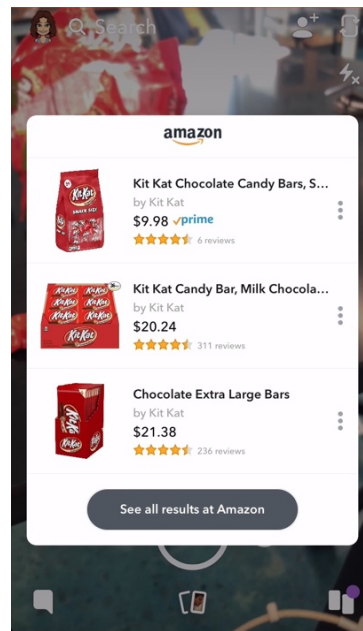7) ranging from shoes to pillows and Snapchat's lens will identify the item and send



Fig. 7 *Mandell* 2019                     Fig. 8 *Mandell* 2019

users directly to an amazon listing with similar products. From there, users can select a

product and purchase directly from the app (Figure 8). Amazon's partnership shows

how this feature has significant implications for marketing. Brands have the possibility to

partner with Snapchat to direct users scanning certain items directly to their website to

purchase.

The augmented reality bar has many other capabilities. The technology takes in

almost all sensory aspects of the user's world around them to present them with options

to interact, purchase, download, learn, and play with their surroundings through the app. Users can hold and scan while a song is playing, sending them to a Shazam sponsored link to download the song. When users are close to popular landmarks, they can use this feature to animate the building (Figure 9), see facts about aspects of the landmark, or even explore the inside of the structure from the palm of their hand. Museum curators and educators have the ability to use this feature to allows students to interact with the
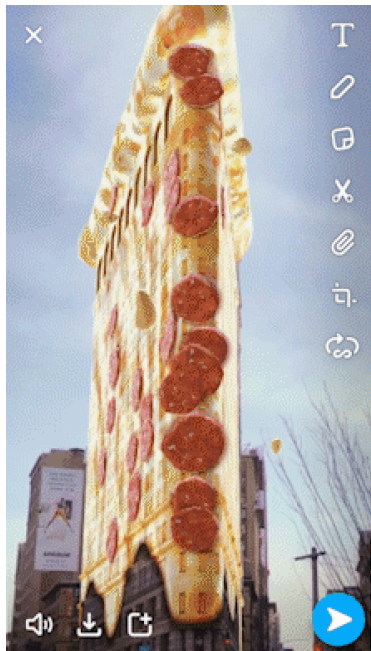


Fig. 9 *Snapchat* 2019
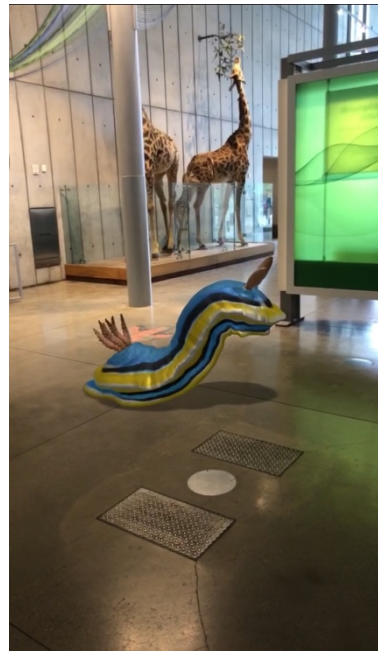


Fig. 10 *Mandell* 2019

artifacts and artworks in new and exciting ways. Zoos have even featured scannable codes that directly downloads a virtual figure of an extinct animal into Snapchat's platform where users can learn more about, interact with, and take photos of the animal (Figure 10). The augmented reality bar offers endless possibilities for users, encouraging them to interact with the feature wherever they are.

**Snapchat Original Media**

Snapchat also recently debuted Snap Originals, a new feature containing

exclusive media content for Snapchat users. This feature incorporates a variety of

content including afternoon entertainment sponsored by BuzzFeed, original shows and

seasons, as well as documentary series' releasing new episodes everyday. This new

outlet for original content is yet another way advertisers can reach Snapchat users and,

in turn, potential customers. Snapchat reports that over the last year alone, the time

users spent watching their original media has tripled. *Endless Summer*, one of

Snapchat's most popular original shows, reached over 28 million unique viewers during

its first season ("Snap Partner Summit," 2019). Snapchat Originals are designed to be

easily viewed through users phones with vertical formatting, unlike typical video

platforms. Users can now catch up on daily episodes and chat with their friends, all

through the same interface.

Although many businesses disregard Snapchat's original content as a notable

advertising platform, the conversion results prove to be beneficial. The first brand to

launch a product on a Snapchat's original programming, Adidas, quickly realized the

potential for advertising through this content, and in turn, proved it to be a valuable

outlet for marketers to use. Adidas featured a new style of shoe on one of Snapchat's

original shows, "Fashion 5 Ways," offering viewers exclusive access to preorder the

latest shoe design. The promotion allowed Fashion 5 Ways viewers to swipe up on their

screens, directing them to a webpage to buy the pre-released Flacon W sneaker

(Williams, 2018). Although Adidas declines to detail how many shoes were sold, the

shoes reportedly sold out within six hours. This promotion demonstrates the substantial

e-commerce opportunities available through Snapchat and how advantageous these

promotions can be for potential marketers. The Adidas pre-sale is yet another example

of how Snapchat is developing new ways to develop a relationship with it's users as well

as monetize its original content.

**The Future of Snapchat Advertising:**

Snapchat continues to add innovative features and programs to provide

advertisers with a wide range of creative options to reach their target audience. The

company is also actively working to make advertising through their platform as easy as

possible in an attempt to drive more businesses to use their app to promote their

brands. Last year, Snapchat released their augmented reality lens creation program,

Lens Studio, which allows users to create lenses using their platform and upload the

designs to a database where any Snapchat user can find and use (Snap Inc.). This lens

creation platform could mean big changes to the options small businesses have

available to advertise though Snapchat. These innovations have the potential to

significantly lower the barrier costs of higher engagement advertising on Snapchat.

Small businesses could design and manage sponsored lenses though the platform,

similarly to how static photo and commercial video advertisements are bought and

circulated through the app. These lenses would allow users to interact with smaller

brands just as they would with a Pizza Hut augmented reality lens or a Kay Jeweler

virtual product try-on lens.

Additionally, Snapchat has recently begun offering partnerships for in-app

integrations. Many companies have taken advantage of this feature, including Netflix,

Breaker, GoFundMe, and VSCO. These partnerships allow users to share with their

friends what show they are watching, meaningful causes, podcasts, photos, and more

seamlessly through the app. With many of these integrations, users can simply swipe

up to watch, listen, or donate on their own. This creates an entirely new way of looking

at word-of-mouth and organic marketing, allowing users to effortlessly share content

with their friends who can bring conversions instantly.

**Conclusions**

      After extensive research of the impact of Snapchat on business promotions and

social media marketing, it is clear that advertisers and marketers fail to recognize

Snapchat as a leading power for new ways of sponsoring a brand. Google and

Facebook's Global advertising revenue continues to tower over Snapchat's global

advertising revenue. However, throughout the company's short life, the app has made

innovative expansions into new technology and features that give advertisers creative

platforms to reach consumers, an attractive aspect as traditional marketing becomes

less effective. Snapchat offers many advertising formats that allow a wide variety of

businesses access to potential customers through promotions in the app. Additionally,

the company is actively developing new platforms and technologies to offer businesses

with smaller budgets access to their more exclusive high-engagement advertising

capabilities.

      Snapchat's augmented reality features are most notable for their high-

engagement rates as well as many successful instances of brands using the features to

promote and sell new products. Even on a smaller scale, advertisers can use Snapchat

as a platform to increase word-of-mouth and organic marketing among users. Although

Snapchat seems like a risky investment for advertisers, the growing developments of

leading augmented reality technology, innovative features, new original content, as well

as in-app integrations should be cause for advertisers to take note. The app shows

strong potential for bringing high-engagement advertising capabilities and technologies

that tower over their competitors in the future. Marketers should not neglect the

influence of Snapchat as the advertising industry strays from traditional marketing

strategies.

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