

# LEARN THE SECRETS TO USING *SNAPCHAT* TO CRUSH IT IN YOUR BUSINESS!

With Aron Parker

"If you're running a business in 2016, you need to be thinking about Snapchat as a channel to grow your customer base. Period."

- **Gary Vaynerchuk**



Thank you Hannah Kathleen! ➔ TBillionaires



SUCCESS STORY  
 HE FINALLY  
**FIRED**  
 His Boss!

Aron Parker made enough money to walk away from his day job forever, thanks to a brand-new company that has it all.



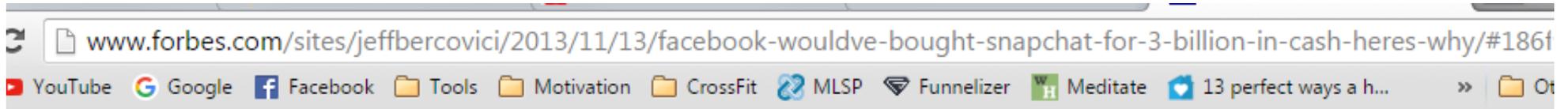
The Hottest Social Media App for  
Business Owners in 2016 is.....

**SNAPCHAT!!!!!!**

**This FREE Phone App Helps You  
Build Your Audience & Your Brand  
Like Never Before!!**

Your message will “self-destruct” in 10 seconds.....

# Facebook knows what's HOT and where the future is in Social Media...



 Microsoft Cloud See how the Digital Crimes Unit helps protect the cloud. [Expand to see how](#)

Forbes / Tech

The Little Black Book of Billionaire Secrets

NOV 13, 2013 @ 02:57 PM 118,893 VIEWS

## Facebook Tried To Buy Snapchat For \$3B In Cash. Here's Why.

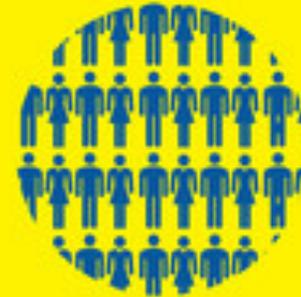
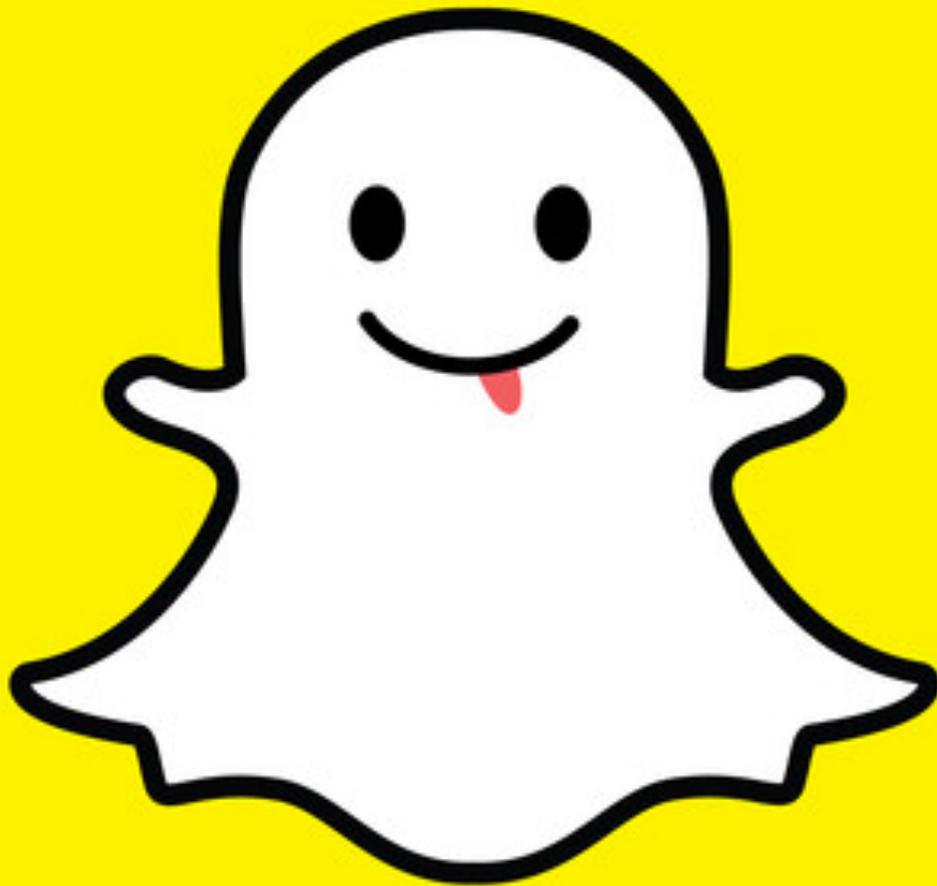


**Jeff Bercovici**, FORBES STAFF

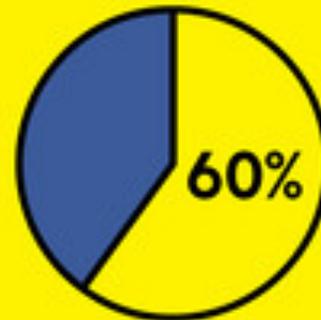
*I cover technology with an emphasis on social and digital media.*

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Snapchat  
Daily users  
**100m**



Proportion of US  
smartphone users  
aged 13-34 that  
use the platform



**2bn**  
Number of  
videos viewed  
each day on  
the platform

**\$16bn**  
valuation

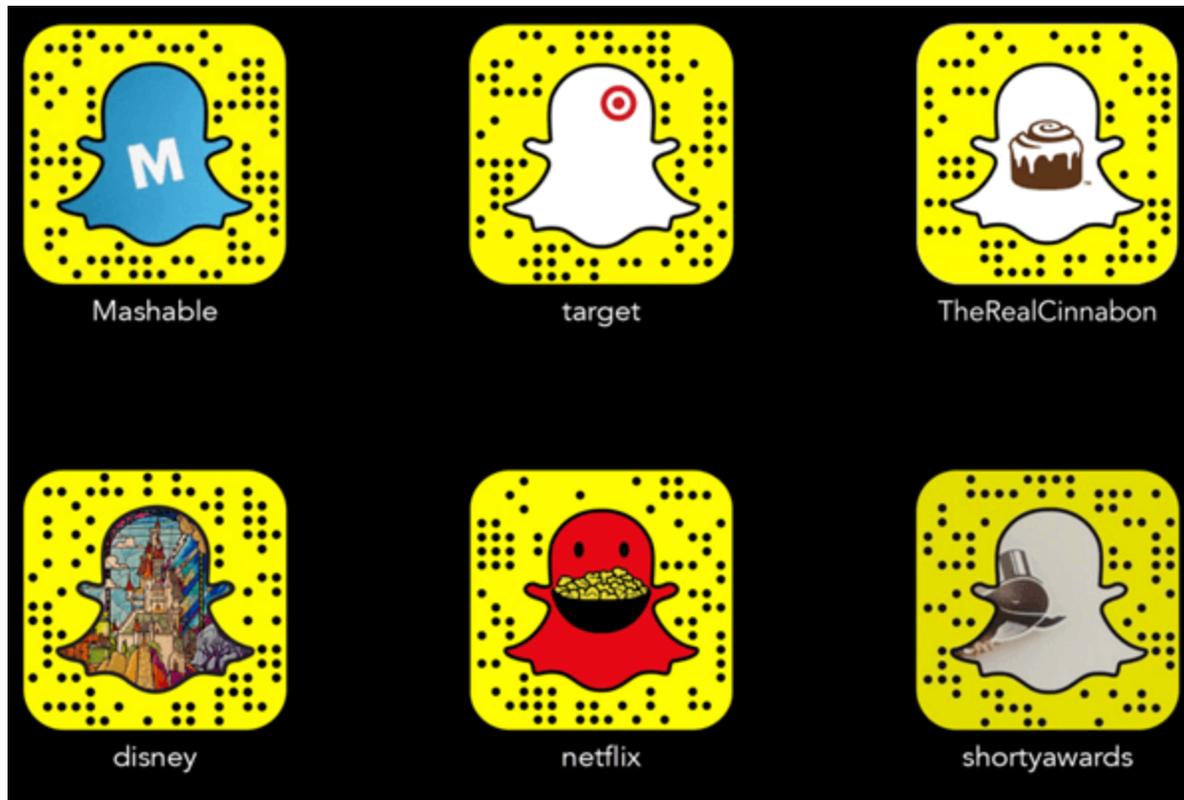
**\* Snapchat is now getting over 8 BILLION video views every DAY!**

**Snapchat is a tool that captures  
someone's attention entirely for a  
few seconds and has the ability to**

---

**CUT THROUGH**  
the attention crisis.

# BIG Companies Are Using Snapchat!



**No matter how big or small your business is... you should be using Snapchat!**

# What makes Snapchat different?

- No Comments, No Likes, No Sharing!
- You don't have to WORRY about getting engagement.... Just be YOU! Be REAL!
- Your Private Snaps to people can only be viewed once (or twice max) then it's gone!
- Your STORIES are visible for 24 hours after you post them... then gone forever.
- People will come back every day LOOKING for YOUR SNAPS!! (unless you are boring)
- Unlike a "News Feed" that all of the other social media platforms have... with Snapchat people have to actually CLICK on your snap and/or story BEFORE they get to see it!!
- The downside of marketing on Snapchat is that building your following is difficult, as you can't browse other people's updates or search for people as you do on other social media networks. You need to drive people to Snapchat so they can become your friend. Use your other social media networks to do so as well as traditional offline marketing techniques.

- Snapchat is not new... but STORIES are only a couple years old which is the reason why businesses use Snapchat now!
- Your Snapchat Friends are not the same as Facebook Friends... ANYONE who adds you is automatically added you to their Friends list. This means they can view your stories but you can't view theirs unless you add them back.
- Think of Snapchat like a NEW platform in the home business space... right NOW is the time to get established with it and start growing your audience.
- How many people do you know (maybe you) who said they would never join FB? Well, we all know how that turned out and the same thing will happen with Snapchat.
- People decide what content they are going to view and it's the ONLY thing they see in that moment with NO distractions! This is HUGE! They must click to see your snaps.
- Individual snaps can only be seen once and are gone forever unless they replay one but the use of a replay can only be used once per person per day so it's a pretty big deal if somebody replays one of your snaps.
- You can share photos on your phone to snapchat but only send them individually. Can not add them to your story.

- You only get notified when someone send you a private snap... to view the new stories of people you follow you must open the app and watch them.
- When you send someone a PM / DM they can't see anything until they click to open it and you will know when they do.
- Have a URL you ONLY use on Snapchat for tracking to your site.
- Because snaps vanish after one viewing, you have users' undivided attention. In this way, disappearing content is actually a boon for marketers.
- The Snapchat audience is highly engaged and this platform gives you an opportunity to communicate with them in a very personal way. It allow you to build relationships with your audience. The impressions and the engagement level on a Snapchat story are far greater than a paid campaign on Twitter, Facebook or Instagram. If your content is good, people will watch your Snapchat story. And there are no distractions or competing content around it (like on News Feed). It's you and them one on one. So, be where your audience is.
- You'll see exclusive content that you're not going to see anywhere else, it gives you a really intimate inside look.

- On many social media platforms, viewers scroll through content quickly. And even though those posts will be there forever, viewers will never see it again. Marketers are only grasping for 50% of users' attention at a time, and those users never look back. Snapchat users can't look back. However, marketers have 100% of their audience's attention for the length of the content's life.

### **Snapchat will be huge in 2016!**

*Remember, attention is the number one asset. You always need to be ready to shift, to go where people are spending their time. In 2016, for an enormous number of people, that place will be Snapchat. The platform evolved very quickly in 2015 and showed its full potential. Get to know Snapchat now. – Gary V.*

# What NOT To Do On Snapchat

- Do not use landscape (unless you really need to)
- Get to the point... Do not ramble for 3 minutes... that would be 18 SNAPS in a row and unless you are a movie star, no one is going to watch them all.
- Do not Private Snap unless it's really between you and that person! = spam

# Snapchat Stories = Game Changer!

- One of the strongest tools for marketing on Snapchat is a story.
- These series of images and/or videos can be used to lay out a sequential campaign that sticks around for 24 hours.
- Your STORIES are visible for 24 hours after you post them... then gone forever.
- People will come back every day LOOKING for YOUR SNAPS!! (unless you are boring)
- Unlike a “News Feed” that all of the other social media platforms have... with Snapchat people have to actually CLICK on your snap and/or story BEFORE they get to see it!!

# Using Snapchat For Your Business

Snapchat is similar to Periscope in the sense of immediacy and intimacy it provides.

This makes it perfect for all kinds of marketing campaigns including:

- Behind-the-scenes look at how your products are created.
- Introductions to the employees that make your business run.
- Quick tips and advice relating to your expertise or products.
- Special reviews of your products that only your followers get to see before launch.
- Coupons and giveaways.
- Share stories and happenings in your business, especially if they're funny visually.

# Provide Specialized Content

**Make your fans feel like insiders by providing content that's not available on your other social channels.** This will excite users because they'll feel they're in the know and will develop an emotional connection to you and your content. By providing exclusive content to your Snapchat community, you create a sense of trust and inclusivity. This will keep your fans coming back for more every day!!

# Surprise Fans With Promotions and Perks

Social media giveaways and contests are some of the best ways to build customer loyalty, and Snapchat users love them.

Use snaps to offer insider access, promo codes or discounts with a Snapchat scavenger hunt. Build anticipation when you announce the giveaway or promotional offer on Snapchat prior to the launch date.

# Involve Fans in Your Story

Social media should be a two-way conversation with your community. Engage your followers by asking for their participation. For example, ask them to send in a selfie featuring your product or create a video on why they love your product.

To create more meaningful relationships, make sure you reply to your fans. You can do this within the chat feature or send back a photo thanking them. Going the extra mile on Snapchat will make users feel special and included in your community.

# Team Up With Influencers

Social media should be a two-way conversation with your community. Engage your followers by asking for their participation. For example, ask them to send in a selfie featuring your product or create a video on why they love your product.

To create more meaningful relationships, make sure you reply to your fans. You can do this within the chat feature or send back a photo thanking them. Going the extra mile on Snapchat will make users feel special and included in your community.

# When creating your Snapchat account

- Your username can't be changed once you set it.
- Consider branding your business or using your real name.
- Be consistent with your other social media usernames if possible.
- Be sure to add your Snapchat Profile Photo!
- Change Settings to allow EVERYONE to snap you and view your story.

# The Main Screen

The lightning bolt lets you turn your flash on and off.

The moon will adjust the brightness if you're taking a photo with less light place.

Both of the colored boxes at the bottom show that I have received snaps. The red one shows the number of snaps I have without audio and the purple one shows the number of snaps I have with audio.

The big circle at in the bottom is where you press when you're ready to take a snap (touch for an image, touch and hold for a video).

# What Do the Different Icons Mean?

## Sent Icons



A Snap sent without audio



A Snap sent with audio



A sent Chat

## Opened Icons



A friend opened a Snap without audio



A friend opened a Snap with audio



A friend opened a Chat



A friend viewed and received Cash

## Received Icons



You have received a Snap or multiple Snaps that all do not contain audio



You have received a Snap or multiple Snaps that contain at least one Snap with audio



You have received a Chat

## Viewed Icons



Your Snap sent without sound has been viewed



Your Snap sent with sound has been viewed



Your Chat has been viewed



A Snap or Chat is pending and may have expired

## Screenshot Icons

without sound has  
been viewed

with sound has  
been viewed

has been  
viewed

pending and may  
have expired

### Screenshot Icons



A screenshot has been  
taken of your Snap  
without audio



A screenshot has been  
taken of your Snap  
with audio



A screenshot has  
been taken of your  
Chat

### Replay Icons



Your Snap sent without sound  
has been replayed



Your Snap sent with sound has  
been replayed

1:46 PM Sun, March 13



Wi-Fi

US Marine...



Location



Sound



Auto rotate



Bluetooth



Auto

Quick connect

Tap here to connect devices



Snapchat

Daniel W.E Merrix

1:44 PM



Snapchat

100 Charles Fuchs 100 is typing...

1:44 PM

NOTIFICATION SETTINGS

CLEAR



Skype



Freedom Journal

11:07 AM Sun, March 13



Wi-Fi

US Marine...



Location



Sound



Auto rotate



Bluetooth



Auto

Quick connect

Tap here to connect devices



Snapchat

Luana Lenara replayed your Snap!

10:49 AM



Connected to "US Marine Forces" (sec..

Tap to configure Wi-Fi.

NOTIFICATION SETTINGS

CLEAR



Skype



Freedom Journal



Phone



Messages



Gmail



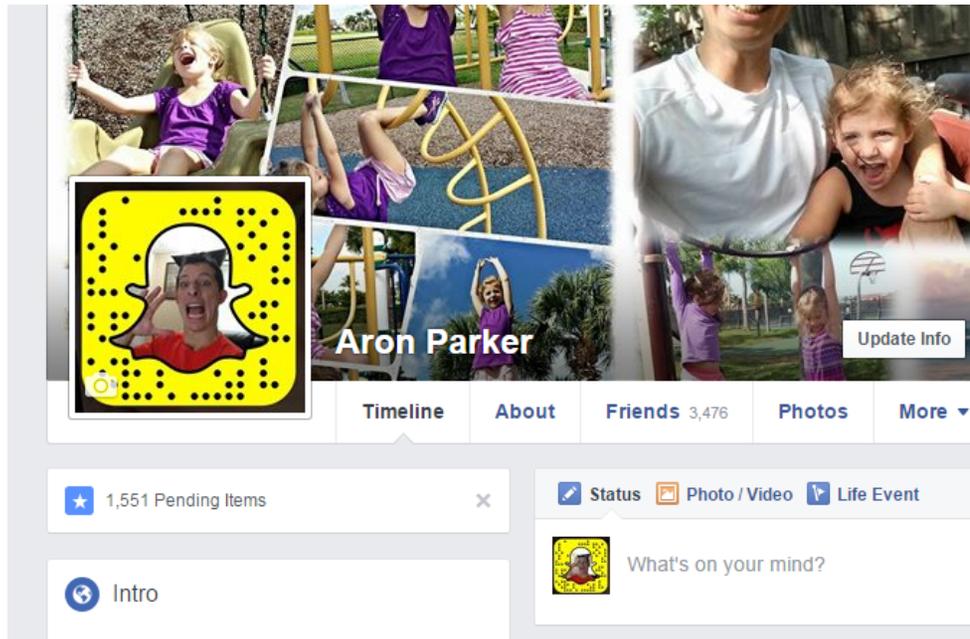
Chrome



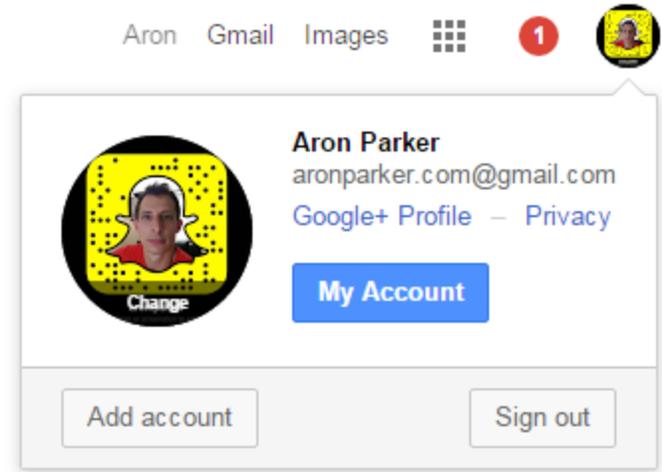
Apps

# Getting More Snapchat Followers

Put your Snapchat profile picture EVERYWHERE!!!



A screenshot of a Facebook profile for Aron Parker. The profile picture is a Snapchat-style yellow ghost with a photo of Aron Parker inside. The cover photo is a collage of photos showing Aron Parker and his children at a playground. The name 'Aron Parker' is visible below the cover photo. Navigation tabs include 'Timeline', 'About', 'Friends 3,476', 'Photos', and 'More'. A notification for '1,551 Pending Items' is visible at the bottom left.



A screenshot of a Snapchat profile for Aron Parker. The profile picture is a yellow ghost with a photo of Aron Parker inside. The name 'Aron Parker' and email address 'aronparker.com@gmail.com' are visible. There are links for 'Google+ Profile' and 'Privacy'. A blue button labeled 'My Account' is present. At the bottom, there are buttons for 'Add account' and 'Sign out'.



A screenshot of a Twitter profile for Aron Parker. The profile picture is a yellow ghost with a photo of Aron Parker inside. The name 'Aron Parker' and handle '@Aron\_Parker' are visible. The bio reads: 'Full-Time Home Biz Entrepreneur! Blessed Husband and Father of 2 girls... Loving Life! "Carpe Diem" AronParker.com'. The statistics show 4,768 tweets, 701 following, and 1,661 followers. A tweet is visible at the bottom right.

# 5 WAYS TO USE

# SNAPCHAT

*in Business Marketing:*

- 1 IN-STORE COUPONS
- 2 NEW PRODUCT ANNOUNCEMENTS
- 3 BEHIND THE SCENES LOOKS
- 4 TIME LIMITED DEALS & PROMOS
- 5 BUILD FOLLOWERS WITH GIVEAWAYS

## 6 sure-fire ways to captivate your audience using Snapchat:



1. Brand Specific Content
2. Behind The Scenes Content
3. Promotion Driven Content
4. Leverage Snapchat Stories
5. Embrace The 'Naughty' Screenshot
6. Key Takeaways & Conclusion

**SNAPCHAT**



**SECRETS**

- Giving people a call to action to “CHAT” with you in your stories creates more engagement with your followers and allows you to connect with them one-on-one.
- Giving people a call to action or incentive to “SCREENSHOT” your story photos is a good way to get people to your website.
- If you're on your cell phone right now, you can easily follow me on Snapchat by clicking this link... <http://snapchat.com/add/Aron.Parker> <== USE THIS!! On your other social media profiles and in your email signatures.
- Snapchat T-Shirt

#### EXAMPLES.....

- My Early Results
- Free Book
- Follow Friday
- Snapchat.codes



# SNAPCHAT Q&A