

The Complete Guide to Building Your Brand with Snapchat (Paperback)



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(Cristina Koepp)

THE COMPLETE GUIDE TO BUILDING YOUR BRAND WITH SNAPCHAT (PAPERBACK)

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Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Learn exactly what to do to build your brand by tapping into the 158 million people who use Snapchat every single day in this 140-page jam-packed guide! The Complete Guide to Building Your Brand with Snapchat provides step-by-step simple instructions for how to take advantage of one of the hottest forms of advertising in the marketplace. Topics include: - How to Navigate the Snapchat App - Why Snapchat Isn't as Shady as It Once Was - 3 Ways to Build Your Brand with Snapchat - How to Get Snap Ads Max Reach - How to Use Goal-Based Bidding - How to Use Snapchat Geofilters for Branding - How to Design Geofilters With Without Photoshop - What to Do if Your Asset Is Too Large - How to Set Up a Geofilter Campaign - How to Ensure Your Geofilter Isn't Lame - Why Your Geofilter Should Be Exclusive - Why Planning Ahead is Critical - How to Avoid Over-Paying for Advertising - How to Save Money on Geofilters - How to Avoid Getting Rejected - Why You Need a Non-Traditional Call-To-Action - Why You Should Be Testing Different Styles - The Wrong Place to Add Text - How to Build Buzz Leading Up to an Event - How to Build Excitement at an Event - How to Use Streaks to Build Your Brand - How to Use Multiple Geofilters Simultaneously - How to Design Geofilter Puzzles - How to Create a Geofilter Battle - Celebrating Special Events with Geofilters - How to Create a Sneak Preview - How to Send Personal Messages In Bulk - How to Best Utilize Videos in Snapchat - Why You Should Be Using Spectacles...



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