



# Digital Marketing

Creation Guide For SnapChat Ads

Focussed On eBooks

The background is a vibrant yellow. At the top, there are three horizontal brushstrokes in shades of teal, light blue, and grey. In the center, the title is written in large, bold, black capital letters. At the bottom, there is a cute, white cartoon ghost with large black eyes and pink cheeks. The ghost is blowing a long, vertical stream of rainbow-colored confetti or streamers that extends to the bottom edge of the frame. The streamers are decorated with small white stars.

# **THE ULTIMATE GUIDE TO SNAPCHAT AD CREATION FOR BEGINNERS**

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# Snapchat Ad Formats

## 1) Snap Ads

Snap Ads begin with an up to 10-second vertical video, and then offer the option to add an interactive element one swipe away. Users can swipe up, anytime when the video ad is playing, for more — watch a longer video, read an article, install an app, or visit a website.

## 3) Collection Ads

Showcase a series of products and give Snapchatters tappable, frictionless way to shop and buy.

## 2) Story Ads

Story Ads let you reach Snapchatters with a branded tile in Snapchat's Discover section. The tile opens up to a collection of 3 - 20 Snap Ads.

## 4) Long Form Video

From full-length trailers and short films to how-tos and behind-the-scenes footage, Long Form Video attachments allows you to combine a bite-sized teaser with a long-form narrative in one simple swipeable package.

### **5)AR Lenses**

AR Lenses allow advertisers to create interactive moments with augmented reality experiences that Snapchatters can play with and send to friends..

### **7)Commercials**

Commercials, found within Snapchat's Curated Content, are video ads that are non-skippable for six seconds and can drive brand awareness.

### **6)Filter Ads**

Filter Ads are creative overlays that can be applied over Snaps, allowing advertisers to take part in Snapchatters' conversations.

# Creation Guide For SnapChat Ads



Snap Ad

Story Ad

Collection Ad

Long Form Video Ad



AR Lenses



Filter Ads




Commercials

## Setting up your Campaign

### Step 1) Signup / Login

If you do not have a Snapchat account then head on to Snapchat and create your free business account to get started with Ads.



## Sign Up for Snapchat

FIRST NAME

LAST NAME

USERNAME

PASSWORD  [Show](#)

EMAIL

BIRTHDAY

Month  Day  Year

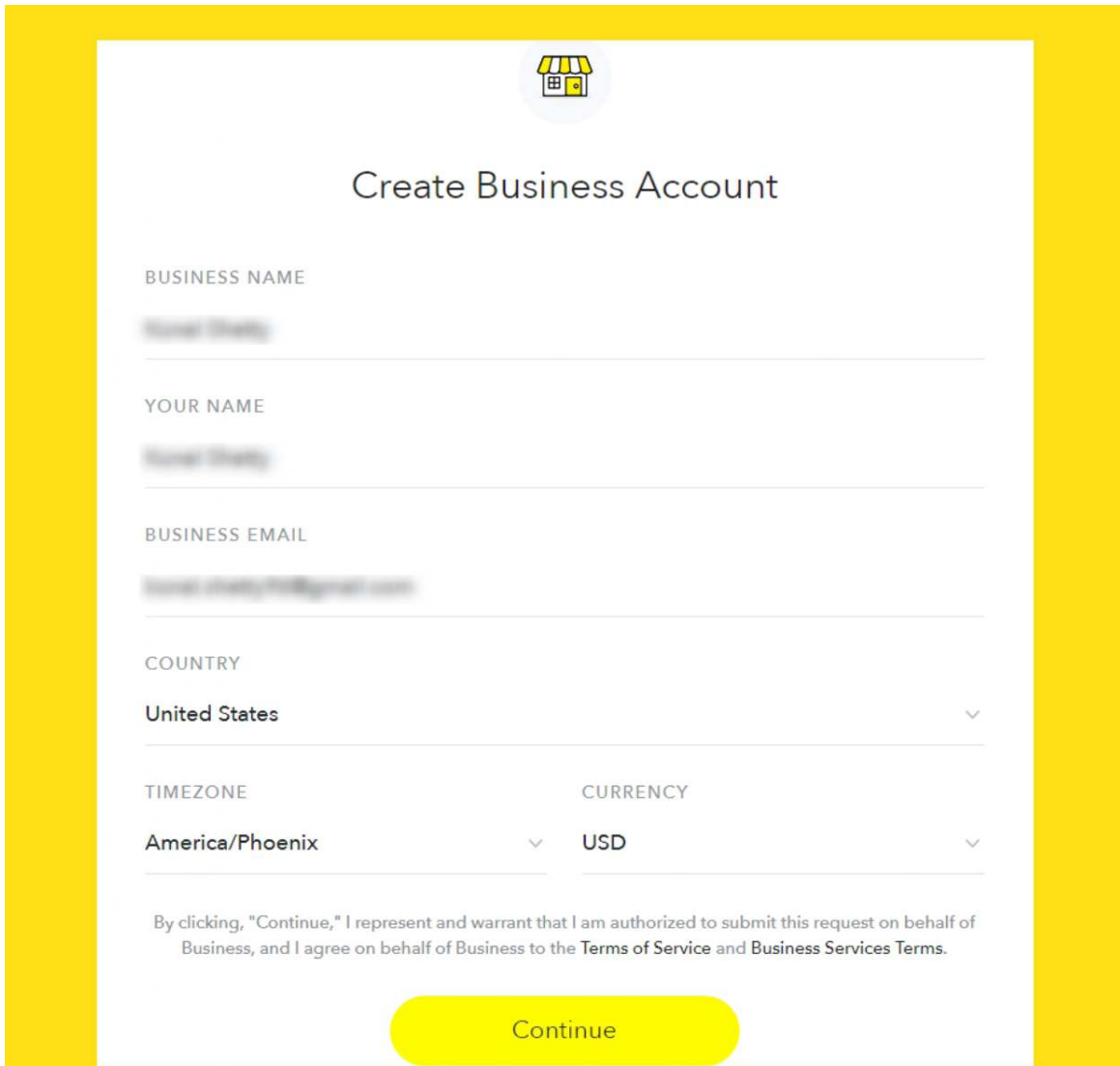
By tapping Sign Up & Accept, you acknowledge that you have read the [Privacy Policy](#) and agree to the [Terms of Service](#). Snapchatters can always capture or save your messages, such as by taking a screenshot or using a camera. Be mindful of what you Snap!

[Sign Up & Accept](#)

If you already have an account you need to upgrade it to business account to create and manage your campaigns.

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The screenshot shows the 'Create Business Account' form on the Snapchat platform. At the top, there is a small icon of a storefront. The form fields are as follows:

- BUSINESS NAME:** A text input field with a blurred placeholder.
- YOUR NAME:** A text input field with a blurred placeholder.
- BUSINESS EMAIL:** A text input field with a blurred placeholder.
- COUNTRY:** A dropdown menu with 'United States' selected.
- TIMEZONE:** A dropdown menu with 'America/Phoenix' selected.
- CURRENCY:** A dropdown menu with 'USD' selected.

Below the form fields, there is a disclaimer: "By clicking, 'Continue,' I represent and warrant that I am authorized to submit this request on behalf of Business, and I agree on behalf of Business to the Terms of Service and Business Services Terms."

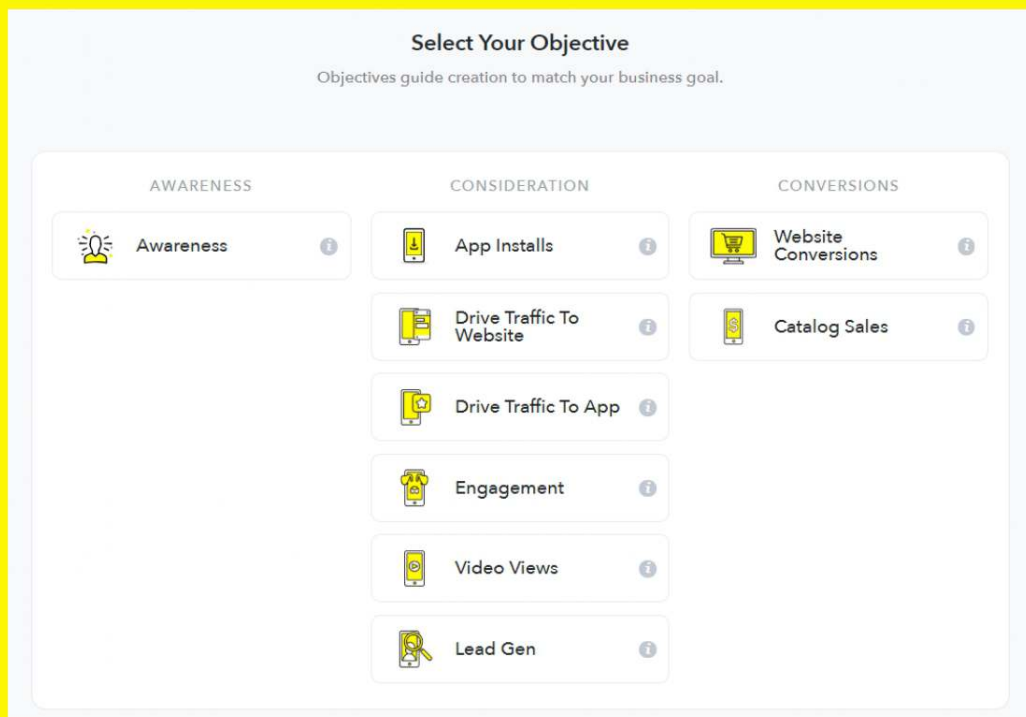
At the bottom of the form is a yellow rounded button labeled "Continue".

## Step 2) Choose your objective

**1. Raising awareness :** This includes campaigns to raise brand awareness, local awareness and to maximize reach.

**2. Consideration :** These are ads that drive traffic to your website, boost the engagement of your posts, increase app downloads or video views and help you collect customer data (leads) to use in follow-up campaigns.

**3. Conversion :** These are ads that increase the conversion on your website or online shop, advertise specific products to users who have interacted with your shop before, or get people to visit your local store.



## Step 3) Create Campaign

After choosing the objective for your ad, you have to setup the campaign. Here, you have to give the name to your campaign. Set the duration for how long you want to run the campaign. Also set the daily amount and lifetime amount that you want to spend for the campaign.

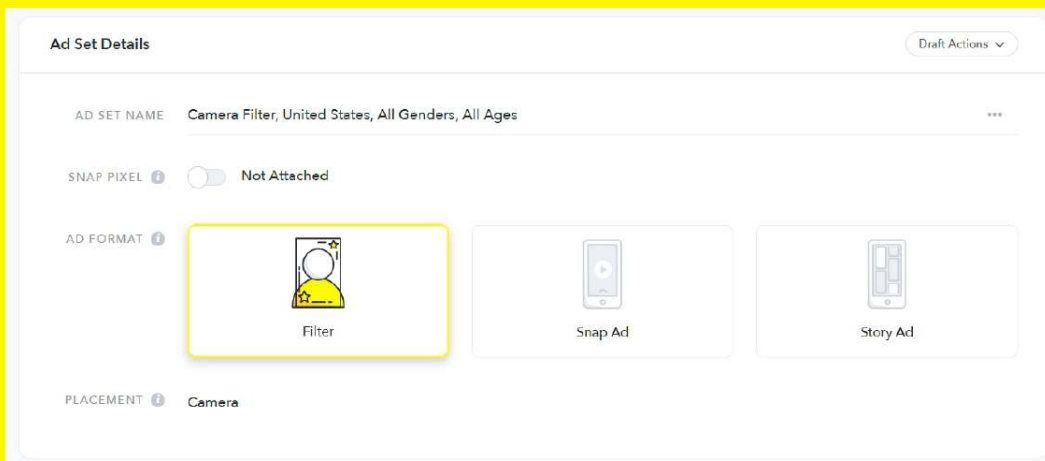
The screenshot shows the 'Campaign Setup' interface for a Snapchat ad campaign. At the top right, there is a 'Draft Actions' dropdown menu. The main content area is divided into several sections:

- OBJECTIVE:** A smartphone icon is shown next to the text 'Engagement' and the description 'Get more Snapchatters to engage with your ad.'
- CAMPAIGN NAME:** The name 'Engagement' is entered in a text field.
- STATUS:** A toggle switch is turned on, labeled 'Active'.
- STARTS & ENDS:** Two options are available: 'Immediately' and 'Run Indefinitely'. Both options have a 'Mountain Time' label below them.
- DAILY SPEND CAP:** The value 'No Cap' is entered in a text field.
- LIFETIME SPEND CAP:** The value 'No Cap' is entered in a text field.

At the bottom center, there is a yellow button with a right-pointing arrow and the text 'Build Your Ad Sets'.

### Step 4) Ad set details

Next, you have to give name to your ad set so that you can differentiate it from other sets. Choose the ad format in which you would like to display your ads.



### Step 5) Select your target audience

Facebook offers a variety of targeting options that you can combine to build a specific audience:

- **Location:** Target users by country, state, city, zip code, or the area around your physical business.

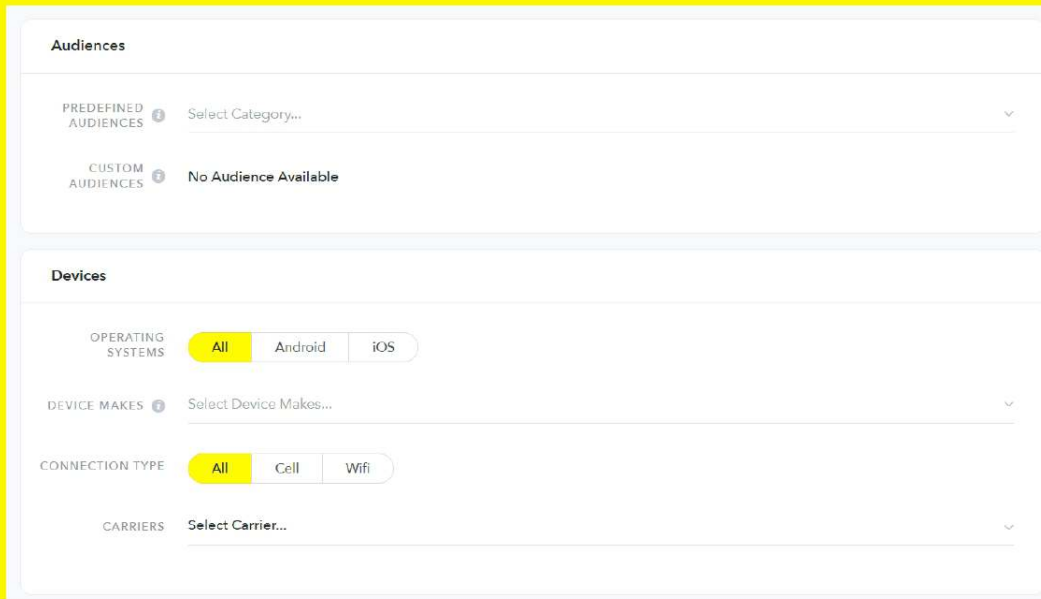
- **Demographics:** Target users by age, gender, education, and the languages they speak.
- **Interests:** Target users by interests, based on profile information, pages, groups or content they engage with. You can choose from hundreds of categories like sports, movies, music, games, or shopping. You can also target users who like specific pages.
- **Devices:** Target users who use specific mobile devices (e.g. iOS, Android, Blackberry) and mobile phone carriers (e.g. AT&T, Verizon) to access Snapchat.
- **Custom:** Target existing customers based on data (e.g., emails, phone numbers) you provide.

The screenshot displays the targeting options for a Snapchat ad campaign. It is divided into two main sections: Location and Demographics.

**Location:** Includes a "Map" button, an "Explore" button, and a "Select Location..." dropdown menu. The "LOCATIONS" section is currently set to "Include" and "State", with "UNITED STATES" selected.

**Demographics:** Includes several filters:

- AGES:** Set to "13" and "35+".
- GENDERS:** "All" is selected, with "Male" and "Female" also available.
- LANGUAGES:** "Select Languages..." dropdown menu.
- ADVANCED DEMOGRAPHICS:** "Select Category..." dropdown menu.
- REGULATED CONTENT:** A checkbox for "Age restrictions required" is currently unchecked.



The screenshot shows the targeting options for a Snapchat ad. It is divided into two main sections: 'Audiences' and 'Devices'. Under 'Audiences', there are two categories: 'PREDEFINED AUDIENCES' with a dropdown menu labeled 'Select Category...' and 'CUSTOM AUDIENCES' with the text 'No Audience Available'. Under 'Devices', there are four options: 'OPERATING SYSTEMS' with buttons for 'All', 'Android', and 'iOS'; 'DEVICE MAKES' with a dropdown menu labeled 'Select Device Makes...'; 'CONNECTION TYPE' with buttons for 'All', 'Cell', and 'Wifi'; and 'CARRIERS' with a dropdown menu labeled 'Select Carrier...'.

## Step 6) Set budget and duration

Choose daily budget or lifetime budget from the dropdown menu and specify the amount that you want to spend on that ad. Set the duration of the ad by specifying the start and end date. You can also specify the maximum bid for your ad.

**Delivery**

STATUS  Active

BUDGET  Daily Budget

STARTS & ENDS  Run Indefinitely  
Mountain Time Mountain Time

GOAL

BID

[Back](#) [▶ Build Your Ads](#)

## Step 7) Design your ad

At this step get to design your creative that you want your audience to see. You can either create a new ad or choose from existing creatives.

**Design Your Camera Filter Ad** [Load Existing Creative](#) [Draft Actions](#)

NAME

BRAND NAME

FILTER IMAGE

**Delivery**

STATUS  Active

AD SETS This ad will run in the following ad sets:  
✓ CAMERA FILTER, UNITED STATES, ALL GENDERS, ALL AGES

## Step 8) Launch Campaign



After this you will get to review the entire campaign, make necessary changes if needed. Finally, fill your business details if you haven't filled them already and provide the billing information. You are now all set to Launch your campaign.

**Business Address**

STREET ADDRESS ⓘ Business Street Address

CITY, STATE, ZIPCODE City State/Province ▼ Zip/Postal Code

**Payment Method**

CREDIT CARD NUMBER  
4111 1111 1111 1111

EXPIRATION DATE CVV ZIP CODE  
MM/YY

If you are interested in establishing a Line of Credit which enables invoicing on a monthly basis please click [here](#).



# Why You Should Engage With Social Media Marketing Tools

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.

The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, SnapChat and YouTube.

SnapChat content creators generate more and more different types of content every day! To advertisers, both small and big time, this means that it is becoming extra challenging to distribute and get their content in front of their target audience if they depend solely on organic reach.

SnapChat ads keep your audience engaged. It also helps your marketing strategy reach a new audience or market you never knew existed.

