Digital Marketing

Creation Guide For SnapChat Ads

Focussed On eBooks

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.

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5)AR Lenses

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

6)Filter Ads

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

7)Commercials

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

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Snap Ad   Story Ad   Collection Ad   Long Form Video Ad

AR Lenses   Filter Ads   Commercials

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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.

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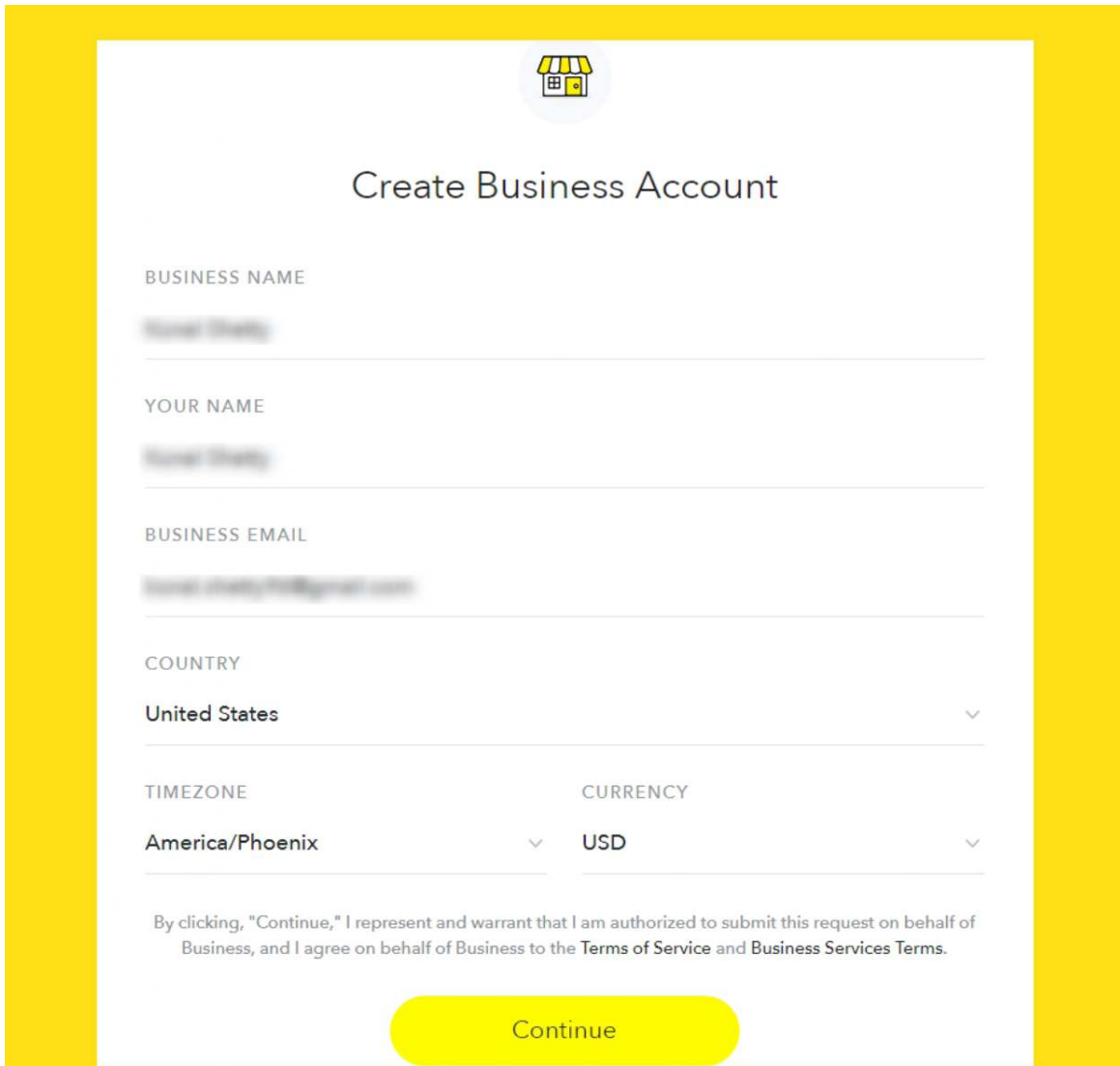
If you already have an account you need to upgrade it to business account to create and manage your campaigns.

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Create Business Account

BUSINESS NAME

YOUR NAME

BUSINESS EMAIL

COUNTRY

United States

TIMEZONE

America/Phoenix

CURRENCY

USD

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.
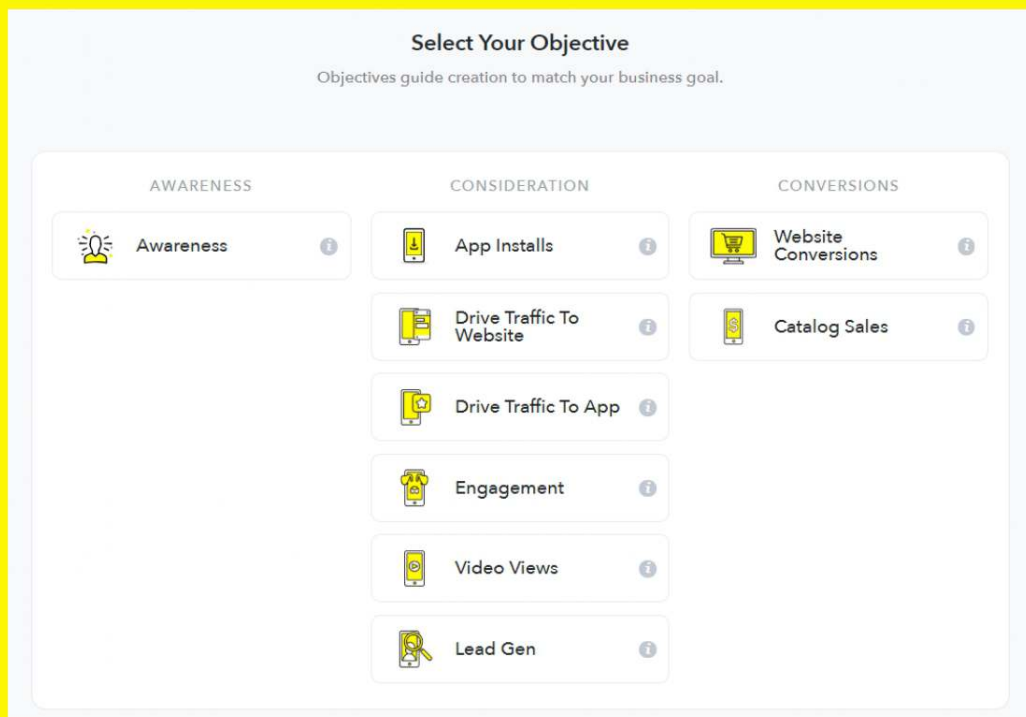
Continue

Step 2) Choose your objective

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

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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.

Select Your Objective

Objectives guide creation to match your business goal.

AWARENESS	CONSIDERATION	CONVERSIONS
Awareness	App Installs	Website Conversions
	Drive Traffic To Website	Catalog Sales
	Drive Traffic To App	
	Engagement	
	Video Views	
	Lead Gen	

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.

Campaign Setup   Draft Actions ⌄

OBJECTIVE   Engagement
                 Get more Snapchatters to engage with your ad.

CAMPAIGN NAME   Engagement

STATUS ⓘ   🟡 Active

STARTS & ENDS   Immediately   Run Indefinitely
                 Mountain Time   Mountain Time

DAILY   No Cap
SPEND CAP ⓘ

LIFETIME   No Cap
SPEND CAP ⓘ

▶ Build Your Ad Sets

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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.
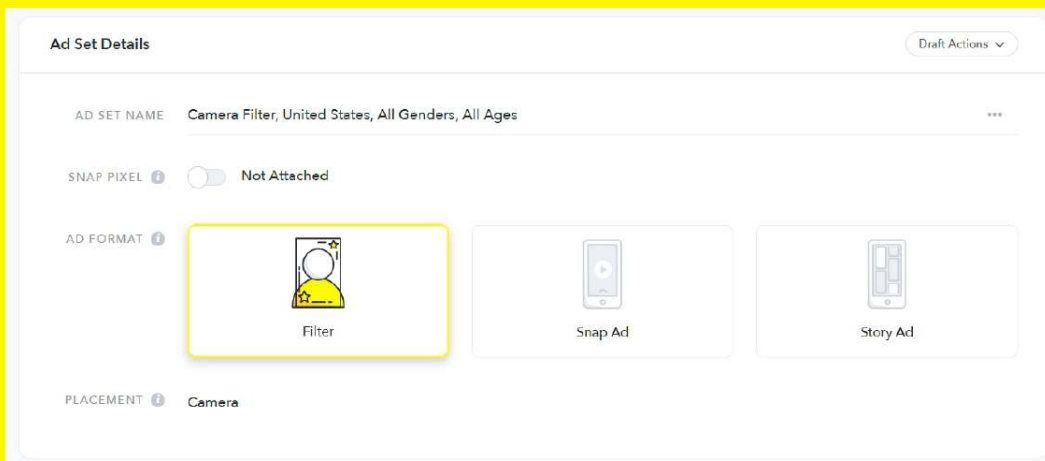
Step 5) Select your target audience

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.
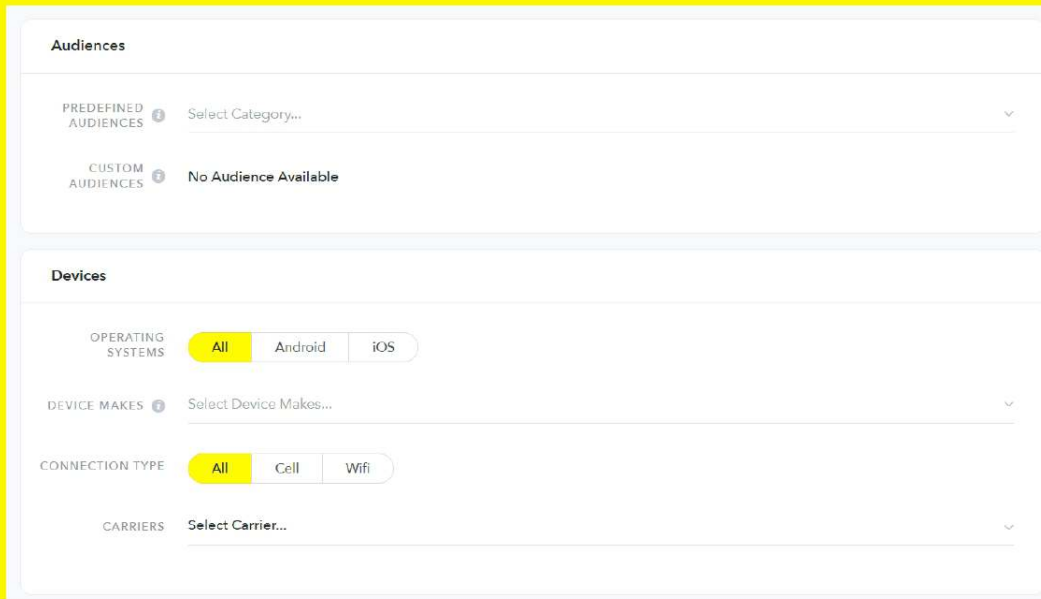
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- **Demographics:** Target users by age, gender, education, and the languages they speak.
- **Interests:** Target users by interests, based on profile information, pages, groups or content they engage with. You can choose from hundreds of categories 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.

Location   Map   Explore   ⬆

LOCATIONS   Include ⌄   State ⌄   Select Location...   ⌄

UNITED STATES

Demographics

AGES   13 ⌄ - 35+ ⌄

GENDERS   All   Male   Female

LANGUAGES ⓘ   Select Languages...   ⌄

ADVANCED
DEMOGRAPHICS ⓘ   Select Category...   ⌄

REGULATED
CONTENT ⓘ   ☐ Age restrictions required

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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.

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Delivery

STATUS ⓘ ⬤ Active

BUDGET ⓘ US$ 50.00   Daily Budget

STARTS & ENDS Immediately   Run Indefinitely
               Mountain Time   Mountain Time

GOAL Share

BID ⓘ Auto 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 ⓘ   Add Filter

Delivery

STATUS ⓘ ⬤ Active

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

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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

PayPal

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.

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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.