

Navigating the Complex (and Weird) Landscape of Snapchat:

An inside look at HP's Snapchat journey

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About HP

- Fortune 100 company
- \$48.2B revenue in FY 2016
- 250,000+ channel partners
- 18,000+ patents
- Operations in 170 countries
- 50,000 employees
- Fortune Most Admired #7 in technology



HP: The target customer

- Generation Z
- Millennial students
- Technologically savvy
- Know what they want from brands



Why Snapchat for HP?

- Rapidly growing
- Tightly aligned with target demographic
- Ability to stand out from the pack
- To add value in users' everyday lives
- Find topics that HP can own





Frank Danna

Content Director,
Softway

About Softway

Softway is an independent agency that creates transformative experiences for brands through strategy, design, development and social influence.



Snapchat

- **Mobile messaging tool** used to share photos, videos, text and drawings with friends
- Photos and videos shared **only last for a brief amount of time before they disappear forever**
- **Snapchat is growing** — recently passed Twitter in daily active users
- **Extremely popular with millennials** — 60% of 13 to 34-year-olds are Snapchatters



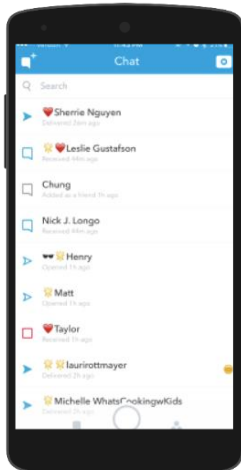
Snapchat: How it works



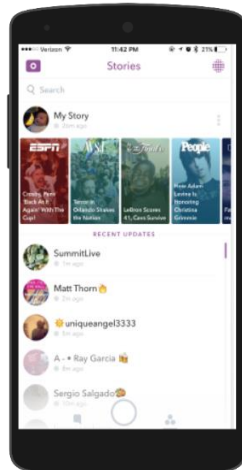
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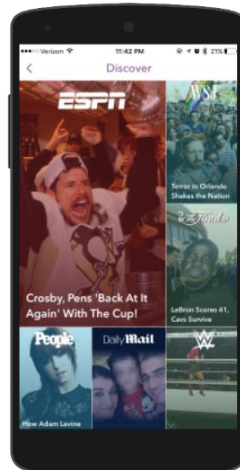
Add Effects



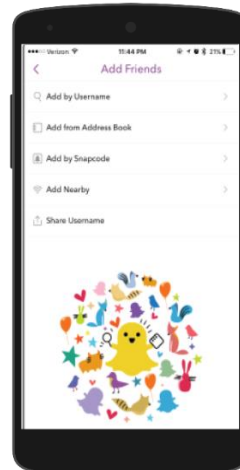
Chat



Stories



Discover



Add Friends

Snapchat: How it works

What makes Snapchat different?

Capture

Add Effects

Chat

Stories


Discover

Add Friends

Snapchat vs. Everyone Else

- Facebook, Twitter, Instagram and podcasts are **passive** — Snapchat requires your undivided attention
- Snapchat is 100% active



A promotional photograph of the cast of the television show 'Saved By The Bell'. The cast members are posed in a group against a solid red background. At the top center is a man in a grey suit and patterned tie, smiling. To his left is a young man in a grey tank top, also smiling. In the center foreground, a young woman with curly hair is smiling. To her right is another young woman with long brown hair, smiling. Further right is a young woman with dark hair, smiling. On the far right is a young man with curly hair, looking towards the camera. In the bottom right corner, a young man is smiling. A red motorcycle headlight is visible in the bottom center. A semi-transparent purple banner is overlaid across the middle of the image, containing white text.

Saved By The Bell and Snapchat—
are basically the same?

Snapchat: How should brands use it?



"Looks like another case of someone over forty trying to understand Snapchat."

Step 1:

Leverage influencers to grow your audience



Step 1: Leverage influencers to grow your audience

- ↑ Influencers: users of a social platform with a very large following
- ↑ Partnering with influencers to back products or services exposes your brand to a new audience — usually results in their followers having a higher affinity towards your brand
- ↓ Influencer reach is typically very expensive
- ↓ Difficult to maintain followers



Step 1: Leverage influencers to grow your audience



Jerome Jarre



Robby Ayala, Marcus Johns & Cody Johns



Chachi Gonzales



Step 2:

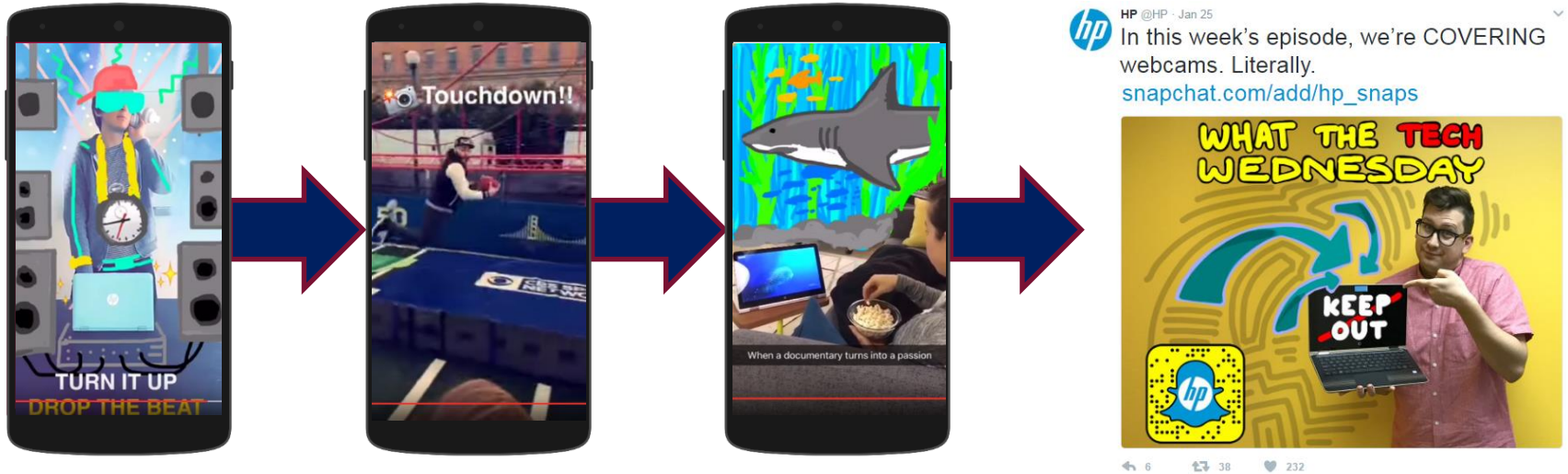
Test into your authentic brand voice



Step 2: Test into your authentic brand voice



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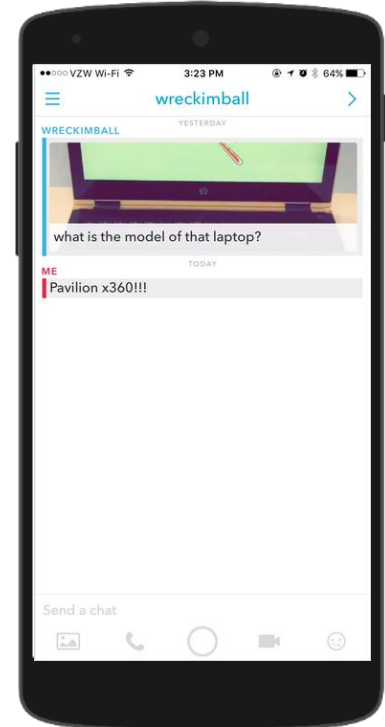
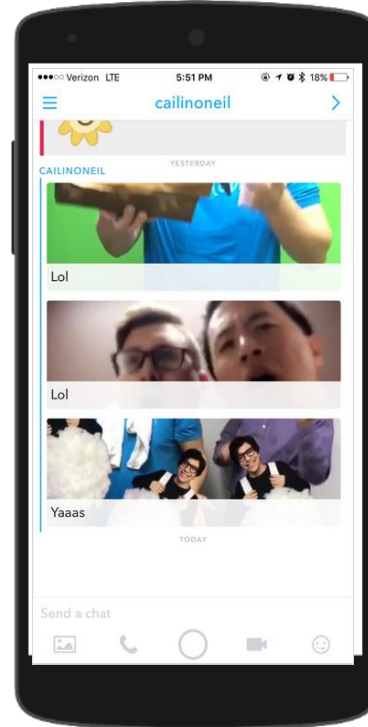
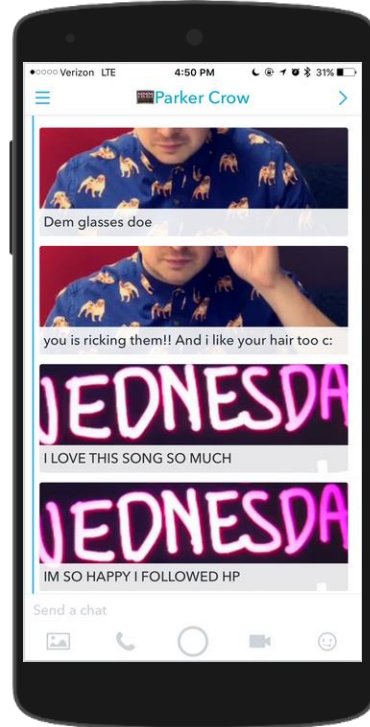
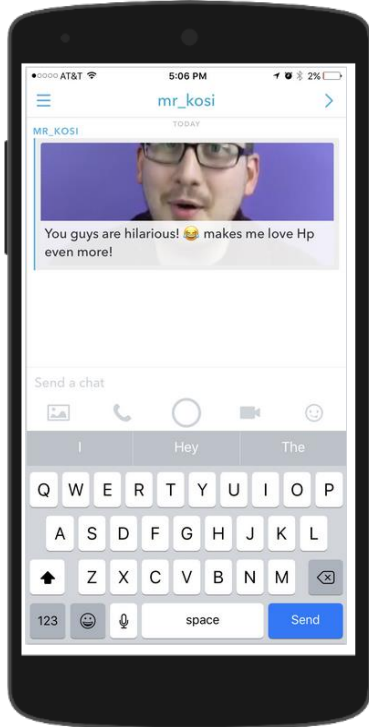


Previous snaps/campaigns

What the Tech Wednesdays



Step 2: Test into your authentic brand voice



Step 3:

Create a plan for efficient content



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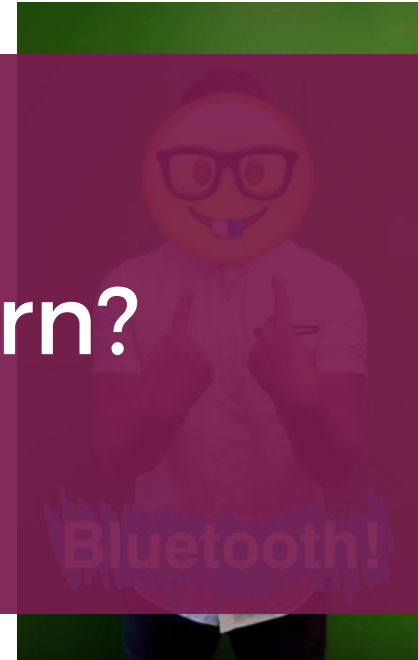
- Less than two minutes of snaps per topic, with topics planned out and storyboarded in advance
- Test snaps reviewed each Tuesday
- Finals snaps sent out each Wednesday
- Extremely efficient, with more views at a lower cost



Step 3: Create a plan for efficient content

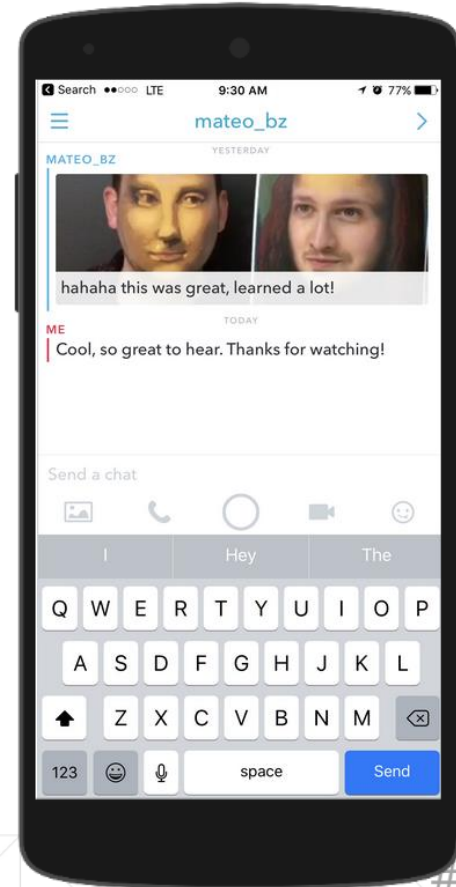
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What did HP learn?



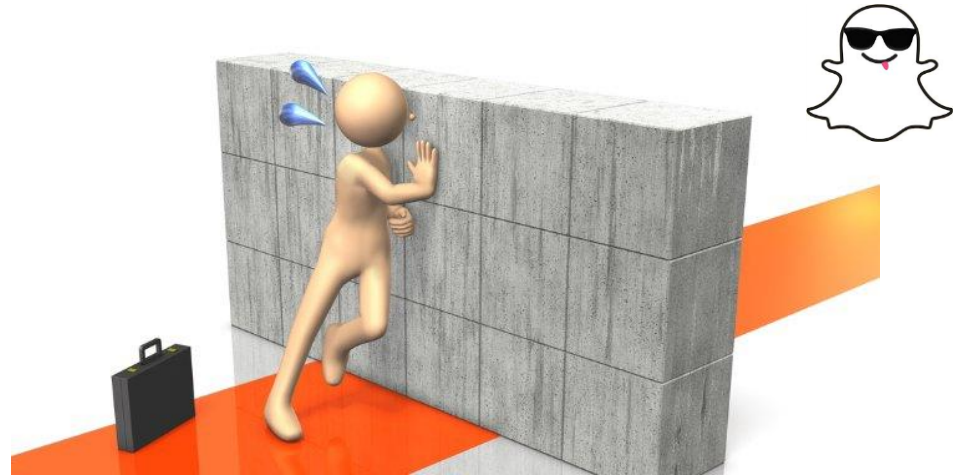
HP's Snapchat Discoveries

- Snapchat is a great platform for fostering 1:1 fan dialogue



HP's Snapchat Discoveries

- Growing an audience is an uphill battle



HP: The results

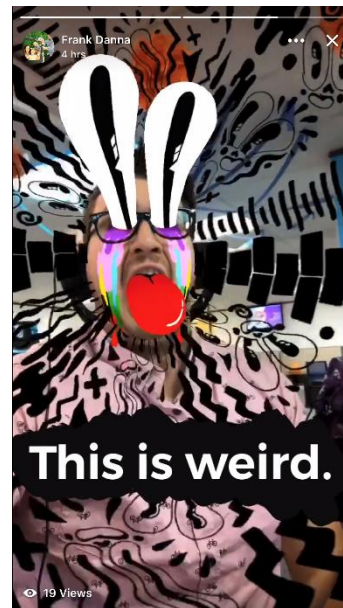
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Instagram



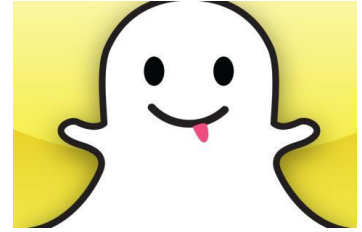
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#Sherpa17

Key Takeaways

Snapchat Do's



- ✓ Be casual.
- ✓ Talk to the audience as much as you can. Snapchat is primarily a first-person platform.
- ✓ Embrace, don't be scared of, the limitations of the platform. Snapchat is raw and uncut.
- ✓ Don't try to overthink it or overproduce it.
- ✓ Use Snapchat when you have something amazing to share.

Key Takeaways

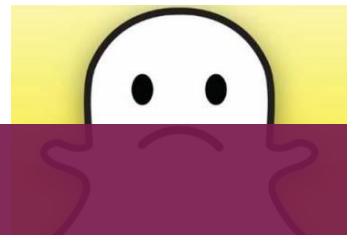
Snapchat Dont's



- ❌ Don't be too salesy or too pushy.
- ❌ Don't neglect to bring users value.
- ❌ Don't post too inconsistently or sporadically.
- ❌ Don't try to overthink it or overproduce it.

Key Takeaways

Snapchat Dont's



- ❌ Be too salesy or too pushy.
 - ❌ Neglect to bring us value.
 - ❌ Post too inconsistently or sporadically.
 - ❌ Don't try to overthink it or overproduce it.
- Be authentic!**
Use Snapchat like a real user!

Roundtable Discussion:

Lessons Learned in Social This Year

Stef Bower
Global Social Marketing,
HP

Roundtable

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Thank You!

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