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## Who invented Snapchat?

Snapchat is a mobile messaging application used to share photos, videos, text, and drawings, which was invented in September 2011. It’s free to download the app and free to send messages using it. It has become hugely popular in a very short space of time, especially with young people. There is one feature that makes Snapchat different from other forms of texting and photo sharing: the messages disappear from the recipient’s phone after a few seconds.

It all began at Stanford University, where three founders brought the idea of photo sharing app to life. In 2008, Evan met Reggie Brown during his freshman year and they joined KAPPA together, which is where they met Bobby Murphy.

By 2009, Spiegel and Murphy were already testing out their entrepreneurial skills, launching Future Freshman LLC. April 2011, they all graduated from Stanford, meanwhile Reggie made a mistake. He sent a picture to a wrong person and wished that picture disappeared. In the summer of 2011, the idea of sending disappearing pictures was born. The app was called *Pictaboo.* Evan drew the ghost logo that is still used. *Pictaboo* launched in July 2011, sadly only had 127 users. Then the three founders had a little feud about the name of the app, which made them change it to Snapchat. That was when they hit the jackpot.

One of Snapchat’s two inventors, Evan Spiegel, was born June 4, 1990 in Los Angeles California. He is currently 26 years old. He studied at Stanford University. Evan began dating the model Miranda Kerr in 2015. They met each other at a Louis Vuitton dinner in New York in 2014. And now are engaged. Evan is also the co-Founder of snapchat. He is the CEO of Snapchat and Snap Inc.The second, Bobby Murphy, was born July 19, 1988. He is currently a 28 year old businessman who lives in Los Angeles California. He also studied at Stanford University. He is the co-founder of Snapchat and Snap Inc.. His current title is CTO of Snap Inc.

Snapchat

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## Why was it created?

## What is Snapchat?

By Mia De Koninck, Jessica Bartevian and Virginie Provencher

Instagram is the most similar platform to Snapchat because of its features, such as sharing pictures, videos or captions. Both Snapchat and Instagram have a purpose to communicate by permitting their users to send messages. The main difference resides in the duration of the features. Snapchat is a quick and instant way to communicate and send pictures or videos without saving them. Instagram permits the user to build an account to post pictures and videos for a longer period. Legally, these two platforms have gone at each other because Instagram was considered the clone of Snapchat regarding its feature “posting stories”.

Facebook and Snapchat only share a few similarities both give the “in the moment” concept by sharing instant videos with others, both permit unloading content such as pictures and, of course, both permit users to communicate while sending messages. The main difference is in the nature of its use. Snapchat focuses on its function of sharing with friends at this moment precisely. As for Facebook, it offers groups, events, likes, comments and shares making it a more diverse platform. In fact, less than 35% of Facebook users will upload content and pictures compared to Snapchat where 65% of its users will upload pictures daily.

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## Its Comparable Platforms

One of the most used social platforms today, Snapchat, has 150 million users averaging 9000 snaps per second, has the youngest market target so far. This highly sought out platform has attracted tweens, teens, and young adults because of its essence about living the moment, sharing with friends and others about what’s going on in their lives. Nearly 100 million users visit the platform everyday. These young generations have never encountered life without Internet or smartphones, thus making them more informed and aware of social platforms. In fact, 60% of smartphone users are between the ages of 13 and 34 we call them Snapchatters.

## Who is its Target Market?

It is very simple to use; you take a picture using your front of back camera on your mobile, select recipients from your contacts, decide how long you want the message to be visible (for up to 10 seconds), click and send. Also, the message disappears from their phone once the time limit has expired. Snap has also a one-to-one chat feature, basically users can chat via private message. The new feature includes filters, which allows users to easily draw pictures, draw on top of photos, and add text to photos before sending them. Snap users can compile photos/videos for their friends and publish them as *Story.* Unlike normal Snaps, Snapchat Stories last for 24 hours and can be viewed more than once. The latest update to the Snapchat app now allows users to upload photos and saved Snaps from their device photo albums.

## How does Snapchat Work?

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This article gives us 5 ways to integrate Snapchat in a business marketing strategy.  The first strategy is to capture quick moments, and create unique and engaging content. After you need to offer rewards and coupons that have a limited time offer. Promo codes are important and should be added to the snaps. Another strategy is to give sneak peaks of new arrivals to generate a buzz on new products. Snapchat can also be used to inform followers of special events and promotions, like flash and exclusive sales. The final strategy is to promote behind-the-scene footage or photos.

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## Fashion Brands on Social Media

Burberry is the pioneer in digital marketing space. It joined Snapchat a year ago to create a “buzz” around one of its fashion shows in Los Angeles and has been using Snapchat ever since. This platform has been mainly used by Burberry to promote events, brands and even recently, promote Fashion Week in London, this September.

Valentino is one of the few luxury brands to use Snapchat as one of their main marketing strategies who posts regularly on a daily basis. By doing so, Valentino reveals products, brings followers into their showrooms, stores and even backstage access. The use of this platform creates an exclusive experience for followers while providing a direct and personal connection with them. It also reaches a younger segment of consumers to explore this luxury brand.



First Article

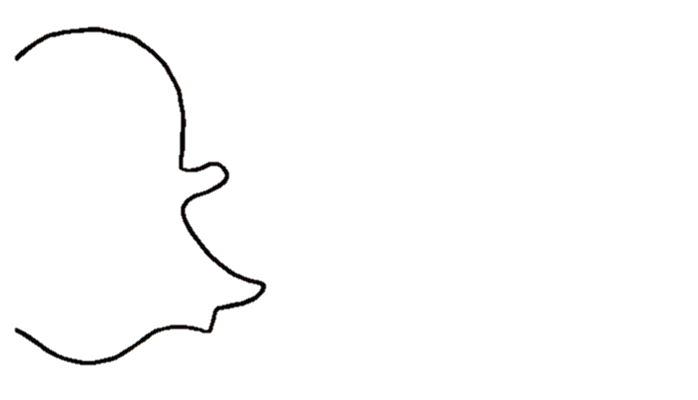
“7 Spectacular Snapchat Marketing Strategies to Grow Your Business”



Second Article

“5 Ways to Integrate Snapchat Into Your Marketing Strategy”

This article demonstrates 7 Snapchat Marketing Strategies to grow your business. First, built exclusive promotions to increase e-commerce sale to convert followers into actual sales. Then, you need to post snaps on a daily basis. A third strategy is to include occasional discounts or coupons codes in your snaps and also use other social media outlets to do so. You should also use geofilters to publicize events related to your business. The use of sponsored posts or snapchat takeover is also recommended. As well as the use of influencers to take over your Snapchat account. Snapchat Q&A’s is also a great marketing strategy. The seventh and eight strategies recommended are to prepare contests and finally to consistently try to grow your Snapchat followers.



**Celebrity Endorsements**

It is not uncommon for celebrities and bloggers to get paid to wear a garment in real life and on other social media platforms. Their sponsored endorsement can lead to an increase in sales. So why not do it on snapchat?

**Share Access to Exclusive Events**

Brands can partner with Snapchat influencers to provide access to different kinds of events. The influencers bring their fan base to watching, which ultimately leads to more brand awareness and sales. For example: Model influencer Gigi Hadid gave a behind-the-scenes look at the Tommy Hilfiger show at NYFW. Going with the sharing of exclusives events, the makeup brand, NYX, uses Snapchat to amplify activities as diverse as new store openings, product demonstrations, tutorials and promotional sales.

**Get Your Snapchat Noticed**

Post your snap code or username on your already established other social media platforms to drive traffic and followership. For example: tweeting your username or posting and Instagram photo of your code.

**Filters**

After taking a photo or video, filters allow users to swipe left or right to add temperature, speed, current time, overlays or geofilters. The geofilters allow a brand the opportunity to integrate their product into someone’s photo or video. If you are in the area of that filter’s parameters you can use it. For example, Victoria Secret Pink had a geofilter saying “PINK crush on this” and the only way to access it, is to be in a Victoria Secret store. Also, they added to that, that the first 50 in line would get a free bra. So, that pushed people to go to the store and maybe snap a pic with that geofilter which would promote the brand. Another type of filter is “lenses”, which detect your face and place a filter over it. The filters come and go every day, including featured filters, and are paid by various brands.

## How Can Fashion Brands Buy Visibility on Snapchat?