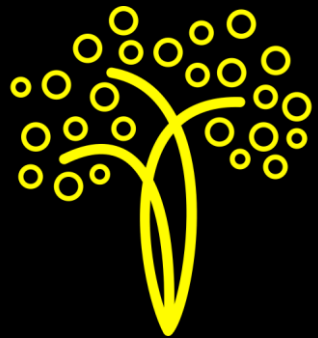
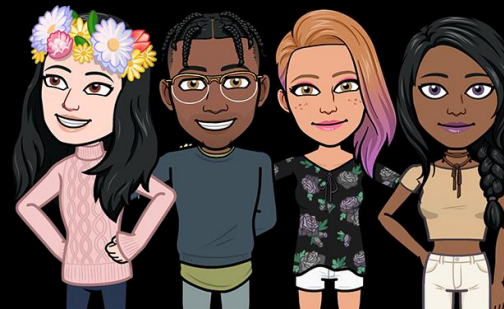
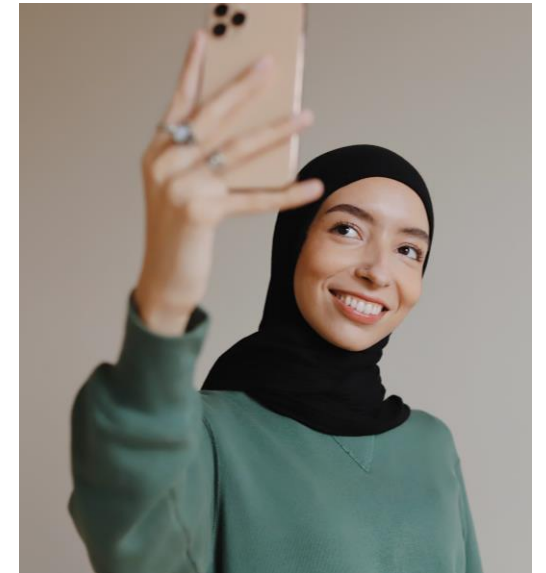




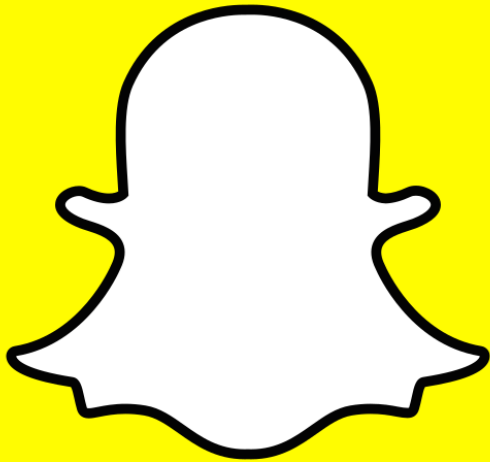
# Snapchat New Chapter

By: Nada AbdElAzim



# In Snap Inc.

We contribute to human progress by empowering people to express themselves, live in the moment, learn about the world, and have fun together.



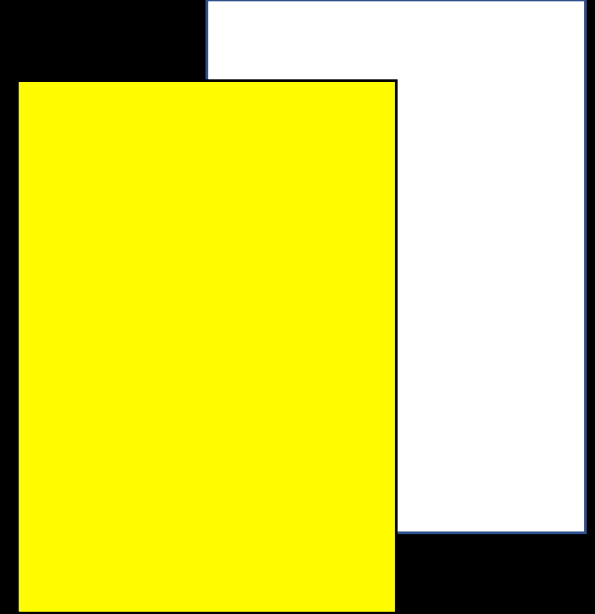
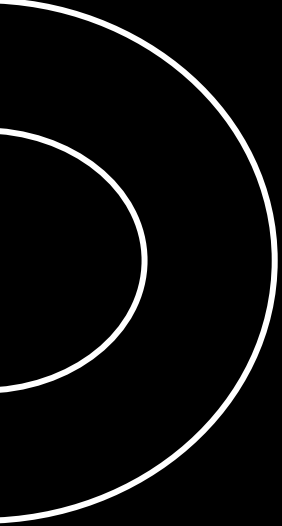
## In Snapchat...

We look to take this vision and spread it to mobile users from every walk of life through providing accessible and fun avenues for everyone to express themselves and connect with others

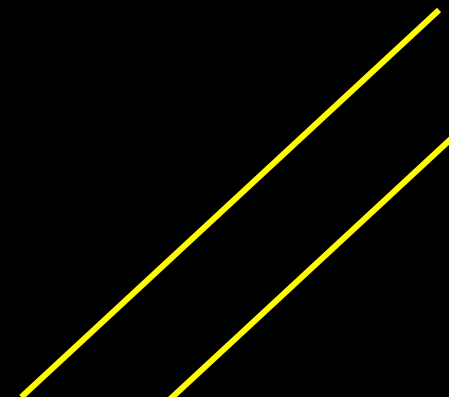
# Our First Goal

To increase engagement from users in the **25-35 age group**

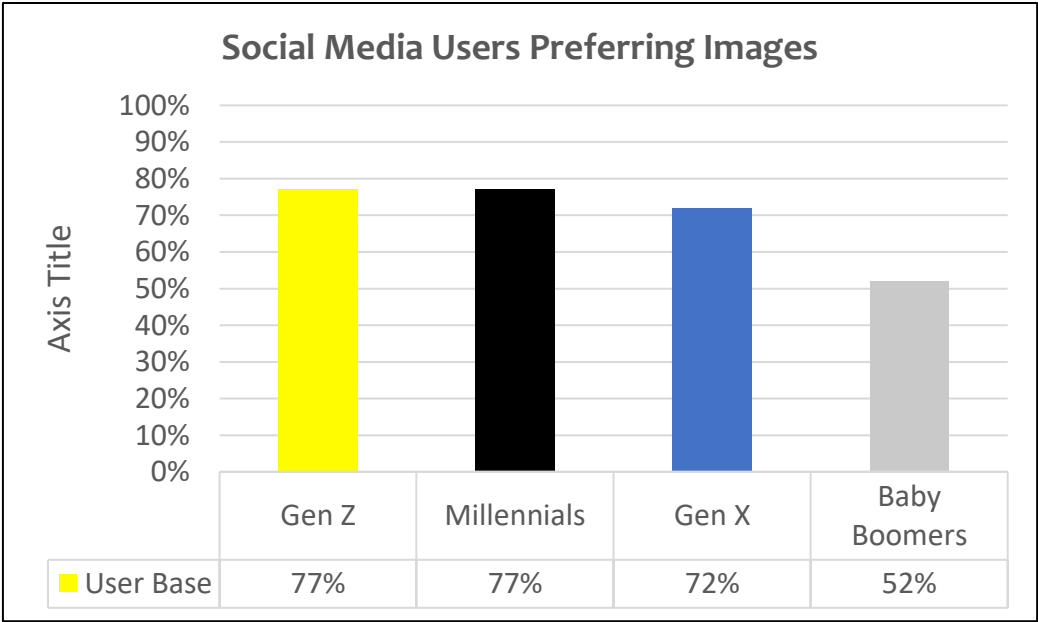




# Understanding Millennials

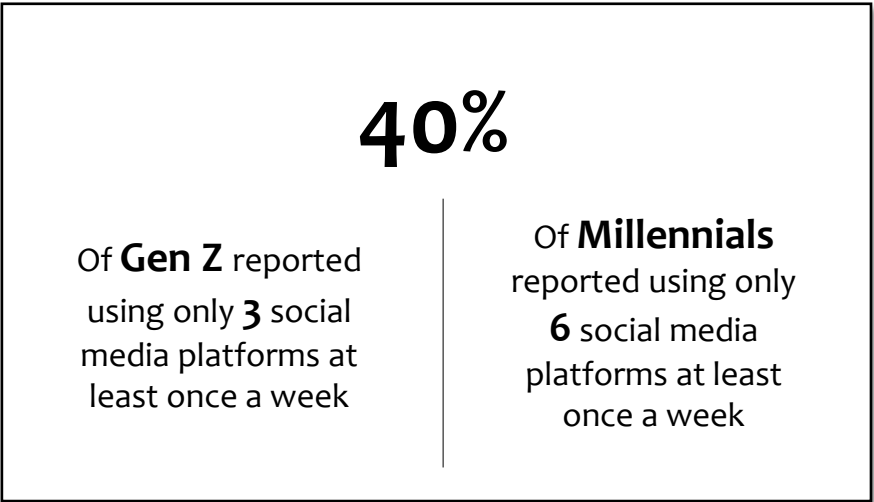
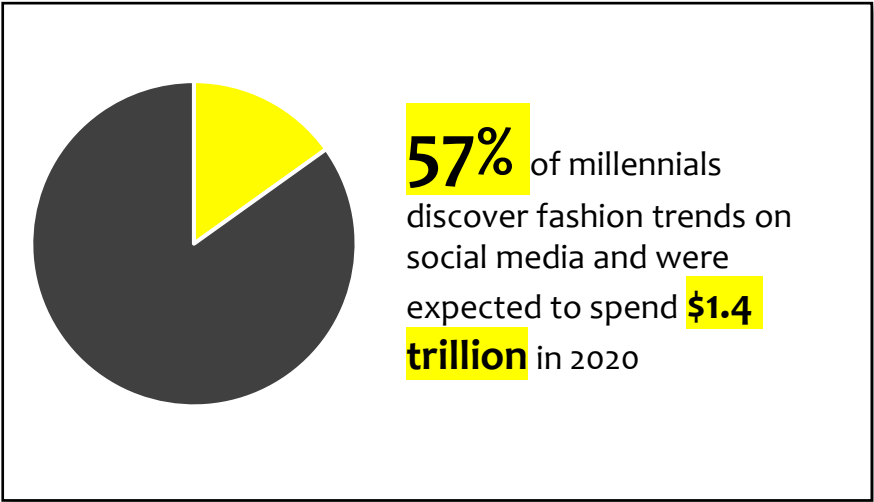


# In Recent Surveys



**Age Chart:**

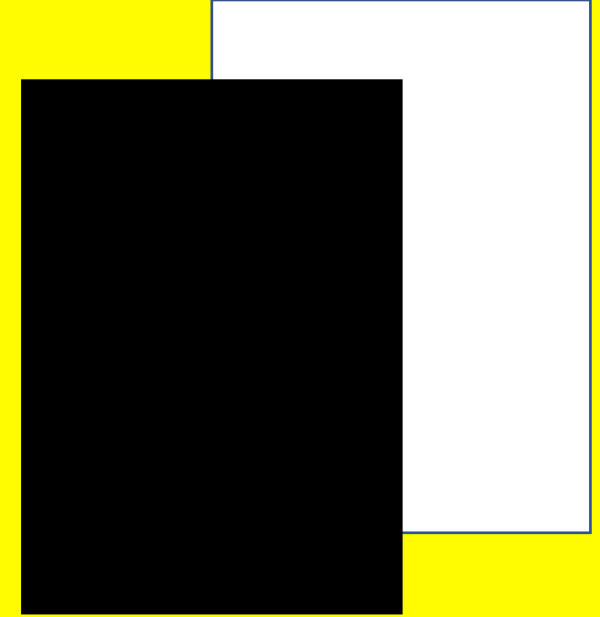
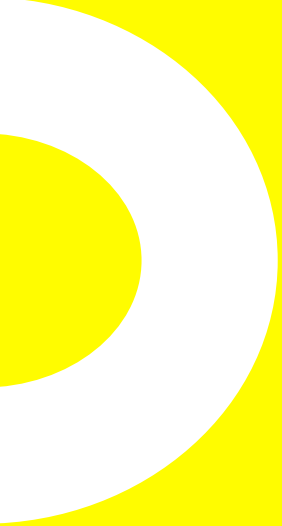
- Gen Z → 8-23
- Millennials → 24-39
- Gen X → 40-55
- Baby Boomers → 55-73



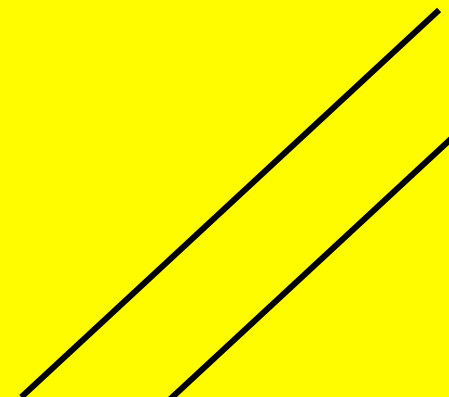
# What Do Millennials Want?



- Millennials tend to be more on the consumer side of the aisle than the creator side – *they prefer to divide their time on social media on multiple platforms rather than master a few*
- They tend to be more active privately than publicly – *private messages are important*
- They gravitate more towards visual content; images & videos
- They use social media to engage with communities and activities focusing on issues and topics they're concerned with, from pop culture to universal and social issues
- They tend to shop on social media and they keenly follow their favorite brands on the different platforms
- And, they use social media to learn about local and global news



# Our Strategy



# The Plan Is to...

*Rebrand and promote our visual-content sharing, instant messaging and story telling capabilities along with polishing up and enhancing some of our content editing and sharing tools to position ourselves as the platform that offers every type of content our millennial users could engage with*



Promote  
existing features



Enhance existing  
features



Add new  
features



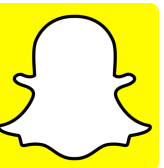
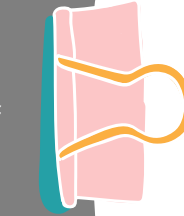
Partnerships

# #1: Promote Existing Features

Feature	Strategy
GeoFilters	<p>Expand the concept of GeoFilters to include custom filters to major events that users can apply without having to be in the exact venue of the event</p> <p><b>Example:</b> Awards ceremonies like the Oscars – on Oscar night we can provide filters themed like the event venue that people can apply to their snaps as they watch the event</p> <p><b>Value:</b> Millennials' engagement increases around global world events in the fields of arts, sports, music and other areas of pop culture</p>
Filters and Lenses	<p>Introduce themed filters and lenses up-to-date with what's happening on the pop culture scene</p> <p><b>Example:</b> Introduce super hero filters with the release of a new Marvel movie</p> <p><b>Value:</b> Millennials tend to gravitate towards content around their interests</p>
Snapcode	<p>Promote the Snapcode feature as a means to easily find friends and celebrities on Snapchat with the focus <b>being ease of access</b></p> <p><b>Value:</b> Millennials prefer a platform with an intuitive and easy means to finding the information they need and finding other contacts</p>
Advert Preferences and Lifestyle & Interests Controllers	<p>Make those two controllers front and center in our messaging to millennial users</p> <p><b>Value:</b> By promoting those two controllers, we speak to the millennials' need for a personalized experience</p>
Shazam Integration	<p>This feature both caters to the need for easy access to content and user interests...through this feature, our users can identify a tune they like without having to leave the application</p> <p><b>Value:</b> Although it might not seem like the wisest thing to do, millennials do like to use several platforms so a feature that makes inter-app navigation easier for them is definitely a win</p>
Sharing outside the app	

The main purpose of this pillar is to draw millennial users' attention to how Snapchat does offer what they're looking for in a social media platform through:

1. Reusing and expanding some of our existing features and capabilities to speak to some of the main interests of millennials
2. Promoting use cases for some of our features that match the needs of millennial users



# #2: Enhance Existing Features

The proposed enhancements are organized from higher to lower priority:

Feature	Strategy
Private Snaps	<p><b>Make private snaps permanent</b></p> <p><b>Current State:</b> Private Snaps are automatically deleted after 24 hours</p> <p><b>Value of Enhancement:</b> While the temporary nature of stories and public Snaps are convenient for most users, they might not be as convenient when it comes to private messages as the majority of users tend to use their private conversations as a reference to find a piece of information that was shared earlier. Also, millennials are active privately and so enhancements to private messaging are critical</p>
Privately Shared Memories	<p><b>Make memories that are shared in a private conversation downloadable at the receiver's side</b></p> <p><b>Current State:</b> Memories can only be saved by the creator</p> <p><b>Value of Enhancement:</b> The value of this enhancement stands same as the previous one for being an enhancement to private messaging that is a major source of attraction to millennial users. Also, making memories downloadable by users other than the creator promotes the concept of shared experiences.</p>
Discover Page	<p><b>Make the Discover page more relatable and personalized through:</b></p> <ul style="list-style-type: none"><li>- Showing Snaps from trusted local contributors and media outlets as opposed to random global contributors</li><li>- Filtering content based on the user's Lifestyle &amp; Interests settings</li><li>- Providing more options for the user to organize their Discover page; whether to show Snaps from friends before or after trusted contributors, etc.</li></ul> <p><b>Value of Enhancement:</b> As millennials are more consumers than contributors, the Discover page is of critical value because this is where they're expected to spend most of their time on the app</p>
SnapMaps	<p><b>Pin teaser posts to SnapMaps in the days leading to big events in a certain place</b></p> <p><b>Current State:</b> Users can find events on SnapMaps as they're happening in real time</p> <p><b>Value of Enhancement:</b> This will increase user engagement adding an additional use case to Snapchat as an event map – a place where people go check upcoming events in their areas or in vacation destinations</p>

The main purpose of this pillar is to enhance some of our existing features in order to meet the most pressing needs of millennial users



# #3: Add New Features

The proposed enhancements are organized from higher to lower priority:

Feature	Strategy
Home Screen	<p>Give users the option to choose their home screen</p> <p>Value:</p> <ul style="list-style-type: none"><li>- For years, Snapchat has been famous for its ready-to-snap home page. For younger generations, this is a convenient setup as they tend to use the app for content creation. On the other hand, our new target segment (millennials) tend to be more on the consumer side which slashes the convenience factor from the ready-to-snap home page. And so, giving the user the option to set their home page will achieve convenience for all kinds of users</li><li>- Millennials tend to prefer easy access which makes having a ready-to-scroll-through home page a valuable feature</li></ul>
Tag A Friend	<p>Allow users to tag other users in their Snaps</p> <p>Value:</p> <p>This will elevate engagement through shared experiences</p>



# #4: Partnerships

Partnership	Strategy
Advertisers	<p>Leveraging our cool and fun tools like filters and lenses, we can promote ourselves to brands as a place to host different, out-of-the-ordinary advertising campaigns. We can then use users' ad preference settings to direct them to brands they will be interested in – another strength point upon which we can promote ourselves.</p> <p><b>Value:</b> More than 50% of millennial social media users tend to use social media for shopping and discovering trends. Giving them this space on Snapchat will definitely boost their engagement.</p>
Local Influencers	<p><b>Reach out to millennial local influencers in different countries and communities to work out partnerships</b></p> <p><b>Value:</b></p> <ul style="list-style-type: none"><li>- Increase our user base outside the US</li><li>- Provide another form of content that users are interested in so they won't need to switch to another platform to check in with their favorite influencers</li><li>- Reinforce our advertisement strategy since influencers partially post sponsored content</li></ul>
Snap Originals	<p><b>Create more diverse Snap Originals – different languages, feature local celebrities, create room for collaboration with creative non-celebrity talents.</b> We can hold Snap Original contests where Snapchat users submit original content with the winners getting published under Snap Originals.</p> <p><b>Value:</b> Increase engagement through more personalized content that speaks to our users' cultures, backgrounds and interests.</p>

Another major area to focus on to achieve our goal is through successful partnerships with brands, local influencers & creative talents



# To sum up

We're looking to leverage our cool features, promote them, polish them then add even more fun tools and features to make Snapchat the place for millennials to find a community where they can easily enjoy and share interesting relatable content

