

SNAP FACTS

50/50

OF NEW USERS ARE OVER 25 YEARS OLD.
PLUS, 50% OF USERS ARE ON EVERY SINGLE DAY

SIXTY

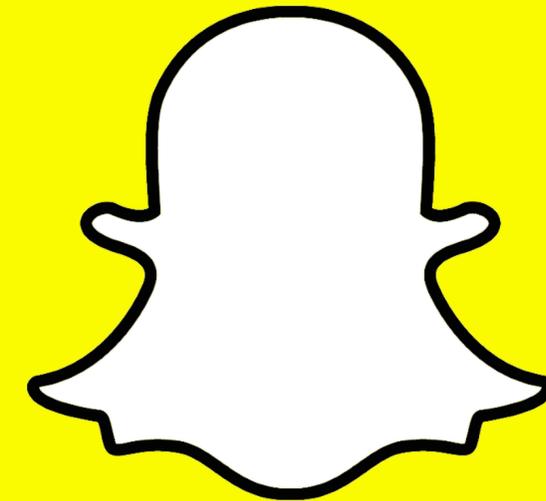
PERCENTAGE OF AMERICANS BETWEEN 13 AND 38 ARE SNAPCHAT USERS.

AGES 18-34

MAKES UP 63% OF ALL SNAP CHAT USERS

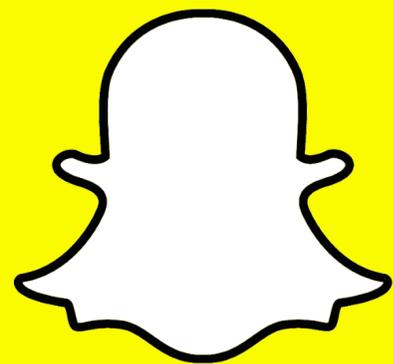
60% OF COLLEGE STUDENTS

WOULD PURCHASE FROM A BRAND IF SENT A COUPON ON SNAPCHAT



DID YOU KNOW?

BILLBOARD ADVERTISERS HAVE 7 SECONDS MAXIMUM FOR CUSTOMERS TO CONSUME THEIR MESSAGE.



LOOK AT IT THIS WAY...

SNAPCHAT IS A BILLBOARD
BUT ON A MOBILE DEVICE
AND WITH 3 MORE VIEWABLE SECONDS

IT'S FREE...

AND CUSTOMERS OPT IN.

START A SNAPCHAT ACCOUNT

STEP 1:

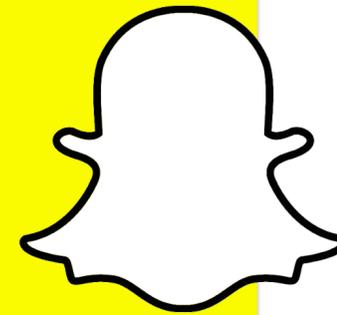
DOWNLOAD THE SNAPCHAT APP ON YOUR SMARTPHONE

STEP 2:

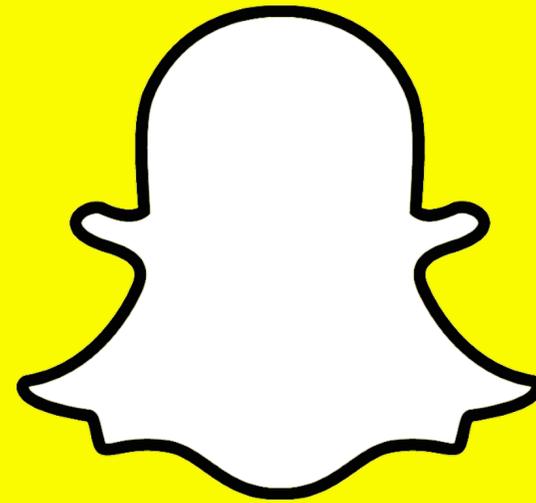
CREATE A UNIQUE USERNAME

STEP 3:

GET THE WORD OUT AND START PROMOTING!



SNAP CRACKLE PROMOTE!



*6 EASY WAYS TO USE
SNAPCHAT FOR YOUR BUSINESS*

DAILY SNAPCHAT STORIES SALE

YOUR SNAPCHAT FOLLOWERS SHOULD KNOW WHATS HAPPENING THAT DAY. TELL THE DAILY STORY ON:

- ◆ A SINGLE COLLECTION
- ◆ A GROUP OF PRODUCTS ON SALE
- ◆ A STORE LEVEL CAMPAIGN
- ◆ A CHARITABLE EVENT

BOTTOM LINE — TELL YOUR STORY.

CUSTOMERS FOLLOWING YOU ON SNAPCHAT SHOULD BE REWARDED.

SNAP SNEAK PEAK SALE

YOUR SNAPCHAT FOLLOWERS DESERVE A
SNEAK PEAK OF THE PRODUCTS THAT:

1. JUST HIT THE FLOOR
2. ARE NOW ON SALE
3. OR JUST ABOUT TO GO ON SALE.

YOU'RE CUSTOMERS WILL INSTANTLY FEEL LIKE A VIP MEMBERS

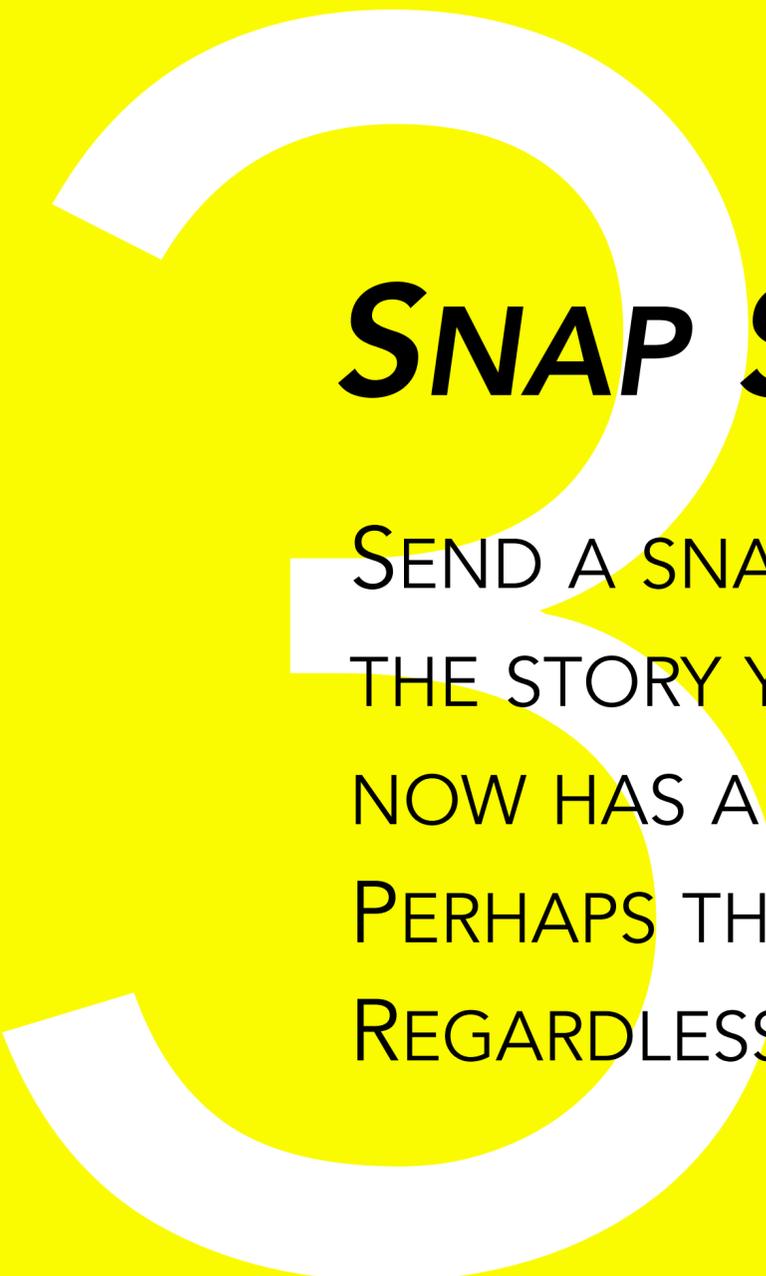
CUSTOMERS FOLLOWING YOU ON SNAPCHAT SHOULD BE REWARDED.

FLOOR MODEL SNAP SALE

NEED TO DUMP A FLOOR MODEL? SNAP AND SEND IT TO YOUR FOLLOWERS.

IF THE DEAL IS GOOD ENOUGH, TRUST ME, THEY'LL BE IN TOUCH.

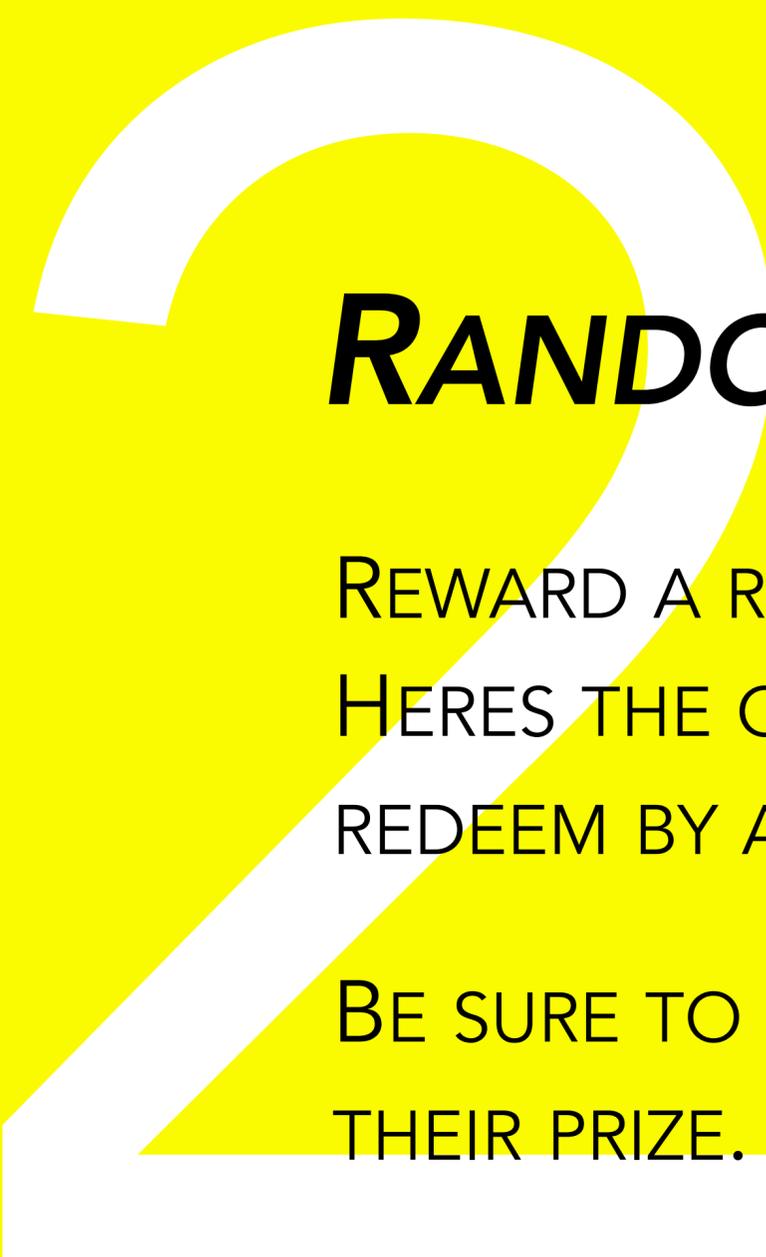
CUSTOMERS FOLLOWING YOU ON SNAPCHAT SHOULD BE REWARDED.



SNAP STORY TELLING TIME

SEND A SNAP EVERY DAY FOR A WEEK. EACH DAY IS A PIECE IS A CODE TO THE STORY YOU WANT TOLD. AT THE END OF THE WEEK, THE CUSTOMER NOW HAS A DISCOUNT CODE TO BUY FROM YOU ONLINE. (OR IN-STORE) PERHAPS THEY WIN A PRIZE OR ARE ENTERED TO WIN A PRIZE. REGARDLESS, ITS A GOOD IDEA.

CUSTOMERS FOLLOWING YOU ON SNAPCHAT SHOULD BE REWARDED.



RANDOM SNAP SELECTION

REWARD A RANDOM CUSTOMER WITH A GREAT GIFT.

HERES THE CATCH — ITS A RANDOM SELECTION AND THEY NEED TO REDEEM BY A SPECIFIC TIME.

BE SURE TO GIVE THEM CLEAR AND PRECISE INSTRUCTIONS TO REDEEM THEIR PRIZE.

CUSTOMERS FOLLOWING YOU ON SNAPCHAT SHOULD BE REWARDED.

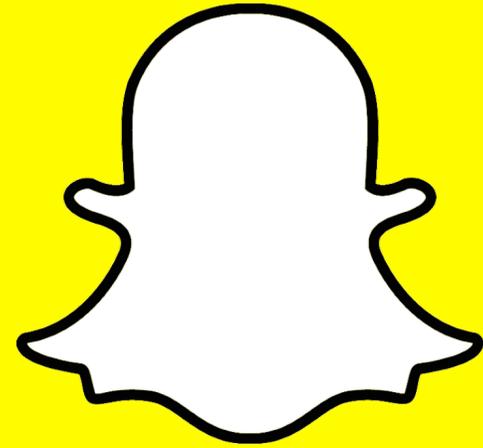
CRAZY SNAP WORD OF MOUTH EVENT

GET THE WORD OUT QUICK AND EFFECTIVE BY SNAP-SPREADING THE NEWS.

IMAGINE THIS: IF YOU KNEW THAT XYZ FURNITURE STORE WAS GIVING AWAY TICKETS TO TAYLOR SWIFT TICKETS TO THE FIRST 20 CUSTOMERS TO MAKE A PURCHASE, WOULD YOU BUY? (KEEP IN MIND THIS DEMO, LIKES TAYLOR SWIFT). COST OF ADVERTISING THIS MESSAGE.....\$0.

IMAGINE WHAT YOU COULD DO WITH BLACK FRIDAY.....

CUSTOMERS FOLLOWING YOU ON SNAPCHAT SHOULD BE REWARDED.



HAPPY SNAP-CHATting