

SNAPCHAT TRAFFIC ESSENTIALS



Hybrid Cheat Sheet

Check List

Mark every step of the process as you consider / complete them. That will help you to keep track of things you need to do. Include additional steps if necessary.

☐ **Reasons For Using Snapchat**

- ☐ It's highly personal for it's users (your viewers)
- ☐ Engagement is through the roof (since it's on mobile)
- ☐ Filters are awesome (and often times relevant)

☐ **How To Build A Following On Snapchat**

- ☐ Promote your account on other social platforms, and your website
- ☐ Offer exclusives for those following you on Snapchat, such as deals, etc.
- ☐ Maintain a regular posting schedule and stick to it
- ☐ Cross post your content from Snapchat to Instagram, Facebook, etc.
- ☐ Include a call-to-action to create incentive and reasoning

☐ **Tips For Your Snapchat Marketing Campaigns**

- ☐ Post as regularly as you can
- ☐ Embrace the limits of the text and the video length to best utilize your audience
- ☐ Expose your personality and the workings behind your work or business
- ☐ Promote yourself on other channels, even including downloaded snaps as well
- ☐ Keep at it for as long as you can, and you will eventually see success

Resources List

☐ **Snapchat Resources**

- ⤴ SnapRiches
- ⤴ Snap Views Dues
- ⤴ Get Snapchat Views
- ⤴ Snap Media
- ⤴ How To Make \$100 Per Day Using Snapchat
- ⤴ Snap Profits