SNAPCHAT

OVERVIEW FOR REAL ESTATE AGENTS!

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Snapchat allows you to save your snaps to your phone. This gives you the ability to post your snap to other social platforms.

Snaps disappear after they're viewed; you'll have your follower's attention. They won't be scrolling through a news feed. It's all about keeping the attention of our targeted audience.

Realtors who use Snapchat can record videos when previewing a home. This creates a virtual open house and shows off unique aspects of a listing while using text to convey a short description.

Snap Ads are great for building your brand. You can use this option to catch the attention of your target audience through a 10-second ad. This appears between "Stories."

Paperclip: this just-launched feature allows Snapchat users to link external websites through their snaps. Viewers can swipe up to go to the external link. These links can be used to promote business on another social platform.

Snaplytics is an analytics tool for Snapchat. Learn which of your marketing efforts are working on the platform. Snaplytics has these features:

- brand analytics
- publishing/managing stories on Snapchat
- competitor analysis
- schedule your stories ahead of time
- actionable metrics and insight