

2024 Carnegie Social Media Webinar Series

# Snap into Success: Snapchat's Role in Higher Education Marketing

2024



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- + Social Media Specialist
- + Loves travelling and pilates



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- + Assistant Director, Social Media Marketing +  
Digital Strategy
- + Enjoys indoor cycling and yoga



SNAPCHAT TEAM  
PRESENTERS

# Alex Minot

- + Account Executive
- + Has a Bernedoodle named Hazel!



# Maizy Pareja

- + Account Manager
- + Recently moved to Austin, TX!



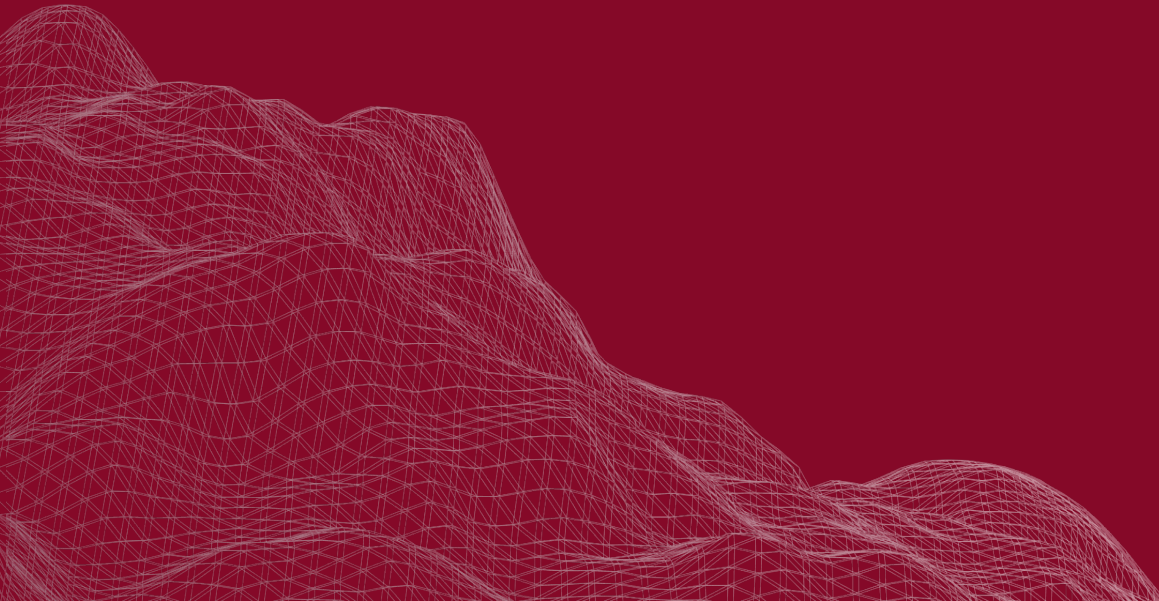
Empower marketers with actionable insights to strategically **engage audiences** on Snapchat and generate optimal performance results.



# *Agenda*

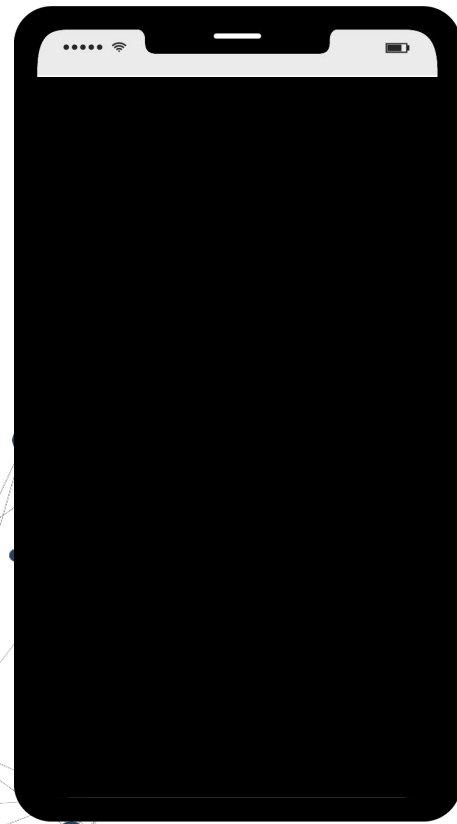
- 1 Why Snapchat?
- 2 Snapchat's Role in Higher Ed Marketing
- 3 Audience Targeting Capabilities
- 4 Snapchat Lead Generation
- 5 Client Success Stories

# ① Snapchat: What it is & why it matters



# What is Snapchat?

- + Snapchat is a **social platform** that allows users to **send** and **receive photos, videos, and text messages** called 'Snaps'
- + Users can **utilize filters, lenses** and **other effects** in their 'Snaps' to customize their shared media
- + Snapchat can be used to **build awareness, drive leads** and **conversions**



## SNAPCHAT BY THE NUMBERS

**432M**

total daily active users

**74**

countries available to  
target

**75%**

of individuals ages  
13-34 are active on  
Snapchat in over 25  
countries

**40**

app opens per day on  
average



## SNAPCHAT BY THE NUMBERS

# Snapchat usage continues to grow.

+25%

increase in user time  
spent watching content  
2024 vs 2023

•  
•  
•  
•  
•  
•  
•

+2X

more advertisers  
on the platform  
2024 vs 2023

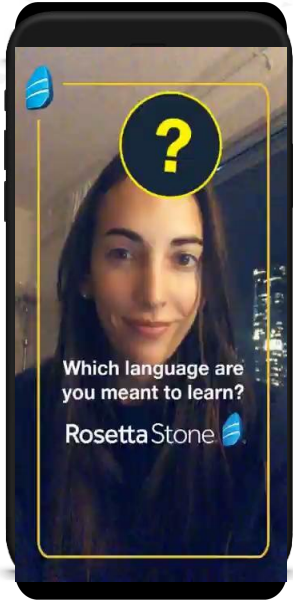
# Snapchat's Objective Funnel



# Where Your Stories are Told on Snapchat

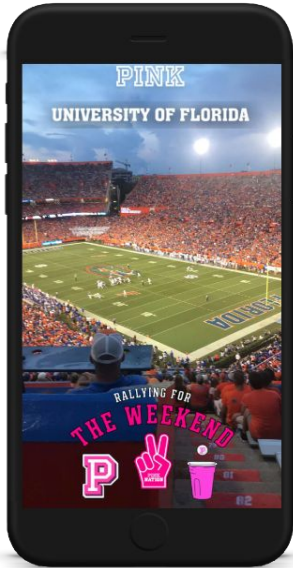
CREATION: ADS IN CAMERA

CONSUMPTION: ADS IN CONTENT



**Lenses**

Augmented Reality



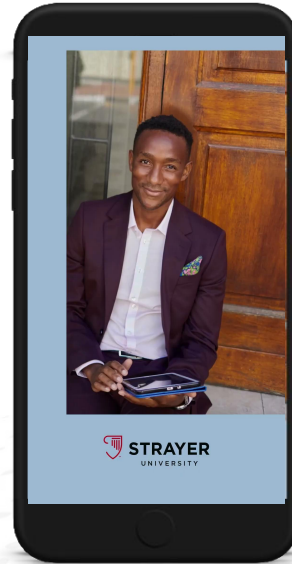
**AR Filters**

Post-Capture Lenses



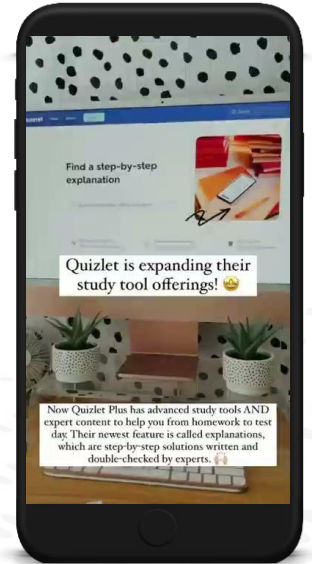
**Story Ads**

Within Discover



**Commercials**

:06 Non-Skip Video



**Snap Ads**

Video/Still

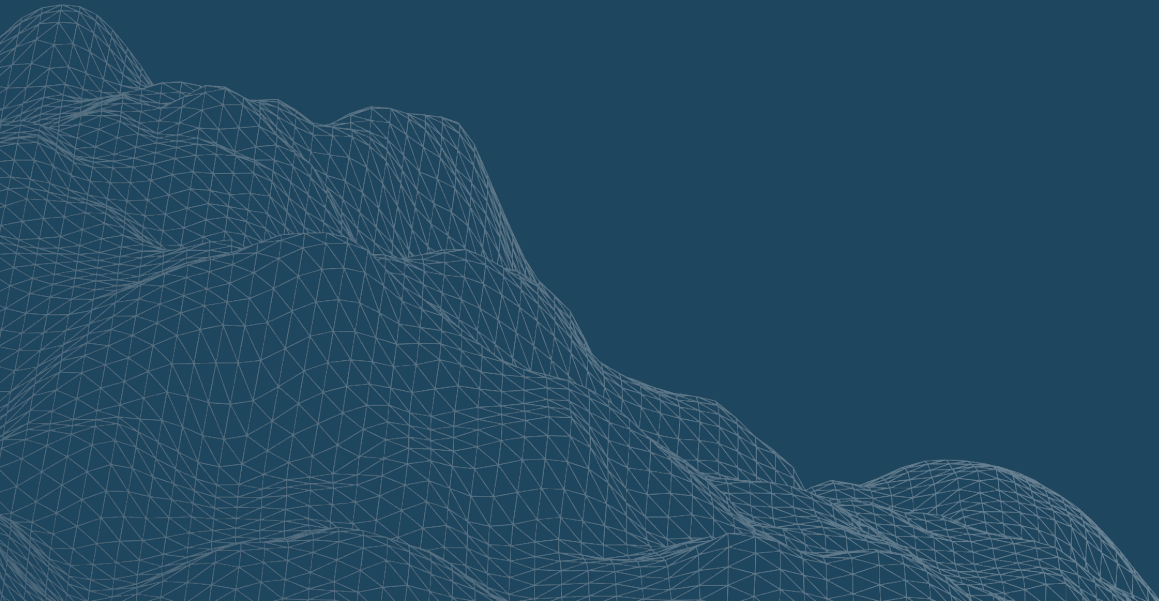
**In-Camera**

**Within Content**

2

**School Meets Social:**

**Snapchat's Role in the Higher Ed  
Marketing Landscape**



## SNAPCHAT'S ROLE IN THE HIGHER ED MARKETING LANDSCAPE

# Student audiences are on Snapchat.

**19M**

*High School Snapchatters*

**18M**

*Collegiate Snapchatters*

## SNAPCHAT'S ROLE IN THE HIGHER ED MARKETING LANDSCAPE

# Student audiences have an array of educational interests.

**1 in 3** Snapchat users are interested in exploring new **career ideas**

**1 in 5** Snapchat users are interested in taking an **online class**

**1 in 6** Snapchat users are interested in **enrolling in a degree program**

## SNAPCHAT'S ROLE IN THE HIGHER ED MARKETING LANDSCAPE

# Snapchat supports students' connection & curiosity.

## 88%

of Student Snapchatters say  
'Social platforms help me **keep  
up to date with people** I met  
through my schooling'

•  
•  
•

## 86%

of Student Snapchatters say  
'Social platforms help me  
**discover new educational  
programs, courses, and  
opportunities**'

## SNAPCHAT'S ROLE IN THE HIGHER ED MARKETING LANDSCAPE

# Aligning your brand with student values is key to your schools' success.

Student Snapchatters value a brand that **'I can easily engage with on social media'** **1.3x**  
more than non-Snapchatters

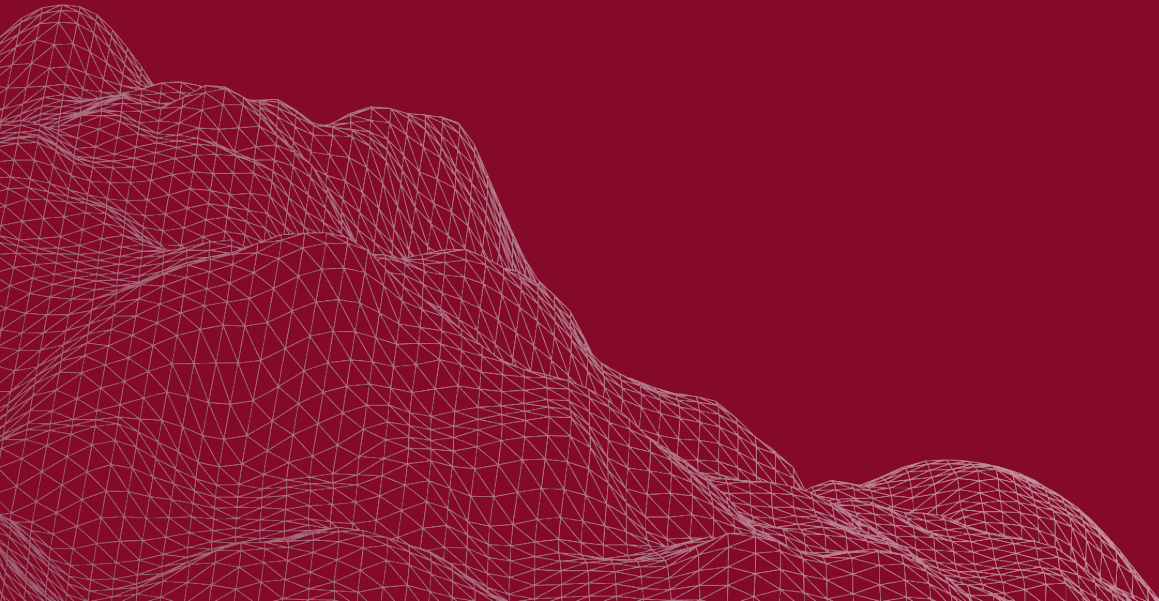
Student Snapchatters value a brand that **'has a strong social presence'** **1.5x**  
more than non-Snapchatters

Student Snapchatters value a brand that **'is advertised on social channels I use'** **1.3x**  
more than non-Snapchatters



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# Snapchat's Strategic Targeting & Features



## SNAPCHAT'S STRATEGIC TARGETING & FEATURES

### *Lifestyle targeting*

Serve to **general outreach audiences** made up of current high schoolers, college students, and parents

### *List targeting*

Reach specific users (including U18) for **lower-funnel strategies** such as 'apply' actions. Also used for upper-funnel strategies such as creating lookalike audiences to **expand upon in-market reach**


### *Geographical targeting*

Target **specified areas** based on regions/states, metros/DMA's, postal codes, addresses and radii

## SNAPCHAT'S STRATEGIC TARGETING & FEATURES

- + Available for users 13+; the **only social media platform** that currently offers in-platform lead generation for users under 18 years old
- + Snapchat's **auto-fill lead gen forms** consist of:

 First Name

 Address

 Last Name

 Postal Code

 Email

 Job Title

 Phone Number

 Company Name

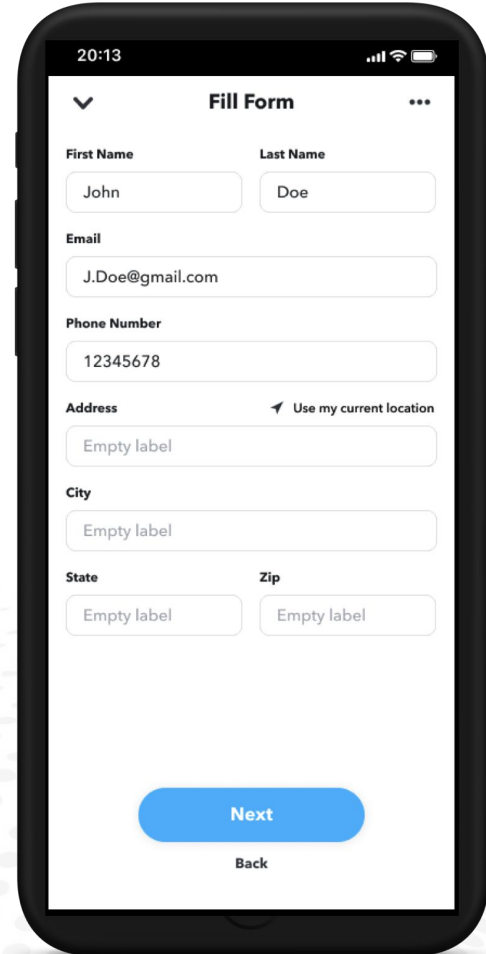
 Birthday

- + Snapchat lead gen forms can also include up to **3 custom questions** in any of the following formats:

 Short Answer

 Multiple Choice

 Date Widget



20:13

Fill Form

First Name Last Name


John Doe

Email

J.Doe@gmail.com

Phone Number

12345678

Address  Use my current location

Empty label

City

Empty label

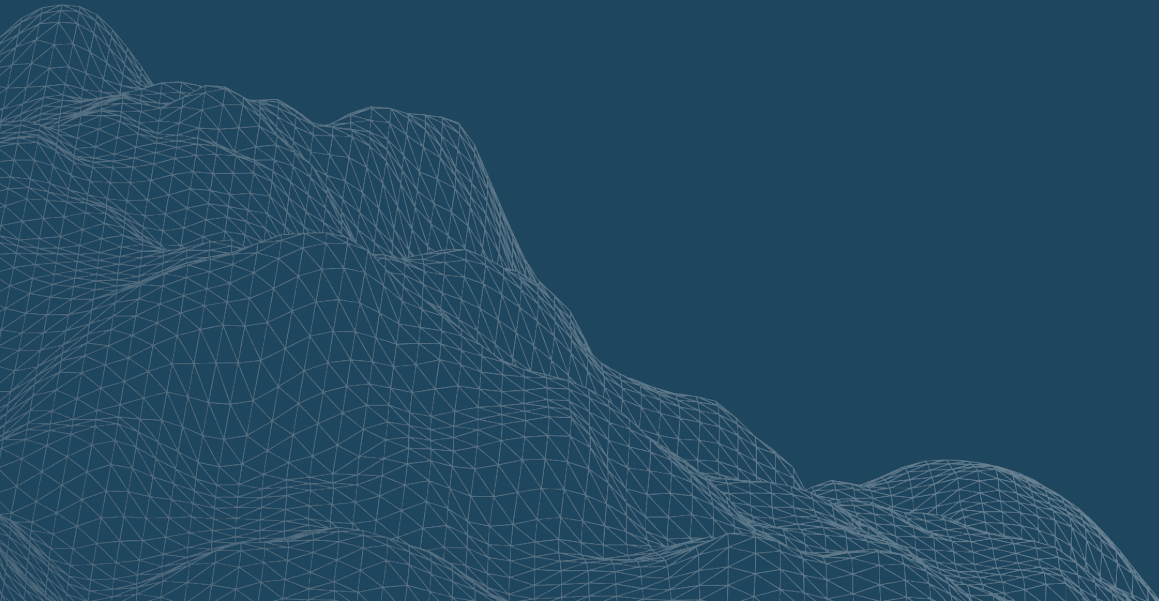
State Zip

Empty label Empty label

Next

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# 2 Put Your Plan Into Action: Client Success Stories





**Chapman University's goal was to generate inquiries from prospective undergraduate students.**

## The Strategy

To help boost inquiries, we ran a Snapchat lead generation campaign, which served from September 2022 through May 2023.

We focused on engaging potential students through age, geographic, and lifestyle targeting. Our geographic targeting focused on a variety of states and DMAs, which ensured that our reach was expansive while also focusing on priority geos.



Client Results: Chapman University 

67%

OF ALL  
UNDERGRADUATE  
CONVERSIONS  
CAME FROM  
SNAPCHAT

47%

LOWER COST PER  
CONVERSION  
COMPARED TO  
OTHER  
UNDERGRADUATE  
TACTICS

## The Results

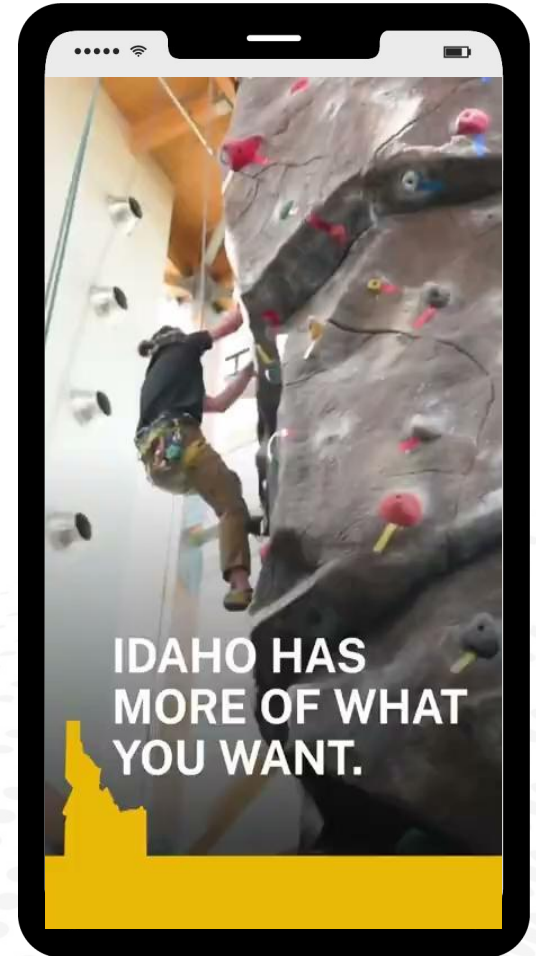
- + Generated the **majority of undergraduate conversions at the most efficient cost** among all of the social strategies employed

**University of Idaho's goal was to boost awareness and inquiries from prospective undergraduate students.**

## The Strategy

To help boost undergraduate inquiries, we ran two Snapchat lead generation campaigns from August 2023 to November 2023.

We captured prospective students through age, geographic, and lifestyle targeting. Our geographic targeting for one campaign focused on in-state students, whereas the alternate campaign focused on additional priority states.



## Client Results: University of Idaho



**69%** OF ALL UNDERGRADUATE CONVERSIONS CAME FROM SNAPCHAT

**22%** LOWER COST PER CONVERSION COMPARED TO OTHER TACTICS

**67%** OF OVERALL UNDERGRADUATE IMPRESSIONS

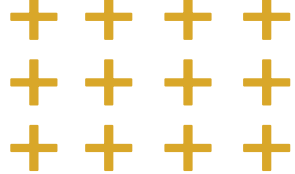
## The Results

- + Generated the **majority of undergraduate audience conversions** at the **most efficient cost** among all of the social strategies
- + Snapchat also played a key role in supporting the goal of building **brand awareness** amongst high school students across in-state and out-of-state markets



# *Key Takeaways*

- CONTINUOUS GROWTH
- CONSTANT ADVANCEMENTS
- U18 TARGETING
- LEAD GENERATION OPTIONS



# Resources

## CARNEGIE BLOGS

- [Grow Your Business with Lead Generation Ads on Snapchat](#)
- [TikTok vs. Snapchat: Which One to Use for Your Higher Ed Advertising Strategy?](#)

## SNAPCHAT RESOURCES

- [Success Stories](#)
- [Get Certified in Snapchat Marketing](#)
- [Snapchat Q3 2023 User Growth](#)





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# Thank You!



[CarnegieHigherEd.com](https://CarnegieHigherEd.com)

