



Digital Marketing

Creation Guide For SnapChat Ads

Focussed On eBooks

The background is a vibrant yellow. At the top, there are three horizontal brushstrokes in shades of teal, light blue, and grey. At the bottom center, there is a cute, white ghost character with large black eyes, pink cheeks, and a rainbow-colored tongue sticking out. The ghost has a simple, rounded body with a black outline. The text is centered in the middle of the page in a bold, black, sans-serif font.

THE ULTIMATE GUIDE TO SNAPCHAT AD CREATION FOR BEGINNERS

TABLE OF CONTENTS

- Snapchat Ad Formats 3
- Setting up your Campaign
 - Signup / Login 6
 - Choose your objective 8
 - Create Campaign 10
 - Ad set details 11
 - Select your target audience 11
 - Set budget and duration 13
 - Design your ad 12
 - Launch Campaign 15



Snapchat Ad Formats

1) Snap Ads

Snap Ads begin with an up to 10-second vertical video, and then offer the option to add an interactive element one swipe away. Users can swipe up, anytime when the video ad is playing, for more — watch a longer video, read an article, install an app, or visit a website.

3) Collection Ads

Showcase a series of products and give Snapchatters tappable, frictionless way to shop and buy.

2) Story Ads

Story Ads let you reach Snapchatters with a branded tile in Snapchat's Discover section. The tile opens up to a collection of 3 - 20 Snap Ads.

4) Long Form Video

From full-length trailers and short films to how-tos and behind-the-scenes footage, Long Form Video attachments allows you to combine a bite-sized teaser with a long-form narrative in one simple swipeable package.

5)AR Lenses

AR Lenses allow advertisers to create interactive moments with augmented reality experiences that Snapchatters can play with and send to friends..

7)Commercials

Commercials, found within Snapchat's Curated Content, are video ads that are non-skippable for six seconds and can drive brand awareness.

6)Filter Ads

Filter Ads are creative overlays that can be applied over Snaps, allowing advertisers to take part in Snapchatters' conversations.