



Phorest's Salon Owner's  
**ULTIMATE GUIDE TO**  
**Snapchat**



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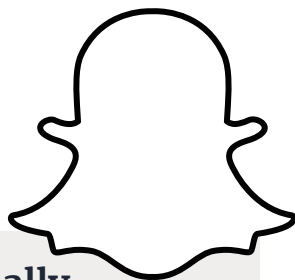
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## PART 1: INTRODUCTION



**We've never been more individually targeted with information, new social media platforms, apps and advertising. Business-wise, it's the same. We're constantly being sold the great, revolutionary features of a new app hitting the market.**

First, it starts with massive confusion: "Why would I want to see your face wearing a dog filter for 5 seconds?" kind of reflection. However, while Snapchat was initially seen as a photo and video sharing platform amongst young teens and pre-teens, it's now full of business-relevant features that can help one grow.

The 'Salon Owner's Ultimate Guide to Snapchat' was written

in the hopes of being a guiding hand in kicking off your journey on the platform. We go through basic settings and features, all the best practices, and we show you how to create great content to grow your business.

We look forward to helping you get set up on Snapchat!

If you have any questions or feedback, do not hesitate to get in touch!

### Let's Grow!

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## PART 2 : THE BASICS

### What is Snapchat?

Launched in 2011, Snapchat is not yet just another social media platform. It's a one-to-one and group messaging app that has now over 100 million daily active users, making it one of the hottest social networks at this time. In fact, despite its vanishing content, Snapchat is currently positioning itself as the most vivid, instant and unique way to chat.

**BUT...** most of your clients are local and your time is limited right?! This feels like another platform that has to be maintained and yet another distraction from making people look good and feel great. Worry not, this will be your de facto playbook to using SnapChat to grow your salon.

“On any given day, Snapchat reaches 41% of all 18 to 34 year olds in the United States.”

Source: Nielsen Media Impact, Reach Duplication, Nielsen Total Media Fusion/  
GfK MRI Survey of The American Consumer 9/1/2015 – 9/30/2015 (Television,  
Internet, and Mobile)

18-34 year olds in the UK and Ireland are following suit fast and are among the biggest users of Snapchat in the world.





## PART 2 : THE BASICS continued

### How does it work?

Since its launch 5 years ago, Snapchat has been rigorously optimised for all the ways humans communicate: long or short form, audio, video, text, photo and drawing. The platform works like so:

- > Provide potential users with a reason for them to follow you (e.g. add value through hair and beauty tips, product reviews, etc.)
- > Gain followers
- > Publish more content
- > Focus on engaging with the clients that consume your content
- > Build a rapport and a following
- > Build hype around products, features, interviews, etc.

The funny thing is, you do everything on the above list every day anyway. You add incredible value by providing great looks and advice (add value) which means you gain more new loyal clients (gain followers) in turn; you add new services and products that your loyal customers want. Building an audience on SnapChat and a loyal client base are quite similar. Keep reading to see what we mean!

Snapchat is a useful tool that helps you do just that online!

### TIP

Try publishing your first piece of content by getting a member of your team to record you doing a 30-second product review. Your first few snaps will probably make you cringe, but worry not; your clients will love an original video of you just talking to the camera that is not over-produced.





## PART 2 : THE BASICS continued

### How is it a valuable salon social media platform?

Long classified as an app for exchanging self-destructive videos, Snapchat is now a fantastic marketing tool as you can offer exclusive content on the platform, and play with the sense of urgency it provides users. Remember, Snapchat offers the advantage of a greater engagement rate because users choose where their attention goes by deciding who they follow.

**LEARNING BY DOING:** We are aware that it might be quite tricky to fully grasp the extent of Snapchat's potential by reading an eBook, so we happily invite you to get started with us, along this ebook, practising by exchanging snaps with us (we'll explain later).

As a salon owner and marketer of your brand, try to find out if your audience is on Snapchat. Getting on a platform like this early is a huge advantage. If you are the first salon in your area to do it, then the clients of other salons are more likely to find you as opposed to your customers finding another salon on it. Also, Snapchat is an excellent way to reach this younger audience who, let's face it, will grow into your next regular customers.

**TIP** "You need to be consistent. Somebody who started following you today won't have known what happened last week, won't know who you are, what you are, what you want or do, what your salon does." - Ellen Kavanagh





## PART 3 : CASE STUDY WITH ELLEN KAVANAGH, FROM WAXPERTS

### **Convinced by Snapchat's importance yet?**

We imagined you might not want to believe us blindly and well, you don't have to! Salon owner, beauty therapist and Snapchat savvy Ellen Kavanagh from Waxperts in Dun Laoghaire, Ireland, kindly accepted to share her experience of the increasingly popular social media platform.

Waxperts opened its doors in 2008. Since then, it has become a multi-award winning salon that concentrates exclusively on offering full body waxing for male and female clients with their wax; Waxperts Wax®. Aiming to give the least painful wax treatments possible, their skill sets revolve around the beauty industry, fashion, waxing treatments, skin care, cosmetics, entrepreneurship and social media.



One of the most important values at Waxperts is customer service. It has “always been, always be.” It just made sense somewhere down the line they would jump on the opportunity Snapchat represented for the salon. After seeing the ghost icons on other people's social media and about to hop on a business trip, Ellen created a Snapchat account for the salon. In her opinion, not every social media platform is right for one's business. However, Snapchat offered endless creative





## PART 3: CASE STUDY *continued*

possibilities and a good fit for the beauty and hair industry, thanks to its strong visual aspect.

“If you’re a nail salon, a hair salon or any other part of the beauty industry, you can show [what you do] and demo it. You have content all the time.” The opportunity laid there, ready to be picked up: it’s human nature to be nosy and enjoy inaccessible information:

“We just knew that it was something we could get involved with. People always like to know the story; they want to find out who’s behind the brand and then people who develop an interest, they want to see what’s behind the scenes.”



When questioned upon whether Snapchat helped her salon stand out from the competition, she believes it did and still does. “I don’t know of any other brand the same as us, that are doing it. So, I do think it helps us stand out.” In a competitive market like the beauty and hair industry, consumers are eager for new ways to interact with businesses, to feel close and friendly with salon staff.

Waxperts’ content resonates the most when it feels organic. “There isn’t a strategy on we’re going to do this or do that. We know it’s there and that we’re representing the business at the end of the day. [...] You need to have that involvement, it has to be a conversation. People who are watching at the other end, they are watching selfishly. To







## PART 3: CASE STUDY continued

them, you're broadcasting just to them.” Which is why in her experience, the Waxing Wednesday Q&A's she hosts on Snapchat work so well. People feel they can ask questions they probably wouldn't even ask a therapist in a room while getting their wax treatment. Snapchat, in that way also helps educate not only Waxperts' customers but also salons buying Waxperts Wax® on best product practices and such.



If setting herself up on Snapchat was a 0 out of 10 on the scale of difficulty, being consistent proved to be a little more demanding. “Somebody who





## PART 3 : CASE STUDY continued



started following you today won't have known what happened last week, won't know who you are, what you are, what you want or do, what your salon does. So without having to repeat yourself every day, you still need to have some content to share that with new people." As long as you use creative new ways, however, the connection created with users is strong, and the app shows endless augmented reality variations.





## PART 3: CASE STUDY *continued*

“It’s a way to reach your clients or potential customers in a creative way, with videos and pictures. You need to embrace it fully. There’s no point in doing it halfway. You either need to do it or not; otherwise, it will just fall on its face. You need to update it throughout the day. Cross promote [on Facebook, Instagram or Twitter] it so you can get followers. Go for people who clearly like your business, follow your Facebook page and the people that are coming to your salon. They are the people who might follow you to start with and then hope that people recommend your account. Apart from that, it’s content. Like any other business social media account, you need to have proper content. [...] Our industry is so creative, so people should give it a go.”

In approximately a year, Ellen Kavanagh from Waxperts attracted now over 20,000 followers on Snapchat.





## PART 4 : SNAPCHAT TERMINOLOGY

### **SNAP**

A Snap is a photo or video you first capture with your device's camera (within the app or from your camera roll) and then send to your Snapchat Story or a friend.

### **CHAT**

Just like another message service provider (Facebook messenger for example), you can send messages to Snapchat users (photos, call, video, emojis).

### **REPLAY**

When a user listens to a received snap, replaying it is possible by holding the now open Snap for a few seconds until it goes back to being unopened.

### **FRIEND**

Here, a friend is simply another user you are connected with (has to be mutual – you both added each other).

### **FOLLOWER**

If someone adds your account but you choose not to follow back, the person becomes a follower. Absent from your phone contacts or address book, the follower, can still view your Stories and send you snaps or chats.

### **GEOFILTER**

Read more on pg 40...

Personalised filter of a brand, city, university, local landmark or public locations. Geofilters need to fit Snapchat's design guidelines, sent in for review and then approved by the platform.





## PART 4: SNAPCHAT TERMINOLOGY *continued*

### **STORY**

When you take a snap, you can upload it to what is referred as your Story. A Story is a 24-hour reel of any snaps you may have taken and added to it within the last 24 hours. This is by far the primary way for brands to publish content on the platform. Your Story is publicly viewable by anyone who follows your account.

### **RECENT STORIES**

In this section, you can see Stories that people you follow uploaded to their personal account.

### **SCORE**

Next to your Snapchat username, you will see a number; what Snapchat calls a score. It is used to track how much you use the app and is the total number of snaps a user has sent and received. According to the platform, every time you send out a snap, your score is increased by a point.

### **MEMORIES**

Newly integrated to the app are the memories. This allows you to save some of your Snaps for later, or just upload old photos or videos from your camera roll with a banner indicating that it's a memory from this or that date.

### **TROPHIES**

Accomplishments on using the app, trophies can be “10 video Snaps sent using the zoom function” or “50 video Snaps sent”. There are already numerous trophies to collect. However, Snapchat adds another few every now and then.

### **DISCOVER**

This Snapchat section allows you to view channels from top publishers who curate content daily, watch Live Stories from an event, or check out local neighborhood Stories.





## PART 4: SNAPCHAT TERMINOLOGY continued

### Sent Icons



A Snap sent without audio



A Snap sent with audio



A Snap sent



Depending on privacy settings, a gray pending icon may appear if someone has not accepted your friend request

### Opened Icons



A friend opened a Snap without audio



A friend opened a Snap with audio



A friend opened a Chat



A friend received and reviewed cash

### Received Icons



You have received a Snap or multiple Snaps that do not contain audio



You have received a Snap or multiple Snaps that contain at least one audio



You have received a Chat

### Viewed Icons



Your Snap sent without sound has been viewed



Your Snap sent with sound has been viewed



Your Chat has been viewed



A Snap or Chat is pending and may have expired

### Screenshot Icons



A screenshot has been taken of your Snap without audio



A screenshot has been taken of your Snap with audio



A screenshot has been taken of your Chat

### Replay Icons



Your Snap without sound has been replayed



Your Snap with sound has been replayed





## PART 5 : GETTING STARTED

Getting started on Snapchat is probably the easiest part as it's only a few quick steps that don't require any creativity – just filling in text fields!

### Download & Sign-Up

First, download the app from the iTunes App Store for iOS or from the Google Play Store for Android. Then, it's time to sign up.

1. On the app's Welcome screen, tap **SIGN UP**. Fig. 1
2. Enter a **valid email address** you wish to associate your Snapchat account with. If ever you forget your password, your email will be used to reset it. Fig. 2
3. Choose a **secure password** of at least 8 characters for your account. Fig. 3
4. **Optional verification process**. Fig. 4
5. Choose your **Username**. Your Username will identify you on Snapchat. Think carefully about this as once it has been created, you cannot change it. Also, if you delete your account, your username will no longer be available.
6. **Prove you are not a robot**.
7. **Authorise Snapchat** to access your camera, microphone and contact list. Fig. 5

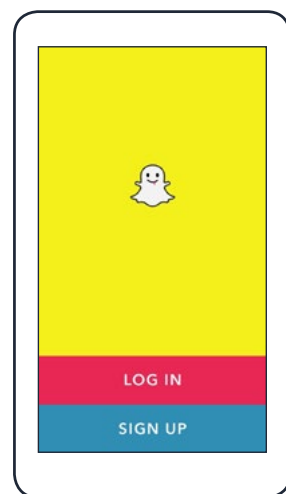


Fig. 1



## PART 5 : GETTING STARTED continued

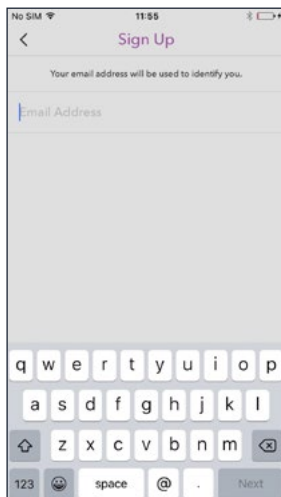


Fig. 2 - Email address

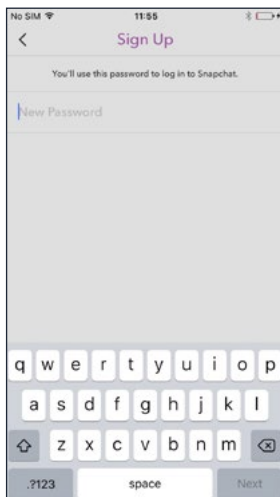


Fig. 3 - Password

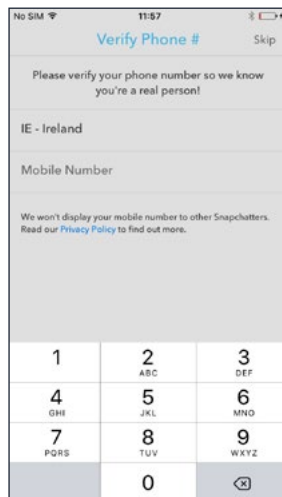
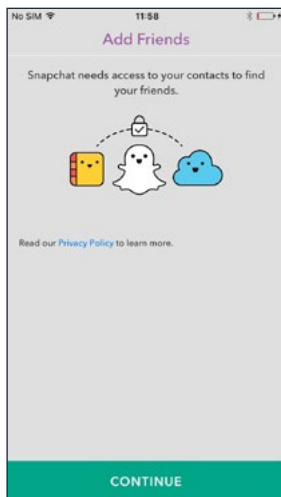


Fig. 4 - Verify Phone



Authorise Snapchat to access Contacts

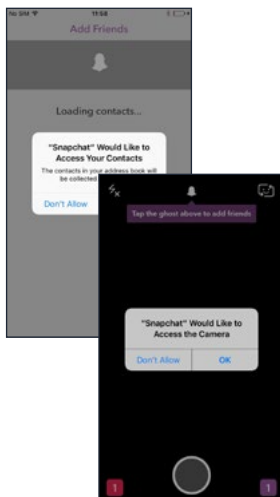
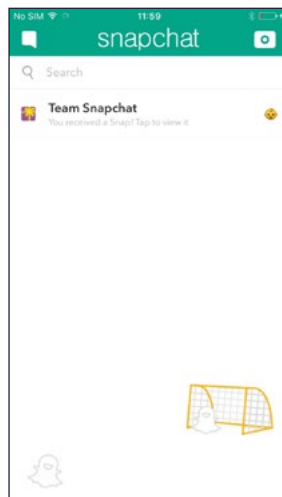


Fig. 5 - Authorise app



The first introductory snap from Snapchat







## PART 5 : GETTING STARTED continued

### Verification Process

Verifying your mobile phone number is optional and can be done at any time. The reason why you should do this is that if you ever forget your password, you have an extra option to reset it. Snapchat can send a password reset via SMS if a user has a verified phone number linked to the account!

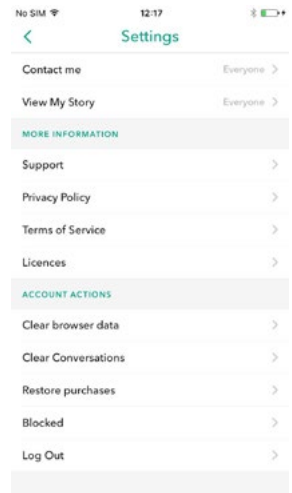
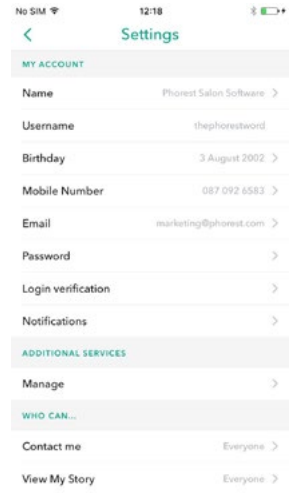
### General Settings

In this section, you can update account information and privacy settings. To access the General Settings, click on the ghost icon at the top of the screen (when in Snapchat camera mode – see below), then tap on the wheel icon in the top right-hand corner of your Profile screen.

- > Additional Services > Manage > Turn on/off filters, travel mode, friend emojis, access permissions you give to the app.
- > Who Can > Contact you (everyone or your friends), View Your Story (everyone, your friends or custom)



Camera mode



General settings screens





## PART 5 : GETTING STARTED continued

### Creating your moving profile photo

On your Profile screen (from the Snapchat camera screen, tap the ghost icon at the top), click on your empty yellow ghost. Tap on the take photo button, and get ready for a few automated snaps that will create your moving photo profile!

### Finding & Adding Friends

There are a few ways to do this.  
But here, practice with us! Try to add us  
@thephorestword.

To add someone from your contacts:

- > Tap the ghost icon at the top of your Camera screen. Fig. 6
- > Tap 'Add Friends' on your Profile screen. fig 7
- > Tap 'Add by Username'. fig 8
- > Enter the Username and tap 'add'. fig 9

To add someone from your contacts:

- > Tap the ghost icon at the top of your Camera screen.
- > Tap 'Add Friends' on your Profile screen.
- > Tap 'Add from Address Book'.
- > All of your phone contacts with Snapchat accounts will be displayed once you have authorised Snapchat to access your address book, along with friends who don't have Snapchat, who you can invite to use the app via SMS. Tap the + next to their name to add a friend, or invite someone to Snapchat.





## PART 5 : GETTING STARTED continued

### Finding & Adding Friends Screens



Fig. 6 - Click add friends



Fig. 7 - Phorest added me

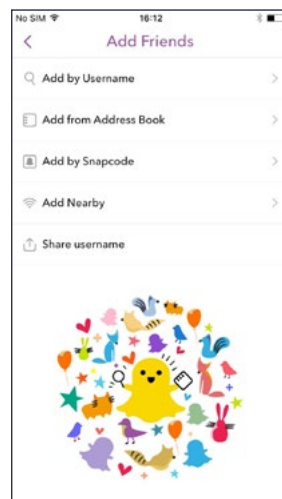


Fig. 8 - Add friends options

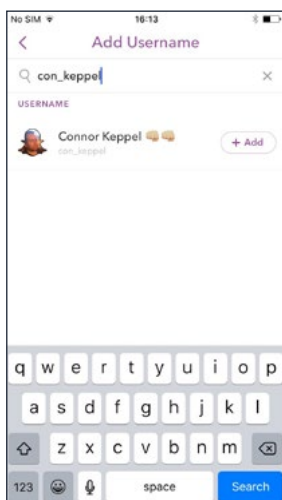


Fig. 9 - Add by username

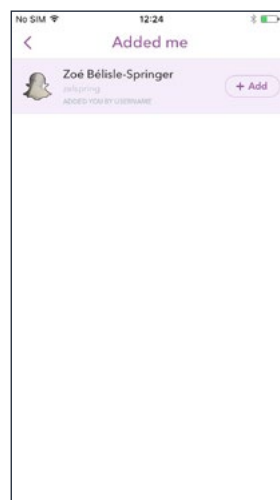


Fig. 10 - Zoe added me

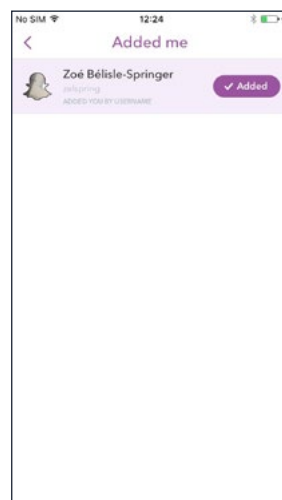


Fig. 11 - Added Zoe back





## PART 5 : GETTING STARTED continued

### To add a Snaphatter who has added you:

- > When a Snapchatter adds you, the ghost icon at the top of your Camera screen will turn yellow.
- > Tap the yellow ghost to access your Profile screen. Fig. 9
- > Click 'Added Me'. Fig. 10
- > Tap the + next to their name to add them back. It will turn to a checkmark to let you know they have been added. Fig. 11



Fig. 9

### To add someone by Snapcode:

- > Take a screenshot or a photo of a friend's Snapcode. Fig. 12
- > Open Snapchat, then tap the ghost at the top of the camera screen. Fig. 6
- > Tap the 'Add Friends' button. Fig. 7
- > Tap 'Add by Snapcode'. Fig. 8
- > Tap a Snapcode to add the user.



Fig. 12

### Add Nearby:

- > If you want to add someone that is around you, you both need to open your Snapchats. But first, on your account > Tap the ghost at the top of the camera screen > Add Friends > Add Nearby > OK.
- > Ask your friend to open Add Nearby as well.
- > Tap the + sign next to your friend's username to add them. Fig. 13

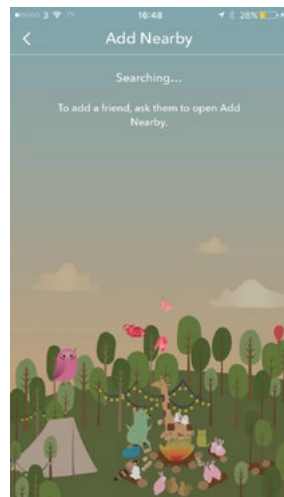


Fig. 13



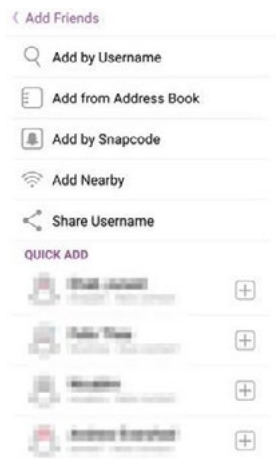


## PART 5 : GETTING STARTED continued

### Quick Add:

- > In your Add Friends screen, you might see a Quick Add section. Users may appear in your Quick Add for different reasons (you share a mutual friend on Snapchat, you share a connection, or if someone's a new contact in your address book).
- > To remove someone from your Quick Add list, swipe left on their name and tap 'hide.'

**TIP** If you'd rather not appear in Quick Add for other Snapchat users, follow these steps: Tap the ghost on your Camera Screen > Tap the wheel icon to open Snapchat settings > Scroll down to 'Who Can.. See Me in Quick Add' and toggle Quick Add off.





## PART 5 : GETTING STARTED continued

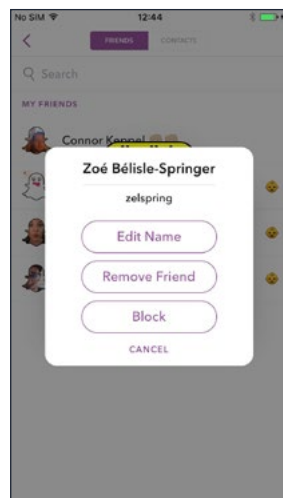
### Deleting & Blocking Friends

Deleting a Snapchat user means you will no longer be able to view the user's Story, or send him or her Snaps or Chats.

- > **Delete a user who is your friend:** Tap the ghost at the top of the camera screen > Tap the wheel icon to access General Settings > Tap My Friends on the Profile Screen > Tap the user's name > Tap the wheel on the user's pop up screen > Press Remove Friend.

Blocking a Snapchat user means he or she will no longer be able to view your Story, or send you Snaps or Chats.

- > **Block a user who is your friend:** Tap the ghost at the top of the camera screen > Tap the wheel icon to access General Settings > Tap My Friends on the Profile Screen > Tap the user's name > Tap the wheel on the user's pop up screen > Press Block.
- > **Block a user who chatted you:** Swipe left on the user's name who chatted you > Tap the 3 horizontal pale blue bars to the left of the user's name > Press Block.
- > **Block a user who added you:** Tap Add Me on your Profile Screen > Tap the user's name or swipe left on it > Press Block.
- > **To unblock a user:** Tap the ghost at the top of the camera screen > Tap the wheel icon to access General Settings > Scroll down to Account Actions > Tap Blocked > Tap the x next to the user you wish to unblock.





## PART 6 : CREATING OR RECEIVING SNAPS AND STORIES

### Using the Snapchat camera

When you open the app, the first screen to appear is the camera one. Very simple to use, there are a few icons on the borders of the screen and one bigger central button. That one is used to take a picture. The other icons go as explained below.

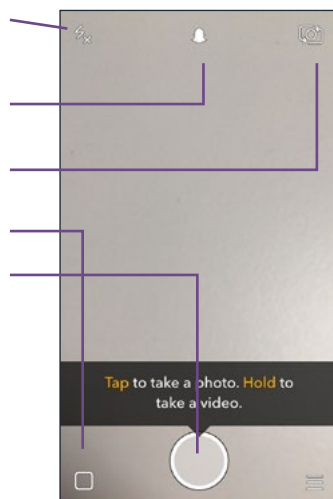
**Top left corner:** Flash mode ON or OFF + Camera night mode ON or OFF

**Top centre:** Ghost to access profile screen

**Top right corner:** Switch from back to front camera

**Bottom left corner:** Access Chat screen

**Bottom centre:** Access Memories screen.





## PART 6 : CREATING OR RECEIVING SNAPS AND STORIES continued

### Adding a caption

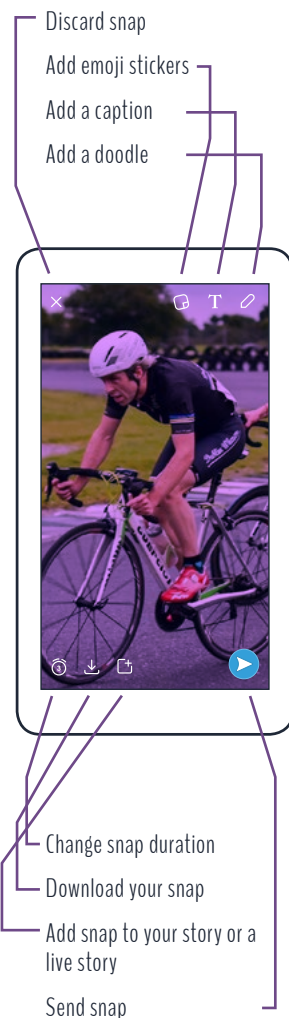
Once you have taken a picture or a video, that's when the fun creative part is enhanced. Choose a fun caption and add it to your snap by tapping the T icon at the top right corner of your yet-to-be-published snap. Text captions can be displayed in three different ways: with a border, in left-aligned bolded white characters, and in centred bolded white characters. Pick the one you wish by entering your caption, and tapping the T icon to switch displays.

### Doodling

The little crayon icon you see on the top left corner of your not-yet-published snap is your tool to doodle. Pick different colours, draw, write, be creative!

### Filters and effects

Filters and effects are what made Snapchat so attractive in the first place. After taking a photo or a video, swipe left and right for different filters and effects. Oh, and you might of heard of the classic “dog” filter, face swaps and such other things. To access these facial recognition filters Snapchat updates on the regular, tap and hold a central point on your face when taking a selfie. After 1–2 seconds, facial recognition filters will appear for you to choose from.







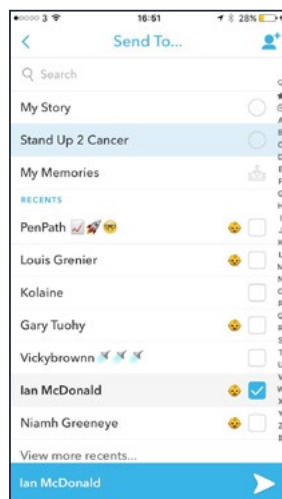
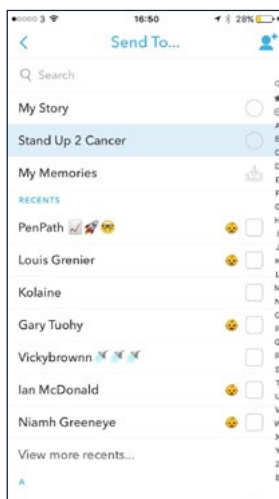
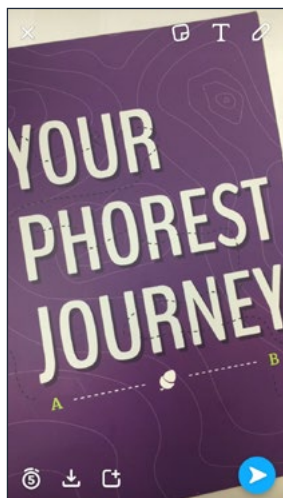
## PART 6 : CREATING OR RECEIVING SNAPS AND STORIES continued

### Setting a time limit

There's a time limit of ten seconds to a snap (photo and video). For a video, record up to 10 seconds and for a photo, choose how long you wish it to be displayed before it disappears. Look for the timer icon at the bottom-left part of the screen once you've taken a snap and choose from there.

### Sending Snaps

You've added some Snapchat friends and users and are now ready to share that beautiful Before and After shot. Once you're happy with your Snap, tap the white arrow in the blue circle at the bottom right of the screen, choose a user within your list and tap that white arrow again! You've sent your Snap! (see sequence at right)





## **PART 6 : CREATING OR RECEIVING SNAPS AND STORIES continued**

### **Viewing received Snaps**

You know have been sent a Snap when you open your app and see your Chat icon at the bottom left of your camera screen is highlighted with blue. Tap on it, and check out your Snap! A blue Chat icon means you have received a Chat message; a red square indicates you have received a photo and a purple square means someone sent you a video (see icons on page 14). Just tap on the icon to read or watch.

### **Creating and viewing Stories**

To add a photo or a video to your Story, you have two options. When you have finished creating your masterpiece, you can either tap the bottom left box with a plus icon to add the Snap to your Story or tap the blue highlighted Chat icon at the bottom left of your camera screen and instead choose “Your Story” as the selected contact. (see icons on page 14)

To view your Story or other people’s Stories, open your app, and from the camera screen, tap the three circles at the bottom right of your screen. Your Story will appear up on top, and other users’ Stories will appear with their name below.





## PART 7: CREATING CONTENT FOR YOUR SALON

New platforms will never cease to emerge, but they need to get you more business for them to mean something to your salon. Snapchat is an excellent opportunity to show off your brand's personality and allow your clients to get a glimpse of what happens behind the scenes.

While getting a following on Snapchat can be a little harder than on Instagram, this platform is what the younger generation is growing up and interacting with. Without saying that your audience is necessarily on Snapchat, it's worth the try. Like Ellen from Waxperts, maybe you will benefit from using it before everyone catches onto it and you need to figure out even more inventive ways to stand out.

Be the influencer.

Snapchat is different than Facebook and Instagram, more personal in some ways. To get you started, why not use the Phorest Go App's Before & After Photos we released?

**It's the FIRST and ONLY salon software to integrate with Snapchat!**





### Looking for more?

Below are a few ideas of what you could think of for your first few posts, but ultimately, you need to adjust the content to what you want your salon to look like on a somewhat live platform. On Snapchat, it's your personality that makes you stand out.

- > Clips from the progress of a Before and After
- > Questions & Answers
- > Thought of the day
- > VIP events coverage
- > Cover trade shows and Live Events (try it at the Phorest Salon Owners Summit 2017)
- > Daily fun in the salon
- > Tutorials
- > New product announcements
- > How To's or Best Practices when using a particular product
- > Salon contests (For example, a food delivery service once organised a Snapchat scavenger hunt. Each day during the five-day campaign, they asked their followers to post a daily snap, whether it was a food selfie or a food doodle. The best snaps won a little perk.)
- > Introduce your staff members to your audience





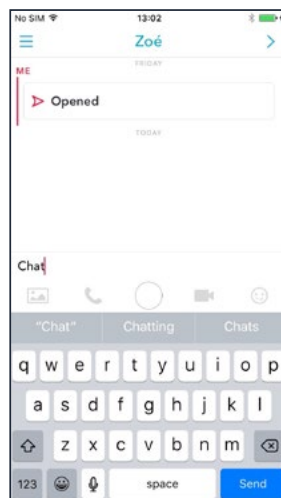
## PART 8 : SNAPCHAT “CHAT”

Snapchat re-thought its messaging feature and released “Chat 2.0” early 2016. Coming with numerous new perks, the company is aiming to make Snapchat the best way to communicate. But how can these new features impact the way you would use the social media platform as a salon owner?

Well, it’s an excellent opportunity to communicate one on one with a client of your salon. Imagine someone watched your Story and sent you a message through the Chat messaging function asking for advice about a product. If you needed to show products you have in your salon, you could take pictures and send them on to the client, or even better, quickly give a ring to the person to chat about the issue they are experiencing. It’s a whole new way to communicate and connect, but as a salon owner, keeping its use for professional advice can be extremely beneficial.

### Chat

Just like Facebook Messenger, start a conversation with a user you follow or a friend and type away! Only thing, messages disappear when both users exit the conversation screen... because love it or hate it, it’s what made Snapchat so special in the first place!



Chat screen





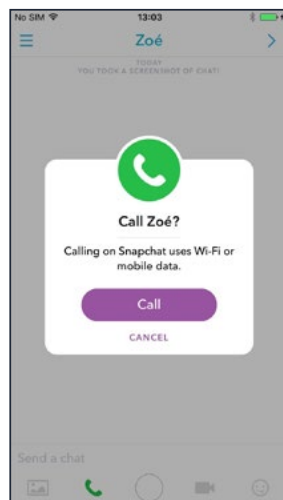
## PART 8 : SNAPCHAT “CHAT” continued

**TIP** If you ever need to save a message, double tap it to save it to the private conversation it was in. The message will be highlighted in grey. To unsave a message, press and hold on the message. If the message doesn't disappear after you've unsaved it, your friend may have saved the Chat!

### Audio And Video Calls

This feature is quite new. Simply enough, this calling function (access within the Chat screen) allows you to start an audio or video conversation with a friend or a user you follow. Tap the audio or video recording icons to start a call. When the call is started, the user at the other end is given the option to Join, Ignore or Watch. If the person you are calling is unavailable or chooses to ignore the call, Snapchat will notify you.

To stop the video chat, tap the video recording icon. If your friend wasn't available, you could leave them an audio or video note by pressing and holding either the audio or video recording icon. When you are finished with your recording and are ready to send it off, simply lift your finger!



Audio call screen

**TIP** Drag your video recording to the “x” if you're unsatisfied with the looks of it.





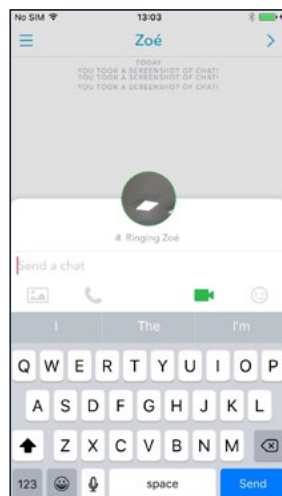
## PART 8 : SNAPCHAT “CHAT” continued

In a video chat, you can still use all the messaging features Snapchat offers (texting, sending stickers, GIFs). Also, let's say you're in your salon chatting to a client and your surrounding changes to something not as private as you would like it to be, you can turn off your camera. Or mute your microphone (irrelevant in this case, but nonetheless possible).

**TIP** Switch your camera off by tapping the green video camera icon. You will continue to be able to see them, but they won't see you. Switch off your microphone by tapping the green phone icon. Tap the icon again when you want to speak.

**TIP** To switch between your device's rear-facing and front-facing camera, double-tap the screen.

**TIP** Swipe down on the video to minimise the video to a tiny bubble on your screen.



Video call screen





## PART 8 : SNAPCHAT “CHAT” continued

### Photos

Whether you’re having a text, audio or video chat, you can send camera roll photos to your conversation. Tap the picture icon and select the photos you wish to upload.

### Sending a location

Imagine your client asks for your salon’s address and directions. With Snapchat’s messaging, you can now write your address, send it and it will automatically display a small map in the Chat screen showing the location. Your client now just has to tap it to open it in the Maps app of their choosing.

### Stickers, GIFs

Snapchat allows you to lighten up conversations with stickers and GIFs

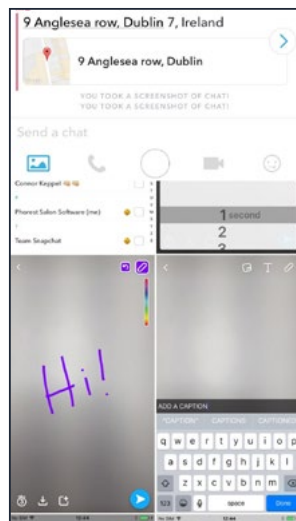
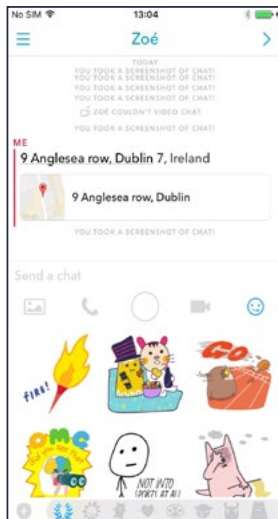
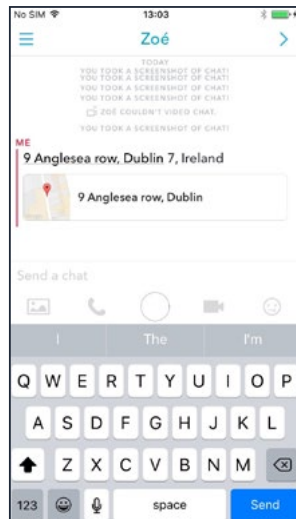


Photo upload



Stickers & emojis



Location

**TIP** To send a sticker to a friend, tap the smiley face button and choose your sticker.







## PART 9 : 21 USEFUL HIDDEN FEATURES FOR SALON OWNERS

Snapchat has been around for a little while already, so some hidden features have popped up and you should take advantage of them to build awareness to your brand! Here's a list of these hidden features that can be worthy of use for a salon owner. Please feel free to practice using these gems by sending us some content on our Snapchat account **@thephorestword**. We'll respond to you with tips and tricks. It's worth it!

### **See who had a look at your Story**

Open the app > Tap on the 3 circles at the bottom right of your camera page > Tap on the 3 aligned circles at the top right of the screen where it indicates "My Story" > Tap the desired Snap > See who watched your Snap.

1

### **Reply to Stories**

While playing a Story, swipe up on the "Chat" indication at the bottom centre of your screen > Type your message!

2

### **Download your Snapchat Story**

Open the app > Tap on the 3 circles at the bottom right of your camera page > Tap on the downward arrow in a box at the top right of the screen where it indicates "My Story" > Choose "YES" to save.

3





## **PART 9 : 21 USEFUL HIDDEN FEATURES FOR SALON OWNERS** continued

### **Delete a single Snap from your Story**

Open the app > Tap on the 3 circles at the bottom right of your camera page > Tap on the 3 aligned circles at the top right of the screen where it indicates “My Story” > Tap the desired Snap > Tap on the garbage can icon at the top right of the screen > Delete.

**4**

### **Change your display name**

Open the app > From the camera screen, tap on the white ghost at the top center of the screen > Tap your current name > Edit name > Save your changes.

**5**

### **Save data with “Travel Mode”**

Open the app > From the camera screen, tap on the white ghost at the top center of the screen > Tap on the gear wheel at the top right of your profile screen > Go to “Additional Services” > Tap “Manage” > Enable “Travel Mode”.

**6**

### **Enable Night Camera mode**

Open the app > From the camera screen, tap the quarter moon icon.

**7**

### **Control camera with volume buttons**

When listening to a Snap or a Story, adjust the volume with your device volume buttons.

**8**





## **PART 9 : 21 USEFUL HIDDEN FEATURES FOR SALON OWNERS** continued

### **Use two filters on one snap**

Open the app > From the camera screen, take a photo or a video > Choose a first filter by swiping left or right > Press and hold your screen with one finger > Choose a second filter by swiping left or right again > Release > Add text, emojis or anything else.

**9**

### **Switch between cameras while filming a video**

Open the app > From the camera screen, start recording a video > Double tap anywhere on your screen to switch between front and back camera > Release to end the video recording as usual.

**10**

### **Add music to your Snap video**

Play music from your device > Open Snapchat > Start recording a video without putting your music on pause > Release to end the video recording as usual.

**11**

### **Turn the sound off in your videos**

Open Snapchat > Start recording a video > Release to end the video recording, as usual > Tap the volume icon at the bottom left of the recording to turn the sound off.

**12**

### **Resize or rotate emojis**

Open Snapchat > Take a photo or a video > Tap on the post-it icon at the top right of the recording > Choose your emoji > With two fingers, stretch the emoji to the desired size > To rotate, pinch the emoji with two fingers and rotate.

**13**





## PART 9 : 21 USEFUL HIDDEN FEATURES FOR SALON OWNERS

### continued

#### **Blow up emojis**

Open Snapchat > Take a photo or a video > Tap on the post-it icon at the top right of the recording > Choose your emoji > With two fingers, stretch the emoji to a blown up version of it.

14

#### **“Pin” emojis to your video Snaps**

Open Snapchat > Start recording a video > Release to end the video recording, as usual > Tap on the post-it icon at the top right of the recording > Choose your emoji > Press and hold it to pin > Release it on an object.

15

#### **“Pin” stickers to your Snaps**

Open Snapchat > Take a photo or a video > Tap on the post-it icon at the top right of the recording > Choose a sticker from the bottom bar > On a photo, play with sizing and rotation, on a video, press and hold it to pin it > Release it on an object.

16

#### **Re-wind and Slow-mo filters**

Open Snapchat > Start recording a video > Release to end the video recording, as usual > Swipe left or right for filters > Look for the snail icon filter, the bunny icon filters (two different speeds) and the rewind icon filter.

17

#### **Write multiples lines of text**

Open a note taking app on your device > Create multiples empty lines by pressing “Enter or Return” > Copy and paste the empty lines > Open Snapchat > Take a photo or a video > Paste the empty lines > Write your text in this now limitless writing space.

18





## **PART 9 : 21 USEFUL HIDDEN FEATURES FOR SALON OWNERS** continued

### **Write, adjust and resize text**

Open Snapchat > Take a photo or a video > Tap on the “T” icon to write text > Tap the “T” item again to change the text display > To adjust and resize the white text display, tap your text > Pinch with two fingers and resize > Tap to exit the resize > To rotate, pinch the resized text on the screen with two fingers and rotate.

**19**

### **Discover hidden colours**

Open Snapchat > Take a photo or a video > Tap on the crayon icon > Press and hold the color bar > Drag your finger to the bottom right of the screen to access different colors going up to black > Drag your finger to the top left of the screen to access different colors going up to white.

**20**

### **Make selfies with funny face filters**

Open Snapchat > Toggle the camera icon on the top right of your screen to access the front camera > Use a finger to press and hold the centre point of your face > Choose from the new appearing filters.

**21**

**TIP** If you want to view other salon's SnapChat accounts anonymously, turn on Airplane mode on your iPhone when on wifi, go into SnapChat and view the story and it will not mark you as a viewer.





## PART 10 : BUILDING A FOLLOWING

**There are many ways of building a following on Snapchat, but it does require a bit more effort than on Instagram or Facebook.** In fact, there is no automatic metric feedback you can use on Snapchat, and there are no likes, shares, or comments on the platform. You comment by sending a direct message to the user. Snapchat is what can be considered as an active interface whereas other social media platforms tend to be more passive (auto-suggestions of people to add or follow, never-ending feeds, etc.).

### **Through Phorest Salon Software**

Our most recent feature on the Phorest Salon Software is our integration with Snapchat.

Not only can you share before and after photos onto Snapchat through the software platform, but you can also grow a following in then most effortless way.

Phorest Salon Software allows you to send a tailored SMS to your clients announcing that you are now on Snapchat and inviting them to follow you. The default SMS template is set to:

**“Hi <clientfirstname>, <salonname> is on SnapChat! Add us for exclusive content, offers & the latest styles: [www.snapchat. com/yoursnapcode](https://www.snapchat.com/yoursnapcode) – Snap to it!”**

Have a look for yourself; it’s all in the marketing section of your Phorest software!

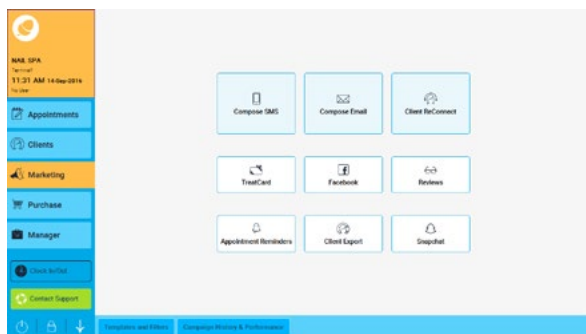




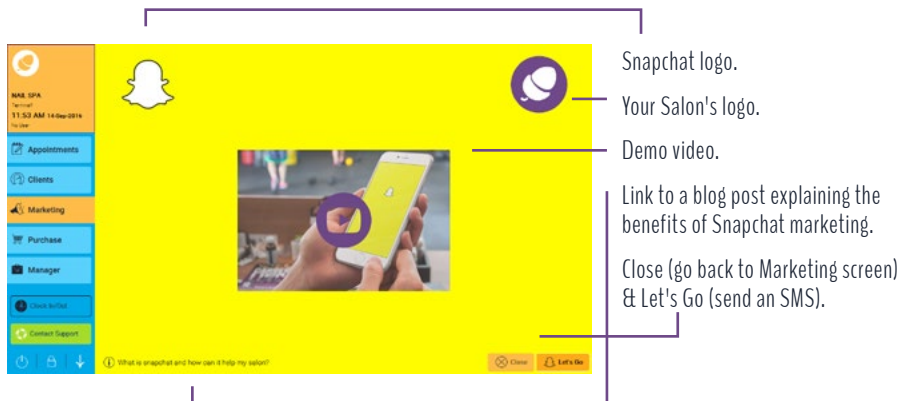
## PART 10 : BUILDING A FOLLOWING *continued*

### Snapchat SMS Invite Step-by-step

1. Open your Phorest Salon Software, and go to the Marketing section.
2. Click on the Snapchat section (bottom-right, ghost icon).



3. The next screen you'll see is one with a demo video and other icons/text in all four corners.

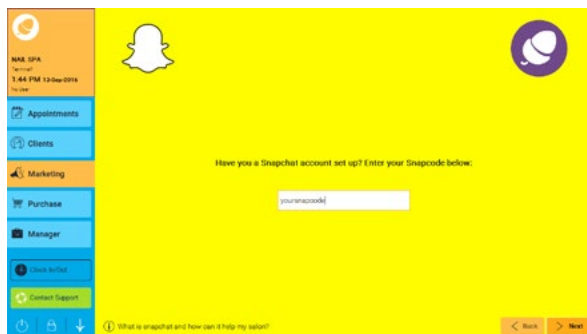




## PART 10 : BUILDING A FOLLOWING *continued*

4. When you click “Let’s Go”, you will be asked to enter your Snapcode (Snapchat username). Then, click next.

N.B. If you have many branches to your salon, your Snapchat username will be saved under the business – not the branches. All your branches shall share the same Snapchat code.

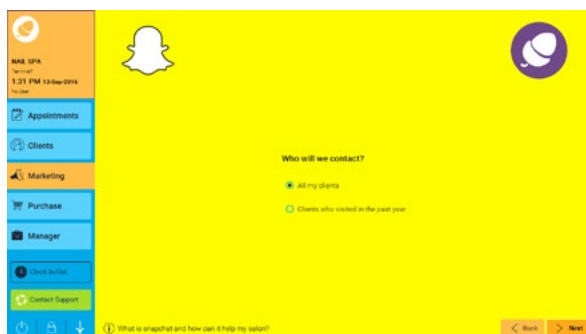




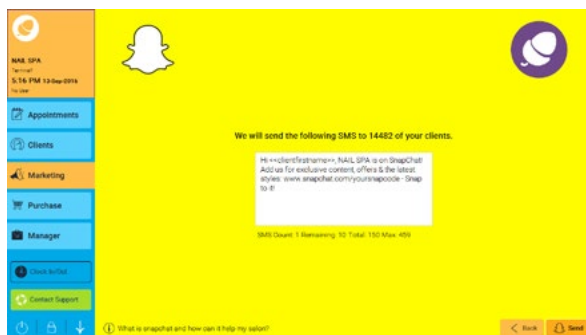


## PART 10 : BUILDING A FOLLOWING continued

5. Choose to whom you will be sending an SMS invite: all clients or clients that were in within the last year (if you repeat this operation in 6 months time, only those who have never got the SMS before will receive an invitation, even if you select “all clients”). Of course, this operation targets clients with a phone number on file. Click next.



6. Send the default SMS template or create your own message and hit ‘send’!



Building your Snapchat following will never have been this easy; we promise you that.





### **In-Person connection**

One of the easiest and quickest ways to do this is In-Person connections. When a client walks through your door and gets a treatment or a service, ask for your customers' Snapchat username to "tag" them in the Before and After photo of their look that you're about to upload to your Stories.

On the Phorest Go App, you can take great Before And After pictures of your client and with a single click, share the picture on Snapchat! Phorest is the only salon software that integrates with Snapchat, so why not use it to your advantage! Just write down your customer's username on the photo (with consent, of course) and easily upload it to your story! Your customer will appreciate the little 24 hours of fame, and you get to show off your talent and skills alongside building a following for yourself.





## PART 10 : BUILDING A FOLLOWING continued

### Using other social media platforms

Another way to increase your Snapchat following is leveraging other socials platforms. On Facebook, for example, you can link your social media channels in the “About” section of your salon’s page. Otherwise, some accounts post identical content to all social media platforms, and I wouldn’t suggest that being the way to go, but there is a way you can encourage people to follow your Snapchat journey. While you can share your personal Snaplink on Facebook, Twitter and Instagram, why not give an insight of what’s going on on your Snapchat? For instance, you could share snap videos from a VIP party of yours. What you want to do is to give a personality to your channel and give your potential Snapchat followers a reason to follow you on yet another platform!

**TIP** “You need to have that involvement, it has to be a conversation. The person who is watching at the other end, is watching selfishly. To them, you’re broadcasting just to them.” (Ellen Kavanagh, Waxperts)





## PART 10 : BUILDING A FOLLOWING *continued*

### **Creating an account on GhostCodes**

GhostCodes can help you grow your Snapchat following fast, but it might not give you the right following. GhostCodes is an app – think of it as a phonebook for Snapchat – that makes it easy to find people with similar interests without requiring a previous connection outside of Snapchat. The way it works is that you download the App from the Apple Store or Google Play, create your account and fill in your personal information, including your Snapchat username and a brief biography. Then, the app will prompt you to add your Snapcode and interests. Select a category that best fits your needs and content you create on Snapchat. GhostCodes has two primary functions: giving “kudos” and downloading Snapcodes that you wish to add to Snapchat. The more you post interesting content on Snapchat, the more likely you are to receive “kudos” on GhostCodes and see your Snapchat following grow by people adding you by finding your username on the app.

### **Using your website**

Another way to let your clients know you are on Snapchat is by promoting your Snapchat account on your website. Your site is your 24H 7/7 business front door. Remember to inform users the exact name to add as there is no smart match feature on Snapchat; you need the exact username or a photo of the Snapcode.

To sum it up, building a good Snapchat following requires patience, good content and consistent distribution.

## TIP

Remember, you're only as good as your last Snap or Story; make it count!





## PART 11 : ADVERTISING ON SNAPCHAT

Partnering up with Snapchat is possible, however extremely costly. For International partnership inquiries, you must please fill out a form on their website.

**<https://support.snapchat.com/en-US/co/international-inquiries>**

Instead, let's have a look at another avenue for advertising on the platform. As a salon owner, there might not be a need to advertise your services to the entire planet. What is most important is that you reach your local surroundings to engage with your potential and/or loyal clients. Geofilters are a very fun way to do this, and way less expensive.

Snapchat offers two types of Geofilters:  
**Community** and **On-Demand**.

Artists and designers are encouraged to create and submit a free Community Geofilter for their city, local landmark, University and such public locations. When approved by Snapchat, the geofilter then becomes available to nearby Snapchat users. All images must be original artwork, and no brand logos are allowed when submitting a Community Geofilter. With a little imagination, you can work around this by creating a Geofilter around an event, without using a brand name or logo.





### About Community Geofilters:

- > Submissions are reviewed in the order in which they are received.
- > If you have an issue with your previously submitted Geofilter, you can resubmit it and clarify the issue in the notes when resubmitting.
- > When the Geofilter has been reviewed, an automatic email is sent out to let you know if your submission has been either approved or not.
- > Must highlight a public place, neighbourhood, landmark, venue or other location where people are likely to gather and send Snaps.
- > Graphics must be 100% original, without any use of logos or trademarks.
- > No photographs or hashtags are accepted.
- > You must not cover too much of the screen.
- > Must be creative and visually compelling.

To submit a Community Geofilter, visit: **<https://www.snapchat.com/geofilters/submit.html>**

However, there is a dedicated option for brands and businesses, which are the On-Demand Geofilters. This second option is a great opportunity for advertising through Snapchat at a not-so-expensive cost (compared to becoming a Snapchat Partner). Whether it's for a salon opening night party or a special day in your nail bar, Geofilters make it easy for Snapchat users to send your message to their friends.





## PART 11 : ADVERTISING ON SNAPCHAT continued

Within the On-Demand Geofilters feature, there are two other categories: personal and business. A personal Geofilter is one that promotes a particular event or location and can be used for private sites over maximum 30 days. Once again here, though, no logos, marks or business branding allowed. A business Geofilter promotes a business or brand and is great to build brand awareness. They allow to share what's happening in your salon to your followers, but also friends of your fans (if your customers use your filter)!

### About On-Demand Geofilters:

- > Design, pick a time and select what area it should be over on a map, submit your design and buy it once it has been reviewed.
- > They can be active from as little as one hour to up to 30 consecutive days.
- > You can make your salon's name appear on a Business Geofilter (Business name on the purchase page of the On-Demand Geofilter).
- > You can access analytics for your On-Demand Geofilter once it has finished running, by logging in here: **[https://accounts.snapchat.com/accounts/login?client\\_id=geo](https://accounts.snapchat.com/accounts/login?client_id=geo)**

For specifics on how to create an On-Demand Geofilter, visit:

**<https://support.snapchat.com/en-US/ca/odg-create>**

### NB

On-Demand Geofilters are only yet available in certain locations, in development elsewhere.





## PART 12 : SNAPCHAT DISCOVER AND 37 ACCOUNTS TO FOLLOW

### **Snapchat Discover**

Snapchat's Discover section of the app is a mix of channels from top publishers who curate content daily. Many of these Snap Channels include an article or video below them. There is a channel for almost everything on Snapchat. It's great to get inspired or simply to catch up on the latest news in a much more interactive way.

**TIP** To access the Snapchat Discover section from your Snapchat camera screen, tap on the three dots at the bottom right of your screen, and from the Stories screen, swipe left. Scroll up and down to watch different channels. Swipe up on a Snap if you're interested in seeing more. To get a description of any channel, press and hold the Snap Channel and subscribe from there if you want that channel appear in your Stories on a daily basis.

### **Accounts to follow**

As we mentioned earlier, Snapchat can be a little harder regarding growing a following or even, the other way around, knowing who to follow. Without it being an exhaustive list of Snapchat accounts to follow, here are 36 Snapchatters to give you inspiration, see how the platform works and how people are using it.







## PART 12 : SNAPCHAT DISCOVER AND 37 ACCOUNTS TO FOLLOW

continued



Ellen Kavanagh  
@waxpertsellen



Marissa Carter  
@cartermarissa



Rosemary Mac Cabe  
@rosemarymaccabe



Aisling Keenan  
@aislingmkeenan



Rosie Connolly  
@rosieconxxx



Faces by Grace  
@facesbygrace23



Kate Kelly  
@katekelly1



Laura Mullett  
@lauramullett23



Tara O'Farrell  
@tara\_makeup



## PART 12 : SNAPCHAT DISCOVER AND 37 ACCOUNTS TO FOLLOW

continued



AJ Fitzsimons  
@ajfitzsimons



Lisa Jordan  
@jordanblog



Courtney Smith  
@cocosmithstyle



Tamanna Roashan  
@dyf-tamanna



Manny Mua  
@mannymua



Deepica Mutyala  
@deepicam



Jackie Aina  
@jackieaina



Irene Mahmud Khan  
@irenesarah



Charlotte Tilbury  
@ctilburymakeup





## PART 12 : SNAPCHAT DISCOVER AND 37 ACCOUNTS TO FOLLOW

continued



Ted Gibson  
@tedgibsonbeauty



Patrick Ta  
@patricktta



Jen Atkin  
@jeanatkinhair



Jenna Hipp  
@thehipplife



Kristin Ess  
@kristin\_ess



Jamie Greenberg  
@makeupgreenberg



Sarah Potempa  
@sarahpotempa



Lauren Andersen  
@elle\_ehh



Riawna Capri  
@riawnacapri





## PART 12 : SNAPCHAT DISCOVER AND 37 ACCOUNTS TO FOLLOW continued



Hung Vanngo  
@hungvanngo



Mark Townsend  
@marktownsend1



Quinn Murphy  
@quinnmurphy1



Bryce Scarlett  
@brycescarlett



Sir John  
@realsirjohn



Mai Quynh  
@wheresdrake



Kayleen McAdams  
@kmgmcadams



Katie Jane Hughes  
@katiejanehughes







## PART 13: BONUS – PHOREST GO APP & SNAPCHAT INTEGRATION

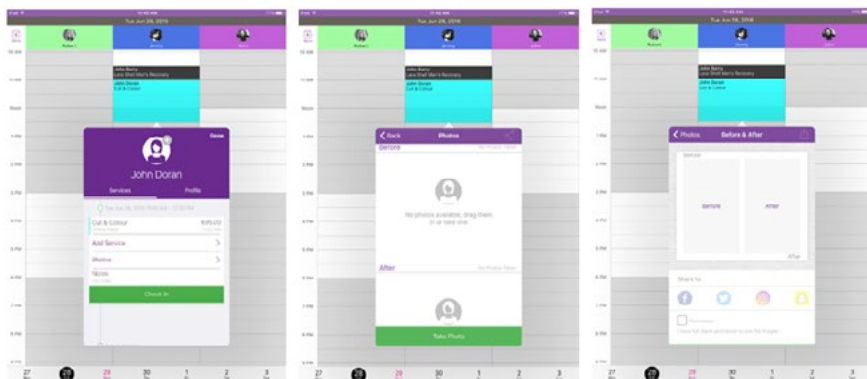
When we first started investigating just how crucial salon before & after photos were to salon owners, we heard all kinds of stories. We found out that most kept some sort of database to be able to show clients past styles and treatments. Well, that is a thing of the past now! We're delighted to introduce you to Phorest Go App's brand new feature: The Before & After Photos! A true game changer in terms of salon marketing strategies: **it's the first and only Salon Software to integrate with Snapchat! (plus Instagram, Facebook and Twitter too).**

Just like a portfolio, Before & After photos are one the most powerful salon marketing strategies. They allow you to display your craft through demonstration and draw in bookings as a result. Your followers and potential customers get to view your skillsets before their appointment, making them feel more secure and aware of what they're getting into.





## PART 13: PHOREST GO APP & SNAPCHAT INTEGRATION continued



### Why you should be excited about this feature

Before & After photos on the Phorest Go App on iPhone & iPad allows you to:

- > Scroll through previous appointments and see the pictures from those bookings
- > Take pictures directly through the app
- > Upload any image stored on your device
- > Choose and arrange your photos to create collages within the app
- > Share your Before & After photos to Snapchat, but also Facebook, Instagram and Twitter
- > Add a caption to your post
- > Assign a profile picture to client cards (makes recognising your customer walking through the door so much easier)





### **Using the Phorest Go App Before And After Photos with Snapchat**

1. From your Apple device, click on your Phorest Go App.
2. Click on your customer's current appointment and scroll through the timeline and previous bookings.
3. To create a new set of Before and Afters, tap into "appointment".
4. Scroll to the one your customer is in for today and tap photos.
5. Hit the take photo button and just like the regular camera on your iPhone and iPad, tap the camera button to take a picture. If you already have pictures you wish to upload, you can also select them from your device.
6. Take or upload as many as you can and later choose the best ones.
7. Once you have finished snapping or selecting your photos, hit the X.
8. Arrange your Before and Afters as you want, all by dragging and dropping.
9. To share your collage, tap the share icon.
10. Select your Before photo, and readjust or move it until you're happy with it.
11. Then select your After photo, and do the same.
12. Select the Snapchat icon to share the collage onto your Story or to send it as a Snap to your client.
13. Confirm you have the client's permission to share it.
14. Scroll down, hit "Share"!



**So there you have it. The reality is that Snapchat, along with Facebook, Instagram and Twitter, is part of the future when it comes to online salon marketing strategies. And with Phorest's Before & After Photos, you quickly create great client experience moments in person AND online!**

As always, if you need help with anything, we are here for you! If you would like to go through any of the above with the training team please contact them at

[training@phorest.com](mailto:training@phorest.com)

or call UK: 0207 100 9290 / IRE: 01 8747800

and for anything else give us a shout at

[marketing@phorest.com](mailto:marketing@phorest.com)

**Enjoy!**



Let's Grow!

[www.phorest.com](http://www.phorest.com)