

Create A Snapchat Geofilter

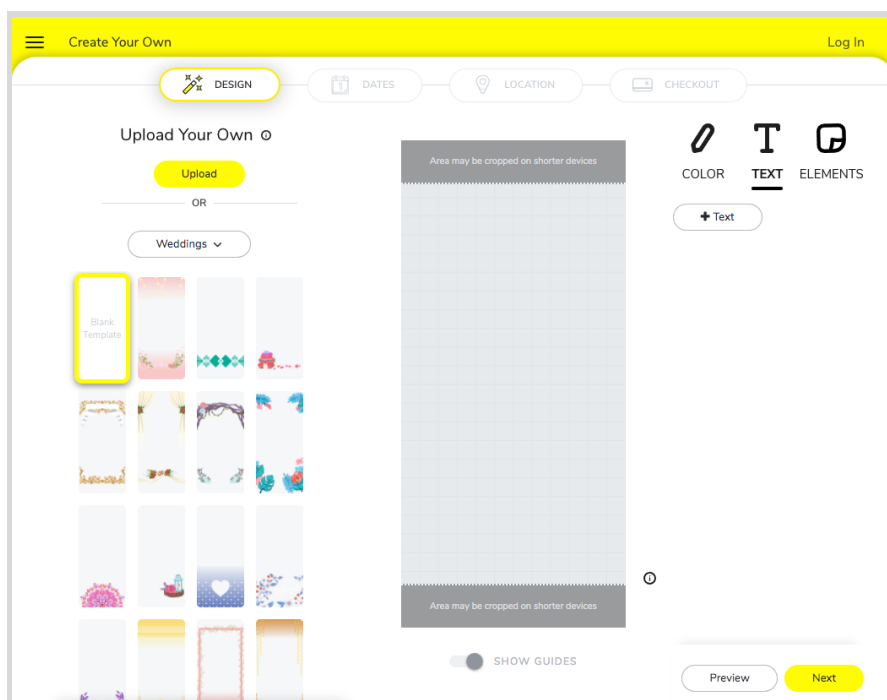
What is it?

A Snapchat Geofilter is a location-based overlay you can use to promote your business. If you create your own Geofilter, anyone on Snapchat in your chosen location can use that filter on their Snapchat images and videos (AKA, extra brand awareness for you!).

There are two types of Snapchat Geofilters you can create -- personal or business. In this case, we'll focus on creating a custom business Geofilter to supplement your marketing strategy.

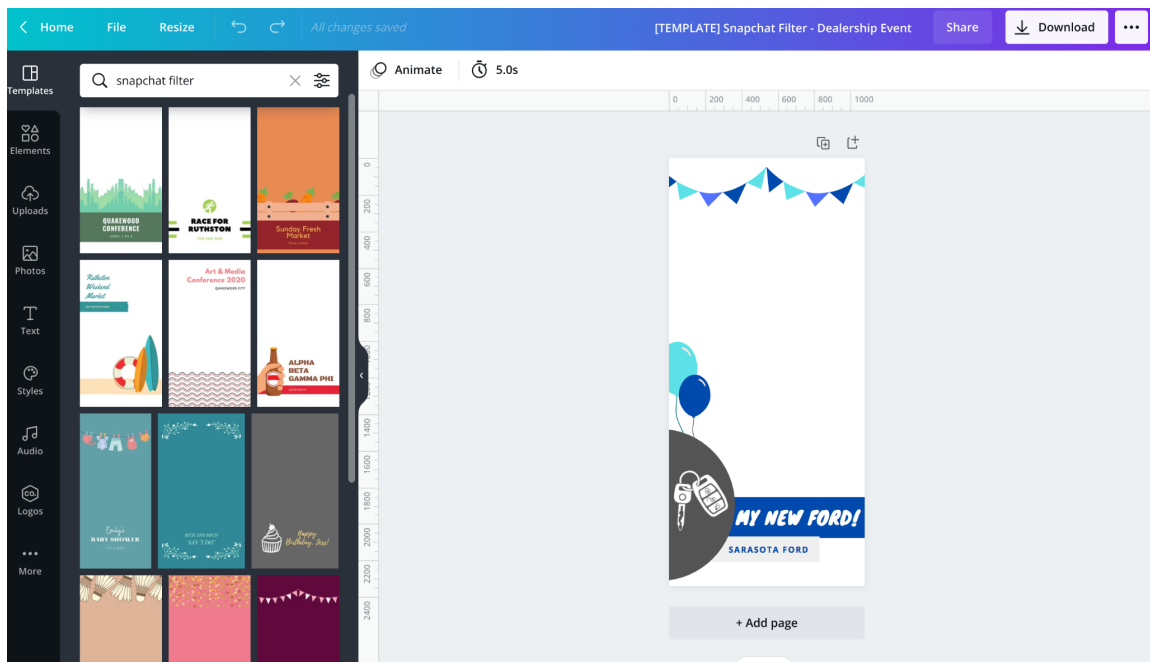
8 Steps To Creating A Snapchat Geofilter:

1. First, go to Snapchat's [Create a Filter or Lens product page](#) and click "Create Filter".
2. You have a few options for design! Create a custom filter using the Snapchat design tools OR "Upload" a pre-designed image.



3. If you are creating your own design, you will need a 1080x2340 sized transparent PNG file that is 300KB or less. Also, be sure to stay clear of the Buffer Zone: mandatory text, logos and legal disclaimers may not be placed within 310 px of the top or bottom of the canvas. [Click here](#) to read all of Snapchat's Filter Specifications.

We highly recommend using [Canva.com](#), a free design tool with tons of easy to use templates (yes, even for Snapchat filters) and drag-and-drop design.



(Want to use our free Canva template to start? [Click here](#) to make a free Canva account and edit the design!)

4. From Snapchat's Create a Snapchat Filter page: click "Upload" and import (or drag and drop) your PNG file.

Feel free to add your brand colors, change the text and other elements within the Snapchat page, or just click "Next."
5. Select the dates you want your Geofilter to be active, or choose "Run indefinitely". Then, click "Next".
6. You'll need to define the area you want your Geofilter to appear -- keep in mind your location cannot be more than 50,000 square feet. Then, choose "Checkout".
7. Now, specify whether your filter is going to be used for business or personal use. If you choose "Business", it will prompt you to provide a filter name and a business name.

8. After you have chosen all the filter specifics (design, dates, location) simply provide your payment information and click "Submit".

Key Takeaways

Once you have your Snapchat Geofilter for your dealership ready, you can spread the word to your team (maybe even provide a quick how-to demo) and encourage your customers to use it.

Put up a flyer in the waiting area of your Service Department (or even in your bathrooms - it works!) showing off your sweet design.

You could even incentivize them to use the filter by holding a monthly contest. Next oil change on you?

Creating a Snapchat Filter for your dealership is a cheap, interactive marketing strategy that will help you drive brand awareness PLUS engagement with your target audience!

Speaking of target audience...did you know that 75% of Millennials and Generation Z **spend an average of 30 minutes every day** on the platform?

Plus, over 80% of Snapchat users also share their location with the app, providing a great opportunity to target **local** auto shoppers!