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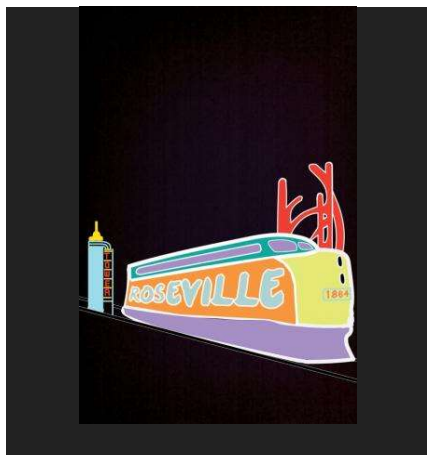
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### Snapchat embraces new Roseville images

Local business owners may benefit from learning the popular app.

By: Jorden P. Hales of Press Tribune



The increasingly popular App known as Snapchat, widely noted for its youthful following, is giving the City of Roseville some extra recognition with new geofilters for its platform.

The company describes geofilters as “special overlays for Snaps that can only be accessed in certain locations.” It recently expanded these images to include three graphics exclusive to Roseville. The tags, two of which are simplistic references to roses, debuted earlier this month. The third new Roseville graphic for Snapchat is a sketch of Vernon Street’s Tower Theatre and a brightly-colored Union Pacific train car.

As of May 2015, the app has 100 million daily users that share an average of about 400 million photos per day.

Previously, Roseville users could only pick up tags meant for Sacramento. The company encourages its users to continue submitting new pieces for further expansion.

“Artists and designers are encouraged to use this tool to bring their one-of-a-kind style to the Snapchat community,” the company said in a statement. “Simply choose the geographic area you want your filter to be available in and upload an image asset. All images must be original artwork and have to be approved by the Snapchat

team.”

Following the recent expansion, the company is testing “sponsored” geofilters as well. Several Roseville-based businesses, including the Westfield Galleria Mall and Roseville Auto Mall, may take advantage of this feature as it becomes more readily available.

“With 70 percent of the Snapchat users being female, and about the same percentage younger than the age 25, it makes sense that they are mostly in the lower income brackets, since many are teenagers,” said Roseville entrepreneur Scott Alvord. “Regardless of the income level, these folks still shop, eat and enjoy entertainment.”

According to a study conducted by Business Insider, only 29 percent of Snapchat’s users are older than 25. The Company’s leadership turned down a \$3 billion offer from Facebook in 2013 and has continued to grow since.

Alvord, whose A Dash of Panache teashop in Downtown Roseville also garners younger,

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female customers, notes that unlike other social media Snapchat allows users to participate in branding and marketing.

"Snapchat out (send out) 'the special of the day' to draw interest, especially if it's shared in a funny way," Alvord advised from the business owner's perspective. "Have a contest that rewards the most creative photo or video with your brand in the picture. Tell them to include a specific hashtag in the text."

Snapchat's plans to monetize its popular features may make the impression of being more organic than rival "sponsored content" on Twitter and Facebook, as the messages and images will still be generated and sent in the same fashion as regular content.

Alvord believes Roseville businesses can benefit from learning to use Snapchat. He agrees young women are among the most coveted customer bases, due to their influence and effect on trends.


"For those women in a relationship, the female tends to be the major decision-maker in most purchasing decisions," Alvord explains. "When combined with the number of single females in this demographic, it should significantly skew the marketing towards this big demographic. When it comes to fashion, food, young children and fun things to do, this target rules. If you can get their attention, you can make sales."

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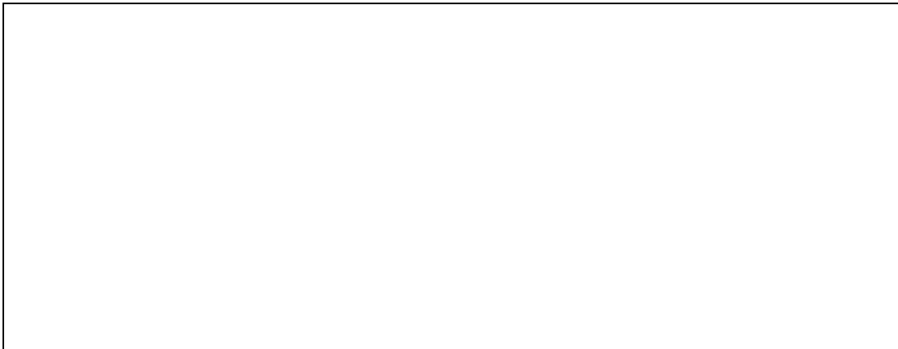
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