



## Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



### This is Josh.

Josh has a background in psychology and consumer behaviour. Working in Paid Social and having a passion for teaching, he is excited to pass on his platform expertise.

## Typical Training Content

An introduction to Snapchat; where the platform sits in the paid social space, audience capabilities and creative best practices.

- ▲ Introduction to Snapchat
  - ▲ An introduction to the social media app, how they compare to other social media platforms and why the platform is worth adding to your marketing mix.
- ▲ Using Snapchat
  - ▲ A deep dive into how brands have used Snapchat to their advantage and the different buying objectives available on the app.
- ▲ Targeting
  - ▲ Identifying the different ways to reach Snapchat's userbase.
- ▲ Creative
  - ▲ Looking at the different ad formats that Snapchat have on offer and the best way to tailor them to the app.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

