



Snapchat Marketing: An Easy Guide on How to Use Snapchat for Business (Paperback)

By Bill Stonehem

Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Snapchat is a multimedia mobile application and image messaging platform that was created by Reggie Brown, Bobby Murphy and Evan Spiegel. This was done when they were students at Stanford University and their company now have their headquarters in Venice, California. After going through changes, it eventually evolved into a mix of private messages along with open content. This will also some brand networks, live events such as sport events and music and publications. Though public content was offered, most of the users were accessing it for the chat, messaging and imaging benefits versus persons who accessed it for event information, branding or celebrity information.



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