Before you decide how to integrate Snapchat into your existing marketing mix, first consider if you should. Read this article to explore which businesses stand to reap the most benefit from the popular app, and how to incorporate it if you decide it is right for your business.

SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

For 30 years the SBDC has worked with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve performance. Check out our success stories.

INDUSTRY NEWS

Is There a Place for Small Businesses on Snapchat?
Learn about new additions to Snapchat’s advertising model that could help promote your small business, and how Snapchat is refining its advertising to be more accessible and cost effective.

5 Ways to Use Snapchat for Business
Explore five ways to integrate Snapchat into your social media marketing to gain followers and strengthen your brand.

Snapchat for Small Business: Consider 3 Key Factors
Snapchat presents a unique marketing opportunity for your business, but will it work for your audience? Consider these three factors before adding Snapchat to your marketing mix.

TRAINING OPPORTUNITIES

First Steps to Starting a Business
Mar. 23, Apr. 20 or May 25

Entrepreneurial Training Program
Mar. 10-May 12 or June 2-Aug. 4

BUSINESS COUNSELING

SBDC counselors offer help at NO COST to existing businesses. Contact us to find out how we can help you flourish.

RESOURCES

Entrepreneurial Training Program Grant:
Apply to be considered for a 75% reimbursement

Virtual Advisor:
Business Education Seminars

FREE Online Courses For:
Starting a Business or Managing an Existing Business

CONNECT WITH SBDC

Join us in ongoing small business discussions!
Check out previous editions of the SBDC Front Page Newsletter.

QUESTIONS?
Contact Jason Mueller at muell223@uwm.edu or 414-227-3240.

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