sniply

Using Sniply for Content Marketing

SNIPLY WHITE PAPER

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Who's Using Sniply

Sniply allows you to share other people's content and still easily bring them back to your own content.

Michael Stelzner Social Media Examiner

With Sniply, you can promote someone else's site while driving traffic back to your own.

Neil Patel KISSmetrics

Sniply is a super neat tool that has helped a lot of marketers get more return on the links they share.

Kevan Lee Buffer

Damn right! With Sniply, you can attach a call-to-action to every link you share with your followers.

Anton Sepetov AppSumo

What is Sniply?

What is Sniply?

With well over a billion pieces of content shared every single day, we decided to build something that can help you capture the value of every link shared. You share content to promote your brand, build thought leadership, foster engagement, and ultimately to drive conversion.

Sniply is a simple tool that allows you to overlay your own custom message onto any piece of content. You don't have to own the content to add your message, so you can appear on Mashable, New York Times, TechCrunch and pretty much wherever you wish! This creates an opportunity for you to include a call-to-action like a button linking back to your website.

Page, Message, and Call to Action

There are three basic components to Sniply: (1) the page you want your message to appear on, (2) the message you want to appear on the page, and (3) the call-to-action that leads to a conversion.

For example, using Sniply you can: (1) pick an article on Gizmodo about wearable technology, (2) overlay a message that says "check out my project", and (3) add a button linking to your Kickstarter campaign.

Input and Output

When you feed in the 3 components (page, message, and call-to-action), Sniply will give you a unique Sniply link. This link contains the designated piece of content with your message embedded inside.

Instead of sharing the original link you found, you can now share the special Sniply link which is essentially the same page but with your brand presence included inside. Most importantly, people reading this link will now have an opportunity to engage and interact with your call-to-action!

Reader Experience

So what does it look like for the viewer? Well, it looks perfectly normal! Sniply essentially loads the original page and simply displays your message over top. It's subtle and if they're intrigued by your message, they'll click-through to your call-to-action.

Unlike banner ads, which are often times feature products you may never care about; Sniply messages are link-bound, so only people you send the link to would see your message. This means that the reader is already connected to you in some way, whether they're one of your twitter followers or a dedicated customer. The relationship is already there, which makes Sniply far less intrusive than any other form of online advertising.

Why Marketers Choose Sniply

Why Marketers Choose Sniply

Sniply is an online marketing tool used by everyone from independent marketers to thriving enterprises. We've generated over 15 million clicks so we must be doing something right. So, why should you use Sniply?

Well it's a simple tool that essentially lets you drive conversions from any piece of content on the web. You can put your call-to-action on any page across the web. You can use it to drive more traffic to your website, downloads of your app, registrations for your event, customers for your service, and more.

Here are 3 huge reasons why it's worth your consideration:

Conversions from Curated Content

The world of sharing is changing. If you toot your own horn all day, people will ignore your self-centered practices. Many experts claim that at least 50% of the content you share should be from others. Nowadays, successful brands sift through the endless web to curate relevant and valuable content for their audience to enjoy.

This also means that 50% of your online sharing consists of driving traffic to somebody else's website. Curated content have no mentions of your brand, no association with you post click-through, and essentially cuts you out of the picture.

We realized at Sniply that the only way for you to capture value from curated content is to be part of the viewing experience; to follow your users through onto the page itself. Using Sniply, you can attach your own brand to every link you share, and you'll actually show up on the page itself. Whether it's an article from Forbes or video on YouTube, you can include your own custom call-to-action to drive conversions from curated content.

Conversions from Earned Media

Another great opportunity to use Sniply is on Earned Media. Media is considered "earned" when a publication features you or a blogger mentions you. This means that you never paid for the exposure, but you've "earned" it through your endeavors.

When someone writes about you, you share the article; no brainer. However, often times there are no clear call-to-actions back to you! People are reading about you, they're interested, and they have to dig through the entire article to find to learn more. With Sniply, you can take control of Earned Media and include your own call-to-action as you share it.

Conversions from Your Own Content

When you want something—you have to ask! Including a call-to-action on links to your own content is an effective to get your followers to take action.

Measuring Results

Measuring Results

Sniply opens up a whole new layer of analytics that you can't get anywhere else. Normally, when people click on the articles you share, you lose track of them. However, using Sniply, you can track all the data post clickthrough. Our analytics can track how many people click on your links, how long they spend on the pages you send them to, how many people convert through your call-to-action, and lots more.

Clicks and Conversions

The two main metrics Sniply uses to gauge effectiveness are clicks and conversions. Clicks refer to the number of times people click on the links you share. For example, if you share a link to a New York Times article, 100 clicks would mean that 100 people visited the article through your link.

The second metric, and the more important one, is conversion. Conversions refer to the number of times people clickthrough on the call-to-action you include into the page. For example, if you share a link to a New York Times article and include a button linking to your website, 10 conversions would mean that 10 people visited your website by clicking on your button.

In the case of the example above, you would have 100 clicks and 10 conversions, which is a 10% conversion rate.

Through optimizations and experimentations, you can work towards improving your conversion rate to increase effectiveness. This ratio is a great metric to look at for determining how well you're doing with Sniply.

Measuring Content Engagement

So you've shared a link to Gizmodo, but how do you know if your followers liked it? With some of the existing tools out there, you can probably track how many times people clicked on the link, but how long did they stay? Without access to Gizmodo's analytics, how would you know the bounce rate? Without these insights, how could you make data driven decisions on your content curation?

With Sniply, your brand presence stays with the viewer through to the outbound page. As part of that page, you also gain valuable insights into every visit. Sniply analytics can tell you the average visit duration, bounce rates, and a whole lot more.

If Link A has 100 clicks and Link B has 10 clicks, then on the surface it looks like you should share more content like Link A. However, what if Link A has a bounce rate of 100% and Link B has an average visit of 10 minutes? These are the types of insights that Sniply can offer, allowing you to make better decisions on the types of content to curate for more effective engagement.

Measuring Results

Raising Brand Awareness

Sniply is a tool that delivers endless branding opportunities, hence customization is a key focus in our product development. With Sniply, you have full control over how your Sniply links look and feel. You have absolute control over its colors, shape, and form.

Custom Themes, Colors, and Display

Our customization tools allow you to adjust the background color, text color, and button color. You can also upload your own profile photo, whether it's your pretty face or a professional logo. With our various themes, you can choose a style that fits your brand personality. You can also where on the page your message appears depending on what you're most comfortable with.

Instead of using our pre-made themes, you can even take Sniply a step further with our banner upload feature to show your own custom graphics. If you're CSS-savvy, you can even access the code and handcraft your own unique themes.

Custom Domain

As much as we like the snip.ly domain—it's not necessary for you to use! You can use your own custom domain name. You can grab a shortlink off sites like GoDaddy for less than $20 a year. Branding is all about touch points, so why not use the link itself as an opportunity to reinforce your brand name?

White Labeling

By default, every Sniply message comes with a Sniply logo. We did our very best to design a great looking logo, so it looks good sitting there. However, if you're looking for white labeling options, you can do that too! With the switch of a toggle, you can show or hide the Sniply logo.

Managing Multiple Brands

Mangaging Multiple Brands

Every Sniply account can hold multiple brand profiles. Let's say your company offers 2 products, instead of creating 2 separate Sniply accounts, you can simply create 2 profiles within a single Sniply account.

What is a Brand Profile?

Every Sniply message contains your name, profile photo, and home URL. The profile photo is generally a photo of you or your logo and the home URL is where your photo and name links to when people click on them.

For example, we can upload our Sniply logo as a profile photo, designate our name as "Sniply", and set our home URL to http://snip.ly. When we share links, our call-to-action would be accompanied by our logo and name. If people click on our logo or name, it would take them to our landing page.

Creating and Managing Brands

You can add additional brand profiles under Account Settings within your Dashboard. When you're creating a new Sniply link, there's a simple drop down that allows you to switch between various profiles.

For example, a company like Coca Cola would create 3 brand profiles: Coke, Fanta, and Sprite. Each of these profiles would have different customization settings. Coke Snips would be red, Fanta Snips would be orange, and Sprite Snips would be green. The Coca Cola marketing team would then be able to freely switch between those brands or add new ones.

Segmenting Analytics

You can segment analytics based on a specific brand profile, so instead of getting aggregate statistics across multiple brands, you can filter the information and analyze data one brand at a time.

Continuing on our previous example, a company like Coca Cola would then be able to segment analytics for Coke, Fanta, and Sprite to compare the 3 brands on how they perform against one another.

Sniply for Enterprise

Sniply for Enterprise

Sniply is deeply integrated into marketing strategies of companies big and small. There are many unique perks and benefits to using Sniply on an enterprise level that are very different than for small businesses. These advantages truly differentiate our tool from other marketing tools out there.

No Technical Installation

Adopting new technologies within a large organization can be tough. When the marketing team wants a new tool, they often have to setup a meeting with IT and figure out all the backend considerations before executing. With Sniply, there are no bottlenecks.

You can use Sniply without a single line of code. Everything is cloud-based and designed specifically for marketing teams to operate independently from IT. For example, if you wish to inform your audience of a new webinar that's coming up, you can display the invitation on your company website and blog posts without updating the site itself.

Data Driven Decisions

Reporting is a huge component in enterprise marketing. Marketing associates need to report results to marketing managers, managers need to report to directors, directors to presidents and so forth.

What is the return on investment in social media? What is the value of your newsletters? What portion of sales are driven through content creation and content curation? All of these questions can be answered by Sniply's analytics. Everything we do is based on solid ROI metrics and tangible conversion data.

Exponential Returns

Sniply is exponentially valuable for larger brands. This is because the ROI is tied to the size of your network. Big brands tend to have more followers, and more followers lead to more clicks, and more clicks result in more conversions.

Even a low conversion rate at scale can lead to a large amount of conversions. Note that 1% conversion rate from 100 clicks is 1 conversion, but 1% conversion from 1,000,000 clicks is 10,000 conversions. The wider your reach, the more valuable Sniply becomes, which is how Sniply generates exponential returns for enterprise.

Sniply for Small Business

Sniply for Small Business

Content marketing is the strategy of driving conversions and generating exposure through quality content. Producing quality content can be extremely expensive, so it's often not a viable option for small businesses. With Sniply, even small business can reap the benefits of content marketing, allowing you to leverage quality content to build up your brand.

Leverage the Sea of Content

Sniply allows you to display your call-to-action on any piece of content across the web. This means that you can leverage the power of quality content without investing in the production side.

For example, let's say your startup offers a mobile payment solution, you can share a TechCrunch article on the future of mobile payments while attaching a call-to-action to signup for your product. You can then drive conversions through quality content without investing in producing your own original content.

Branding and Recognition

When building up a brand, it's important to be persistent and ubiquitous. Sniply allows you to have a brand presence on every page you share. Content curation is a popular social media strategy for small businesses and Sniply lets you extend your brand into every piece of curated content.

Every Sniply message includes a name and profile photo so you can be sure that people will take notice of your brand. The display is also fully customizable, so you can equip your brand colors and truly make it your own.

Sniply for Content Publishers

Sniply for Content Publishers

There are 3 key components in the content ecosystem: publisher, distributor, and reader. In the online world, the reader is often times also the distributor. When you read something you like and share it, you become a distributor of the publisher's content.

Incentivized Sharing

Sniply is a great form of incentivized sharing. Before Sniply, readers had relatively little reasons to distribute content; the publisher reaps all the benefits and the distributors had relatively little to gain. When readers can benefit from becoming a distributor, which is what Sniply enables, they're much more likely to do so.

More sharing means more exposure for published content. Sniply creates value-alignment between the publisher and the distributor, which really fuels the growth of online content and creates a win-win situation.

Earned Promotion

Sniply introduces the whole new concept of "earned promotion". Since Sniply doesn't alter the original page, only the people you drive to the site will see your message. You have to "earn" your exposure by working to drive traffic to the publisher's content in order to gain the exposure.

Hence, instead of disrupting the publishing business, Sniply actually enhances it. With Sniply, publishers give up nothing in exchange for more traffic to their content.

Shared Benefits

The entire publishing business relies on distributors to spread their content to as many readers as possible. Distribution leads to traffic, traffic leads to eyeballs, and eyeballs lead to advertising revenue.

Without Sniply, distributors are expected to distribute content for free, with no benefits to the distributors whatsoever. Imagine a company with a team of volunteer salespeople—that's what the industry has been like for a long time. Sniply provides the opportunity for distributors to be rewarded for their work, which leads to more sharing and a healthier ecosystem overall.

Increasing Link Exposure

Increasing Link Exposure

Sniply is a powerful tool that allows you to add your message onto any page, but you're the one responsible for driving traffic to your own links. Even if you have the best call-to-action in the world, you can't drive conversions unless you can attract clicks to your links!

Sniply lets you to tap into the vast benefits of content marketing without having to create your own original content. There's a lot of noise on social media and successful content curators are the ones who take time to sift through the internet to find the most valuable content for their audience. If you are constantly sharing interesting content that are relevant to your audience, then you should be able to get all the clicks you need.

Sharing on Social Media

The most common method of content curation and link sharing is through social media. If you look on your news feeds on Facebook or Twitter, you'll notice that people are sharing content 24/7. Sharing articles, presentations, videos, photos—they're all part of content curation. A good strategy to start with is to identify the thought leaders within your space and share their posts. These influencers are the veterans in the space and they're generally popular for good reason.

Every business is unique, so try to curate your own mixture of content from other curators to find the most click-worthy items.

If you toot your own horn all day on social media, people would start ignoring your self-centered practices. Social networks are for conversations and they shouldn't be used as billboards. Many social media experts believe that at least 50% of what you share should be of content from others. Sniply helps you capture value from this 50% so that even when you're sharing content from others, you can still be rewarded for your curation efforts!

Sponsored Content

If you have a marketing budget, then sponsored content is definitely worth looking into. Sponsored content allows you to deliver content directly onto people's news feeds. Platforms like Facebook and Twitter allow you to target the specific demographic of your target market, making this one of the most effective strategies out there.

Before Sniply existed, Sponsored Content only made sense for publishers, since they're the only ones who can derive benefits from traffic to the content. With Sniply, even curators can reap the benefits of Sponsored Content since you can attach your own call-to-action to the page, thus creating a win-win situation in the content ecosystem.

Improving Conversion Rates

Improving Conversion Rates

Sniply was built solely for the purpose of helping people drive conversions. Whether you want more customers, app downloads, event registrations, charitable donations, or anything you can think of—Sniply can help you with that.

There are well over a billion pieces of content shared each day and Sniply helps you capture the value of every link you share. Our tool lets you attach your own call-to-action to every page you share. This means that even when you're sharing a Huffington Post article, you can still drive conversions through your very own call-to-action.

Effective Call-to-action

Just like everything else in marketing, there needs to be a reason to click. The highest performing call-to-actions tend to be interesting, intriguing, and ultimately valuable. You'll see a big difference in conversion rates between buttons that read "Learn More" and "Free Download".

Some of the highest converting Sniply call-to-actions we've seen are time-sensitive, instilling a sense of urgency; and usually valuable, offering some sort of incentive to engage. Consider running a contest, giving away free ebooks, or offering exclusive trials.

Page Relevance

An important factor to consider for conversion rates is page relevance. This refers to the relevance between the content itself and your call-to-action. For example, if you're sharing content about a major security flaw and your call-to-action offers the solution, then the relevance will naturally drive up conversion rates. On the other hand, if you share content about natural disasters and your call-to-action is to visit a restaurant, then your conversions would be much lower.

Understanding Reach

Note that a 1% conversion rate with 100 clicks is only 1 conversion, but a 1% conversion rate with 1,000,000 clicks is 10,000 conversions. If you look at Sniply from an advertising standpoint, then both impressions and clickthroughs are equally important.

We define clicks as the number of people who visit the content, and we define conversions as the number of people who interact with your call-to-action and click on your button. Clicks define the reach of your messaging, and without reach, it won't matter how strong your call-to-action is. If you're not getting many clicks on your Sniply links, then that's where you should start!

Advanced Sniply Usage

Advanced Sniply Usage

If you've got the basics down, then it's time to take your Snip game to the next level! For most users, Sniply revolves around the call-to-action, but today we'll go over what awaits beyond the CTA. From retargeting pixels to live chat widgets, here's a few ideas to get your creative juices flowing.

Invisible Snips

Many of our users deploy what we call invisible Snips. These are Snips that have no visual display, no call-to-action. They use Sniply strictly for analytical insights into the content they share. Beyond clicks and conversions, Sniply also delivers valuable statistics such as Bounce Rates, Time on Page, Pages per Visit, and more. Good analytics is key for growth, but as a curator you don't usually have access to analytics on shared content. With Sniply, you have access to analytics on shared content as if they were on your own website. You can start analyzing how your followers respond to the links you share and over time, you can begin to optimize your sharing to effectively increase engagements from your audience.

Retargeting with Sniply

Sniply empowers you with control over the content you share. Allowing you to attach a call-to-action to shared pages is one example of that.

Another popular usage of Sniply is to attach retargeting pixels to Snips. For anyone with a budget in paid advertising, this is invaluable. Attaching retargeting pixels with your Snips allows you to build custom audiences to reach people who are already engaged with your brand and the content you share. Taking this to the next level you can even build custom audiences based on the types of content you share, allowing you to really hone in on those most likely to convert.

Think Outside the Box

As mentioned above, Sniply empowers you with control over the content you share. This means that you can do anything on shared content that you can do on your own website. This includes adding a Live Chat widget to chat with visitors in real-time through shared links using widgets from Zopim or Olark. You could also perform in-depth tracking of your Snips by integrating external analytics platforms like Google Analytics or KISSmetrics. Snips are fully programmable so the possibilities are truly endless!

Case Study: Salesforce

Salesforce

Salesforce.com is a global cloud computing company headquartered in San Francisco, California. Though best known for its customer relationship management (CRM) product, Salesforce has also expanded into commercial applications of social networking through acquisition.

Desk.com is an online customer service software and support ticket help desk application for small business and fast-growing companies.

Strategy

Salesforce uses Sniply to add Call to Actions to third party curated content shared across social networks such as Facebook and Twitter. They use Sniply to sell products, services, and eBook downloads.

Sample Snips

Live Link — http://snip.ly/fqrd
Content — Things Your Support Team Should Never (Five9)
Message — Cut support costs by 60% for your growing business
CTA — Learn How

Live Link — http://snip.ly/ZyW2
Content — What I Wish I Knew When I Started My Company (Fast Company)
Message — Start with Desk and get the support you need to grow
CTA — Try it for free

Live Link — http://snip.ly/AJwr
Content — What Game of Thrones Teaches Us About Customer Service (Wired)
Message — Make your company sizzle not fizzle with these tips
CTA — Download the eBook

Results

1.4% Conversion Rate

Case Study: Dell

Dell

Dell has played a critical role in enabling more affordable and accessible technology around the world. As an end-to-end computing solutions company, Dell continues to transform computing and provide high quality solutions that empower people to do more all over the world.

Dell SecureWorks is a security service provider that strives to be a world leader in everything related to information security; from firewall management services, combating advanced persistent threats to ensuring PCI readiness for compliance.

Strategy

Dell uses Sniply to add Call to Actions on curated as well as owned content shared across social networks such as Facebook and Twitter. They use Sniply to promote knowledge of cyber security, drive white paper downloads, and increase social media engagements.

Sample Snips

Live Link — http://snip.ly/TAKK
Content — Cyber Security Infrastructure (National Law Review)
Message — Critical Decisions at the First Sign of a Security Breach
CTA — Download Now

Live Link — http://snip.ly/E0GR
Content — IoT is the password killer we've been waiting for (Network World)
Message — Looking for more security tips?
CTA — Follow Dell SecureWorks

Live Link — http://snip.ly/iSV5
Content — Rapidly Responding to the Advanced Threat (Vevent)
Message — Check Out Dell SecureWorks On-Demand Webcasts
CTA — Watch Now

Results

2.42% Conversion Rate

Case Study: Autodesk

Autodesk

Autodesk, Inc., is a leader in 3D design, engineering and entertainment software. Since its introduction of AutoCAD software in 1982, Autodesk continues to develop the broadest portfolio of 3D software for global markets.

Autodesk AEC evaluates and enhances the constructability of designs and improve the project delivery process with field management and virtual construction software to deliver more effective planning, coordination, and control through greater design insight and project predictability from preconstruction through execution.

Strategy

Autodesk uses Sniply to add Call to Actions to third party curated content shared across social networks such as Facebook and Twitter. They use Sniply to promote online courses, increase video views, and free trial registrations.

Sample Snips

Live Link — http://snip.ly/lXCV
Content — Tunnel Project Could Reshape the European Map (City Lab)
Message — Maximize productivity with tech on massive highways projects?
CTA — Find out in this course

Live Link — http://snip.ly/Cm7z
Content — High Speed Rail and BIM (AECbytes)
Message — Learn Civil3D with Autodesk Roadway Design for Infraworks 360
CTA — Watch Video

Live Link — http://snip.ly/9BfW
Content — Better city planning through real-time data (Sidney Morning)
Message —Ready to start building a city? Try the newest InfraWorks 360
CTA — Download Free Trial

Results

4.99% Conversion Rate

Case Study: Greenpeace

Greenpeace

Greenpeace is an independent global campaigning organization that acts to change attitudes and behaviour, to protect and conserve the environment and to promote peace by catalyzing an energy revolution, defending the oceans, protecting the world's ancient forests, working for disarmament and peace, creating a toxic free future, and campaigning for sustainable agriculture.

Strategy

Greenpeace uses Sniply to add Call to Actions to third party curated content shared across social networks such as Facebook and Twitter. They use Sniply to promote inspire movements and drive petition signatures.

Sample Snips

Live Link — http://snip.ly/FBdT
Content —The new cold war:drilling for oil and gas in the Arc (The Guardian)
Message — Save the Arctic
CTA — Join the Momvement

Live Link — http://snip.ly/7nd7
Content — What Humans Are Really Doing to Our Planet (Mic)
Message — Help make big polluters pay
CTA — Act Now

Live Link — http://snip.ly/60ju
Content — Opposition MPs question Kauri exports (Newstalk ZB)
Message — Take Action
CTA — Sign the Petition

Results

2.07% Conversion Rate

Case Study: Experian

Experian

Experian is a global leader in providing information, analytical tools and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions.

Strategy

Experian uses Sniply to add Call to Actions to third party curated content shared across social networks such as Facebook and Twitter. In addition to social media, the Experian Sales Team also uses Sniply to personalize the links they send to prospects. They use Sniply to sell products, services, and drive white paper downloads.

Sample Snips

Live Link — http://snip.ly/FLcs
Content — Are You a Marketing Expert? (Experian Quiz)
Message — Discover Experian B2B Marketing
CTA — Learn more

Live Link — http://snip.ly/mxly
Content — Balancing Business/Personal Credit Risk (Banking Exchange)
Message — Reducing Risk through Blended Credit Profiles
CTA — Whitepaper

Results

5.4% Conversion Rate

Case Study: HubSpot

HubSpot

HubSpot is a company that develops and markets software product for inbound marketing. HubSpot software has features for social media marketing, email marketing, content management, web analytics and search engine optimization among others.

Strategy

HubSpot uses Sniply to add Call to Actions to third party curated content shared across social networks such as Facebook and Twitter. They use Sniply to increase brand awareness, drive signups to product demos, and applications for open positions.

Sample Snips

Live Link — http://snip.ly/Uv3T
Content — How to Land a Job in Tech with a Liberal Arts Major (TNW)
Message — How to Get a Job After Graduation
CTA — Read Now

Live Link — http://snip.ly/ABvD
Content — Compare Best Marketing Automation Software (G2Crowd)
Message — See why HubSpot is ranked #1 in marketing automation.
CTA — Get a Demo

Results

2.5% Conversion Rate

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SNIPLY WHITE PAPER