**13 Ways to Increase Conversions on Snapchat**

This infographic from E-intelligence displays 13 ways to boost conversions on Snapchat, such as posting platform-specific content three times a day, using voice filters to grab attention and investing in sponsored lenses to entertain users. Additional tips include giving users exclusive access to behind-the-scenes stories, using the "swipe up" feature to direct people to your website and responding to posts from users.

***Social Media Today 1/25/20***

<https://www.socialmediatoday.com/news/13-tips-for-a-spectacular-snapchat-strategy-infographic/571081/>