50+ Snapchat Geofilter Ideas & Examples 2022

In today's fast-paced environment, many people's lives revolved around social media. That is why most marketers prefer to use it as their way of communicating with their customers. There are many social media sites to choose from nowadays, one of which is Snapchat. A Snapchat Geofilter is a feature in Snapchat that marketers use this new strategy to boost their social media presence in under an hour.

To create a Snapchat Geofilter of your very own, follow the following steps:

- Browse through several Snapchat Geofilter designs for inspiration and ideas for your own certificate.
- Customize Online or Download in your preferred File format and Print As Required.

Now, if you are one of those who want to discover the effectiveness of geofilters, then this is for you. Whatever your need and want, you can check out these 50 plus Snapchat Geofilter ideas and inspiration.

1. Make It Simple

Nothing's wrong with being simple. It can even bring out the sophistication of your design. So don't be afraid to use it. Take the 'Lawn Service' Snapchat Geofilter template as an example.

2. Use the Space Correctly

Using the space correctly can bring out the best of your design. So make sure that you won't overwhelm your design with unnecessary things. Take the 'Patriot's Day' or the 'Church Online Service' Snapchat Geofilter templates as examples.

3. Choose the Right Font and Font Size

To ensure that your design is appealing, select the appropriate font and font size for the theme. Take the 'Mother's Day' Snapchat geofilter template and the 'Brunch with Grinch' template as an example.

4. Arrange the Text Well

There are a lot of benefits that you can get if you arrange the words or text in your design. A well-arranged text can portray your context well and can attract people to view it. Take a look at how the 'Marketing Event' geofilter template arranges its text well.


Marketing
Conference
2032

Learn the basics of marketing

Speakers:
• Josh Reed
• Chris Williams

February 19, 2040
1:00 PM

4272 Pringle Drive
Chicago, IL

5. Play With Colors

Don't be afraid to add colors to your design. Play with colors and choose the perfect colors that suit the theme well. Take a look at how the 'Holi Celebration' template makes use of colors.

6. Combine the Right Colors

By combining various colors and incorporating them into your design, you can easily attract people. To avoid everything becoming too overwhelming, make sure the colors complement each other. Take the 'Art Exhibition Center' template as an example.
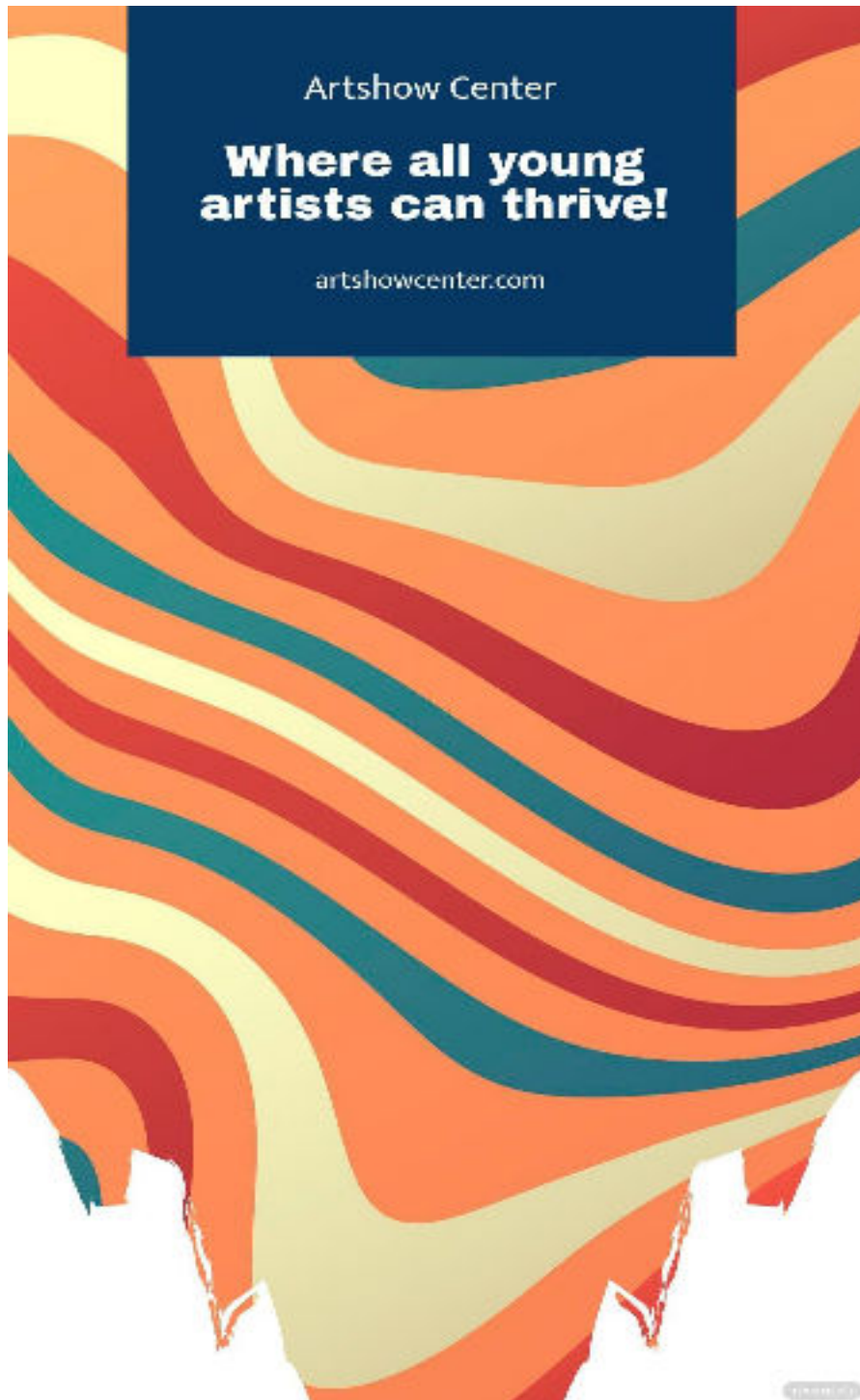
7. Plain Background Would Do

Nothing could go wrong with a plain background. So don't be afraid to use it in your designs. Take a look at how beautiful the 'Restaurant Catering' template with a plain background is.

Cenare Italian
Restaurant

Offers Delivery
& Catering
Services

cenarerestaurant.com

8. Dark-Colored Background Is Fine

If you prefer a dark background for your design, you can use it. Nothing could go wrong with dark colors as long as you're using them the right way. Take a look at how the 'Tax Consulting' template makes use of a dark-colored background.

9. Nature As a Background

Nothing could go wrong with using nature as a background. It can give you an environment, vibe, and lighting that you can't have indoors. Take a look at how enticing our 'Photo Wedding' template and the other template below with nature as a backdrop.
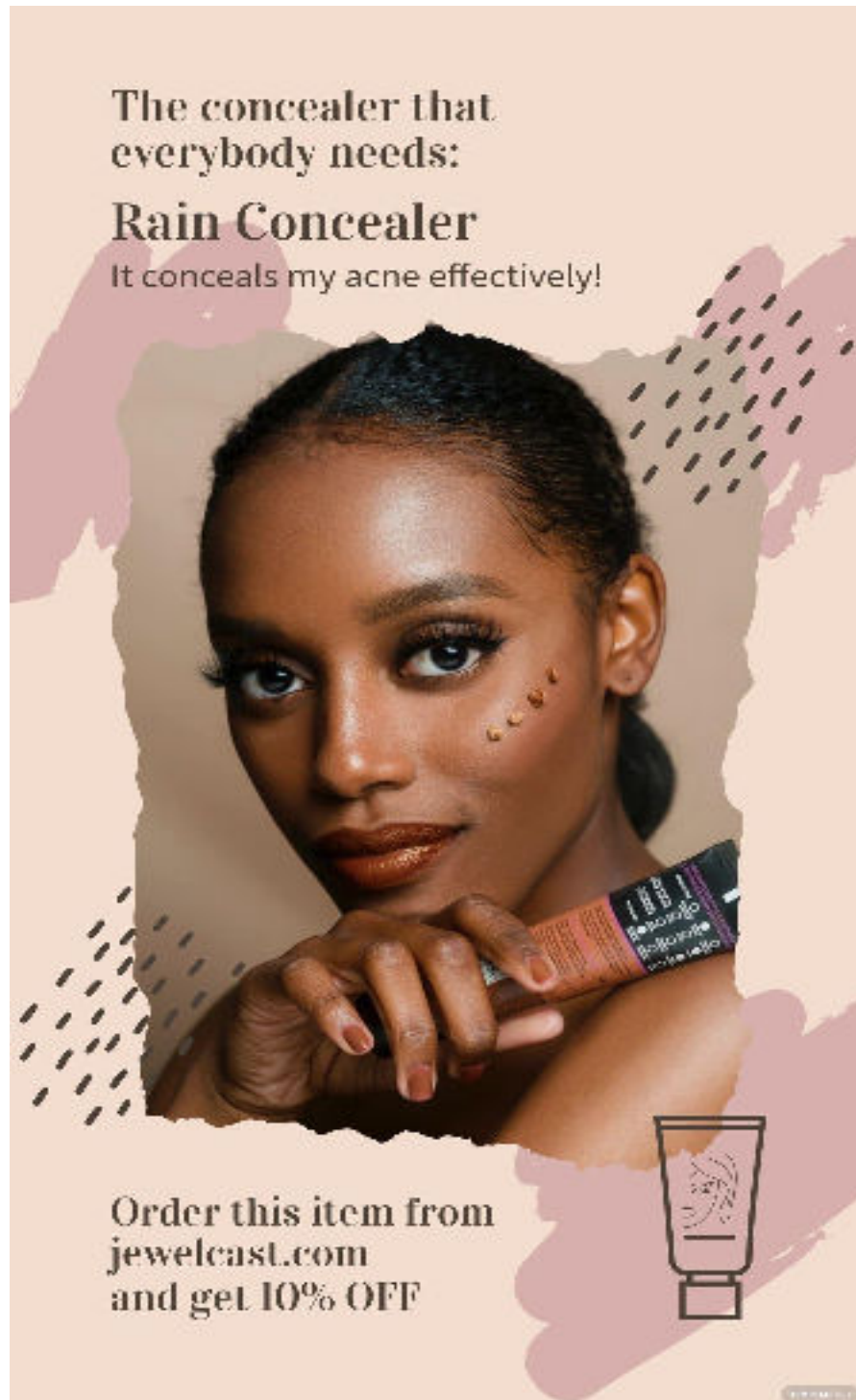
10. Choose the Right Photograph

Choosing the right photo could hugely impact your design. That is why, if you want to use a photograph, you must pick one that is appropriate for your theme. Take a look at how the 'Engagement Template' uses the right image for the theme.

11. Flex Your Model

If you're using a model, don't be afraid to flex his or her. Using a model or modeling your brand yourself can draw the attention of people. Take the 'Influencer Template' as an example.

12. Make Use of Shapes

Nothing could go wrong with using various shapes in your designs as long as you're using them the right way. It contributes to the art's illusion and fantasy. Take a look at how the 'Guest DJ Party' template uses shapes accordingly.
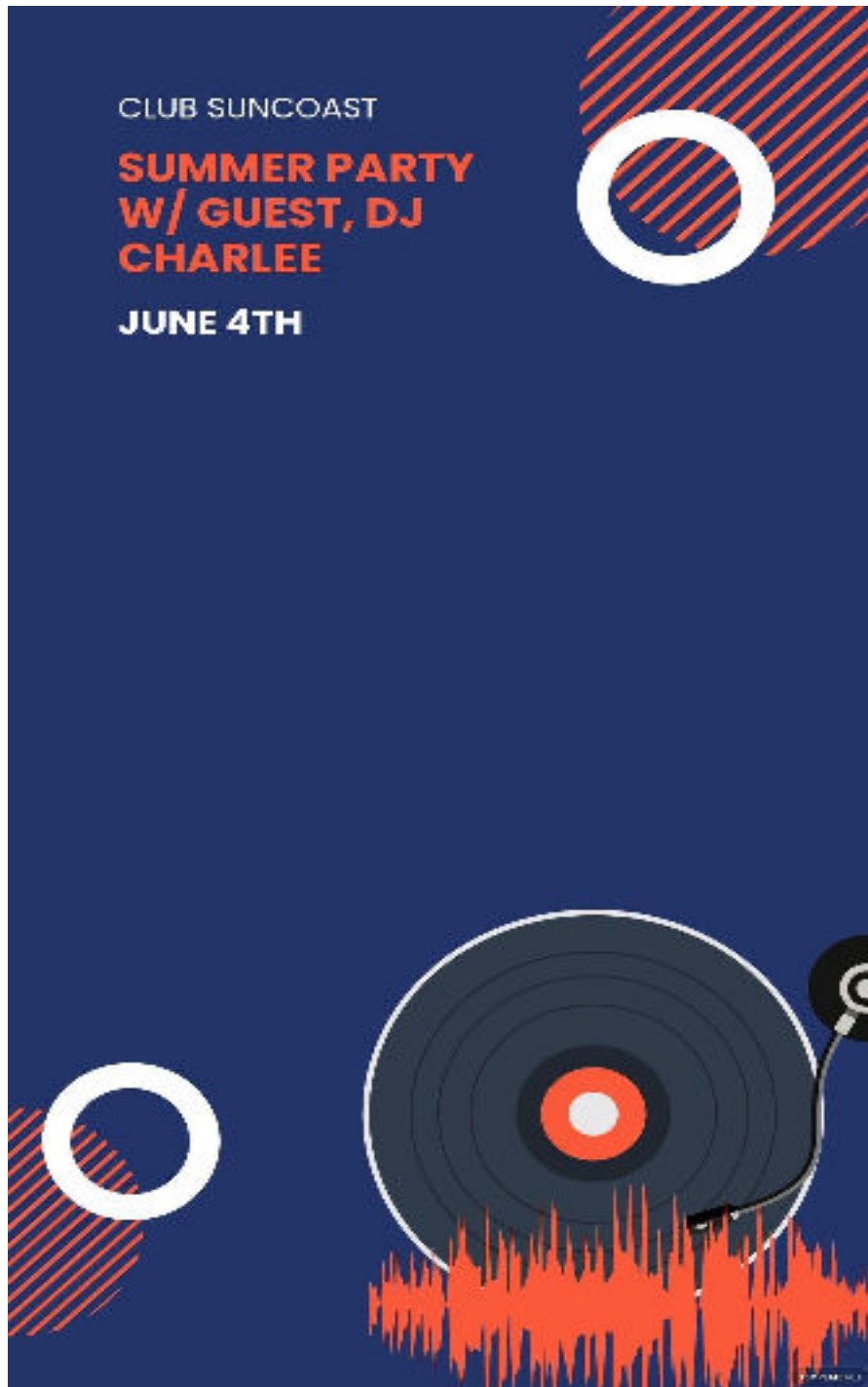
13. Asymmetrical Shapes Could Help

Nothing could go wrong with using asymmetrical shapes in your designs as long as you're using them the right way. It tends to be more interesting than symmetry because it creates more complex relationships between elements. Take a look at how the 'Community Event' template incorporates asymmetrical shapes into the design while remaining harmonious.

14. Follow Symmetry Sometimes

It is also good to follow symmetry at times, especially if you want a neat and sophisticated design. Take a look at how balanced and inviting the '[Fashion Photography](#)' template utilizes symmetry.

15. Use the Right Pattern

Using the appropriate pattern can bring out the unison of the design. So make sure that you're following the pattern accordingly to avoid overwhelming and ruining everything. Take a look at how symmetrical and parallel the 'Construction Agency' template is.
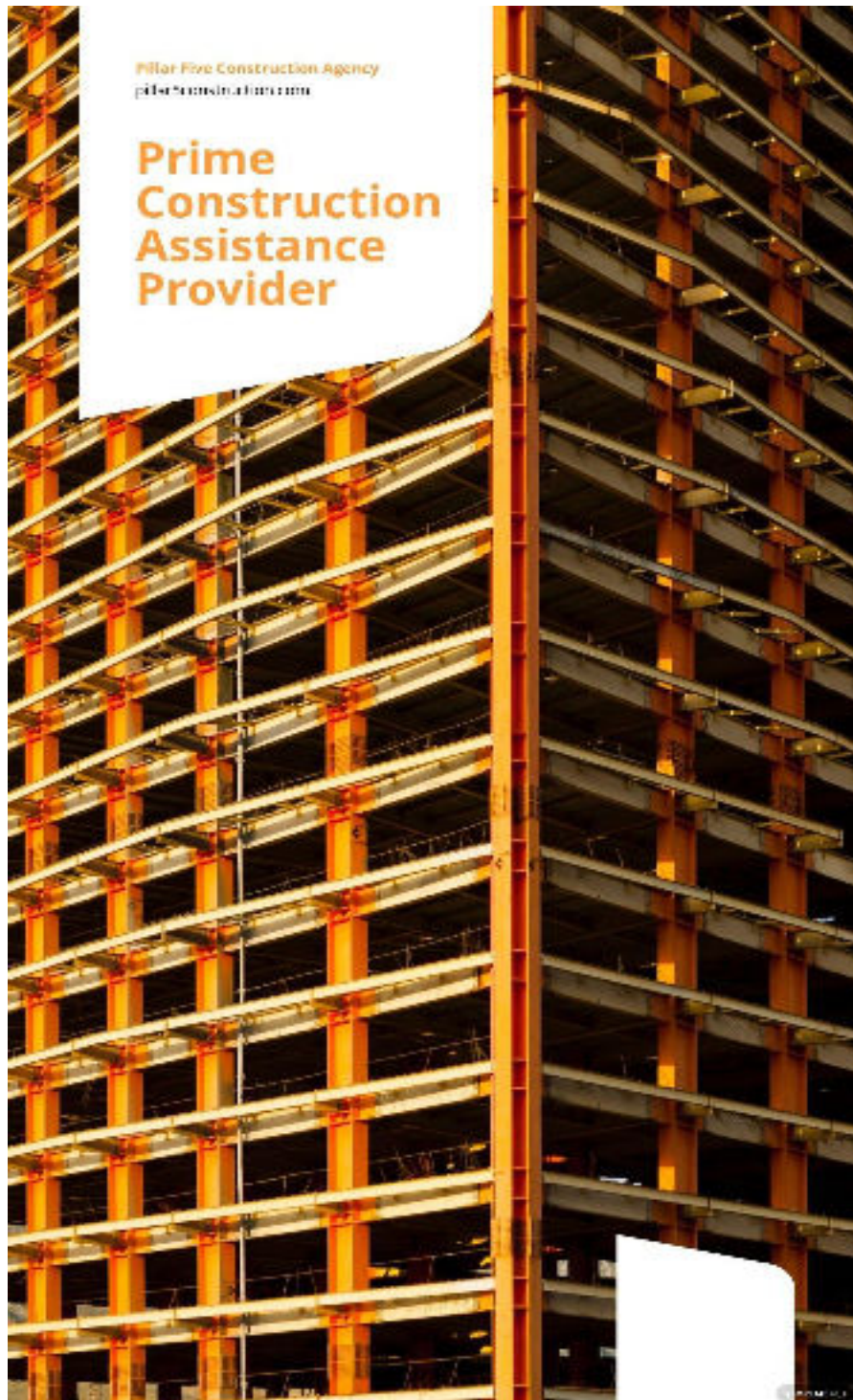
16. Be Creative with Graphics

Nothing's wrong with using graphics in your Snapchat Geofilter as long as you're using it in the right way. It can spice up your design and attract people to view it. Take a look at how the 'Food Truck Event' template portrays the message clearly using the appropriate graphics.

17. Lines Can Help

Every drawing starts with a line. It is the most basic and versatile visual element in art. So don't be afraid to use lines in your designs. It can add texture and emphasize to whatever you want to convey. Take our 'Carnival Party' template below as an example.

18. Choose the Best Angle

Choosing the right angle can bring out the best of your design and your selected photograph. So make sure to pick the best angle, especially if you want to feature a picture of something. Take the 'Residential Construction' template as an example.

19. Go Retro

Some classics never die. Even if marketing plans and strategies keep changing most of the time, it still remains one of the most used styles. So don't be afraid to use it in your design. You can get some ideas from our 'Vintage Garage Sale' templates or the 'Retro Icons Music Festival' template below.

20. Let's Go Disco

Going colorful isn't a bad thing, especially if you're going on a disco theme. So don't be afraid to combine dark and vibrant colors to provide a design that fits the disco-like theme. Take a look at how the 'Bar Promotional' template or the other template below uses the colors perfectly.
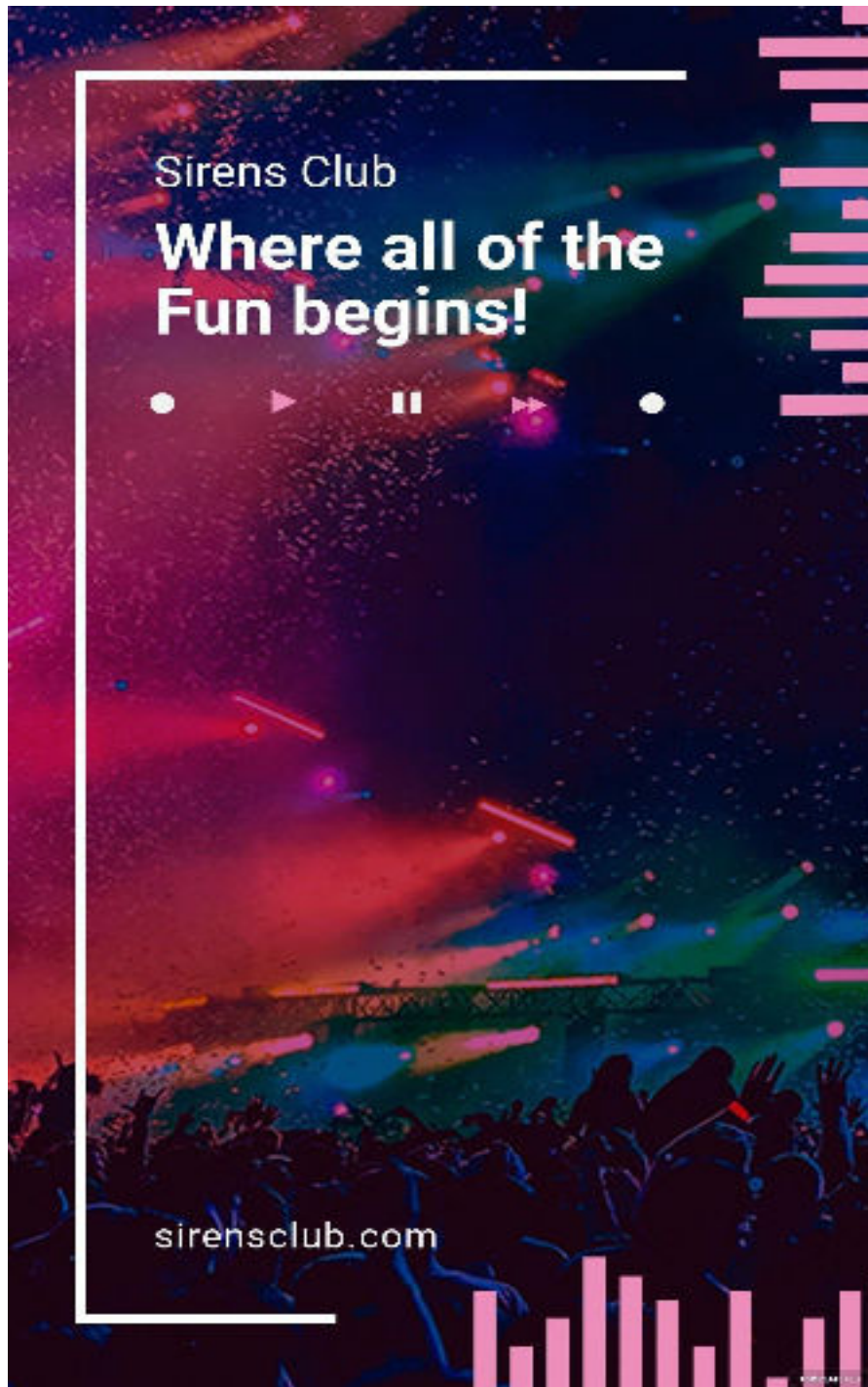
21. Remind People You Exist

To raise awareness of your work, create a Geofilter covering a significant location that people are unfamiliar with. Take the 'Beauty Spa' template as an example.
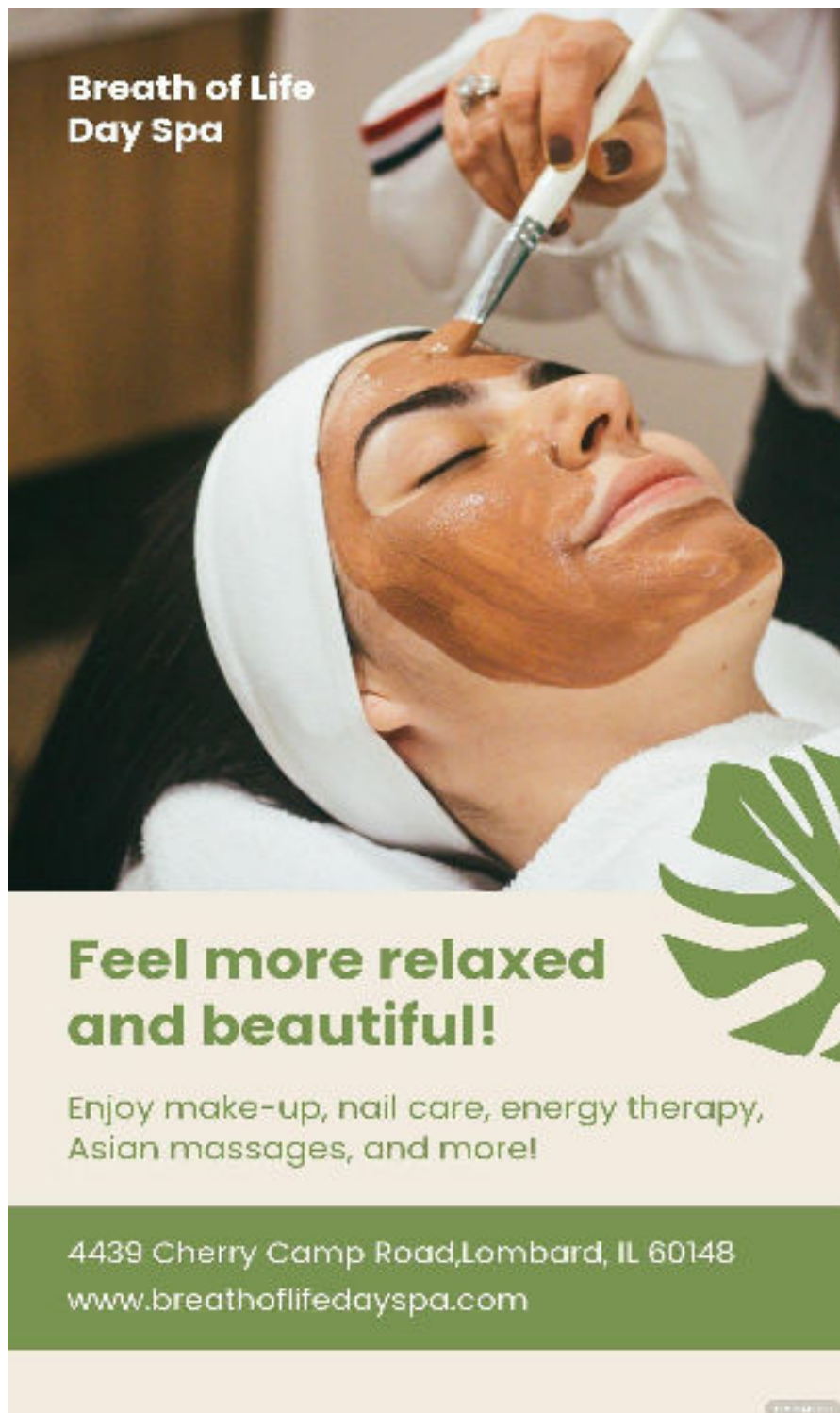
22. Reach Your Audience

Where do your audiences hold events? Use the geo-part of the filter to your advantage by focusing on locations where your target audience gathers. Take the 'Restaurant Template' as an example.
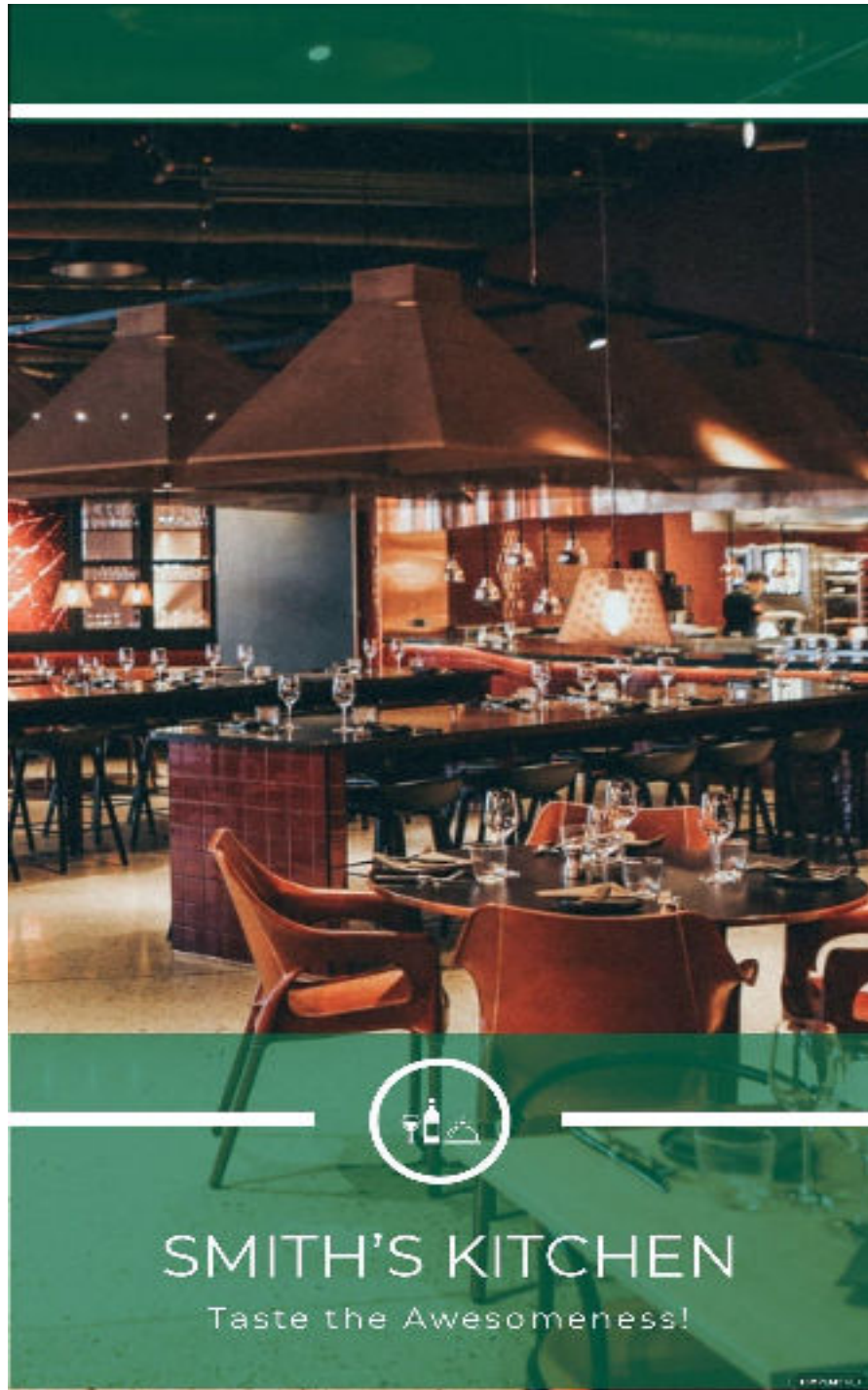
23. Connect to Your Audience

To entice your audience, you need to win their interest and attention. So ensure to create designs or geofilters that could produce a big impact on them. Look at how the 'Women's Day Conference' template connects with the women by celebrating their day.
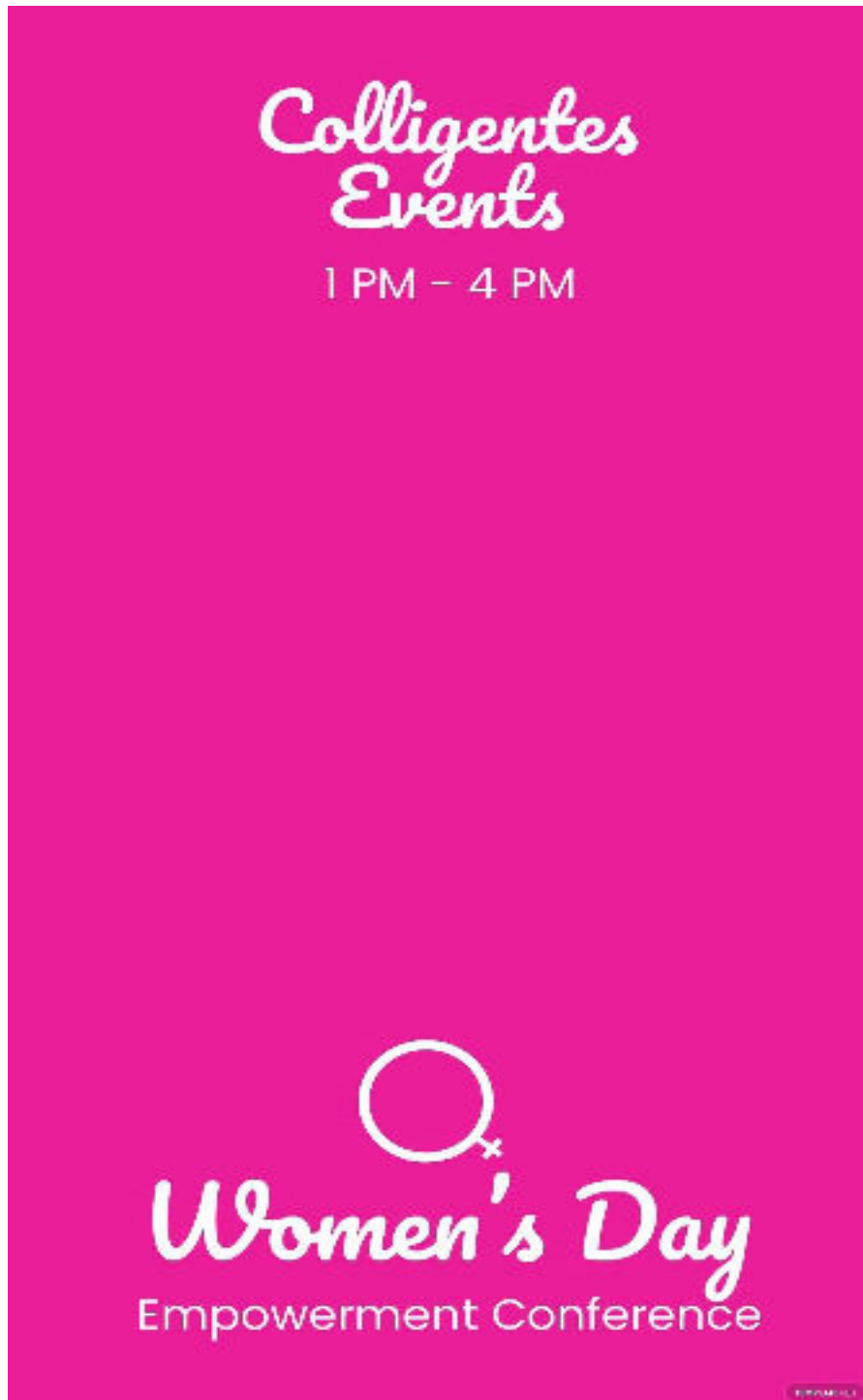
24. Make a Coupon

One thing that could entice your audience is by creating a coupon. Shopping is most people's haven, so it would arouse their interest knowing that you're providing coupons. You can get ideas from the 'Business Promotion' template.

25. Promote International Day

For everything, there is an international day. It even lasted for a week or a month. Make the most of the increased attention by releasing a geofilter from your company. You can get ideas and references from the '[Happy International Women's Day](#)' template.
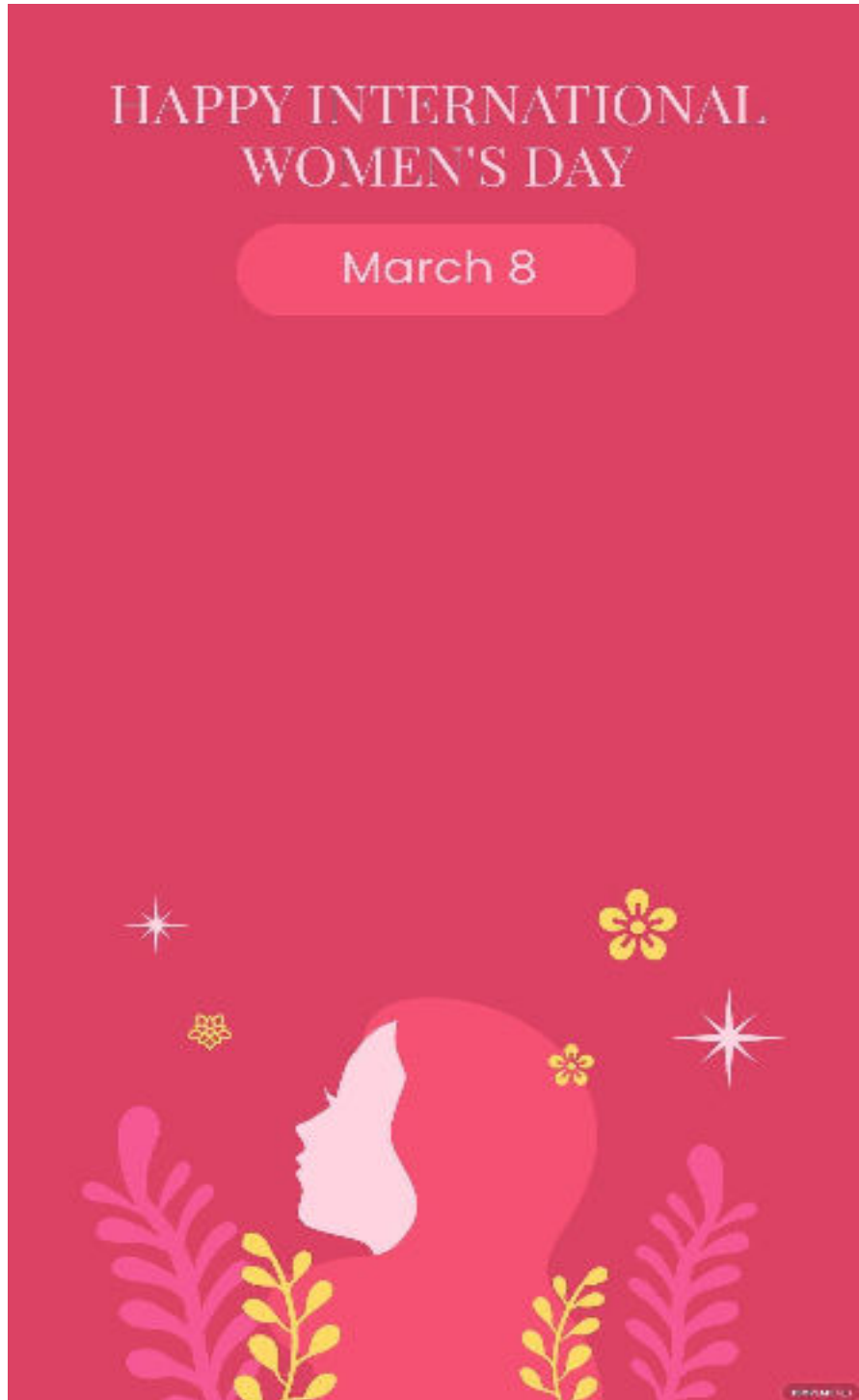
26. Make People Feel Left Out

One strategy to keep people following you every step of the way is to let them feel that they're left out. Creating a one-of-a-kind campaign is the ideal strategy for making your organization the talk of the town. Take the 'Fashion Campaign' as an example.
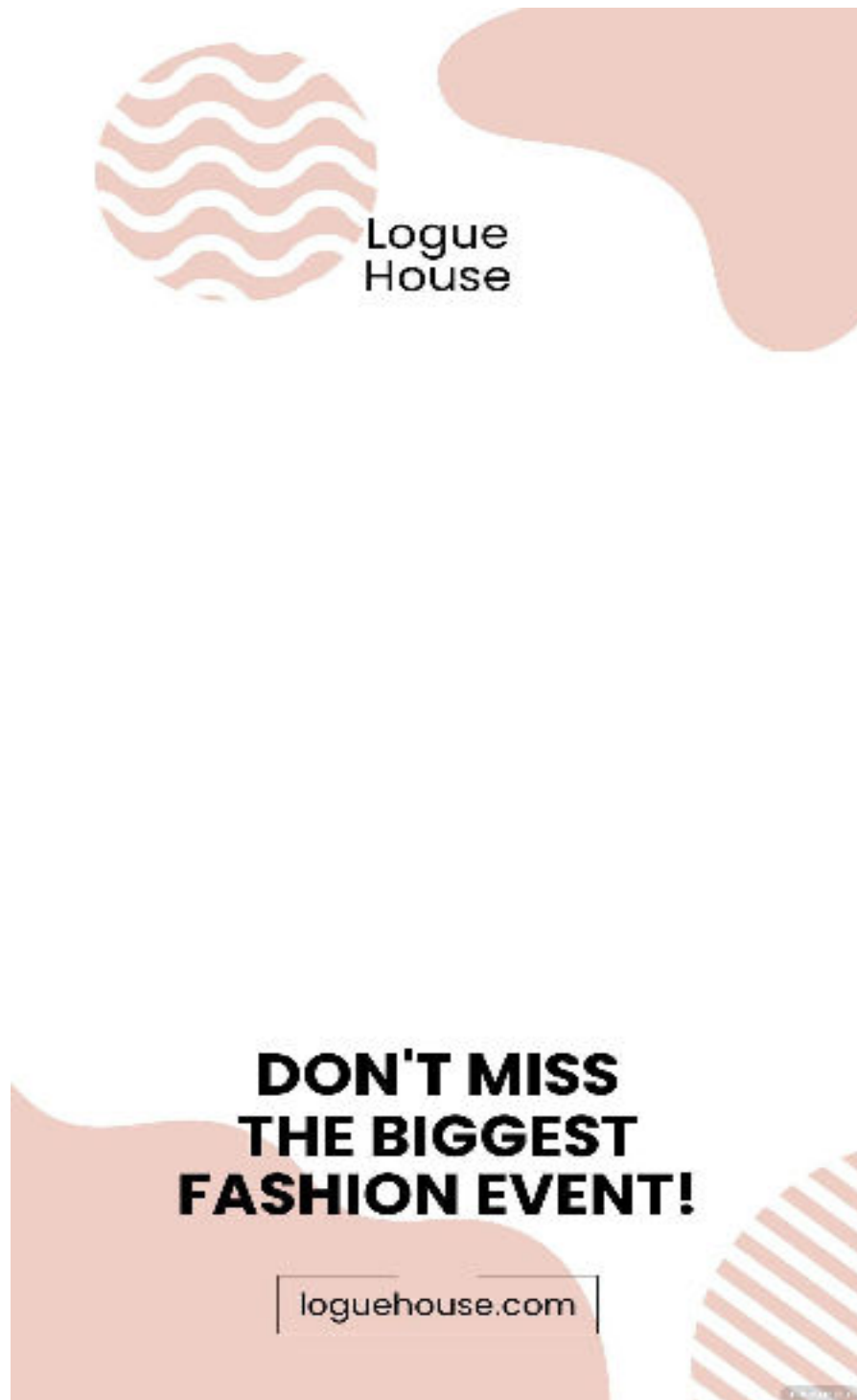
27. Know the Trend

You can catch up with your audiences if you know the latest trend. You know, people are enticed with global trends, especially when it comes to fashion. So don't be afraid to figure out drifts to stay on track. Take the 'Fashion Influencer' as an example.
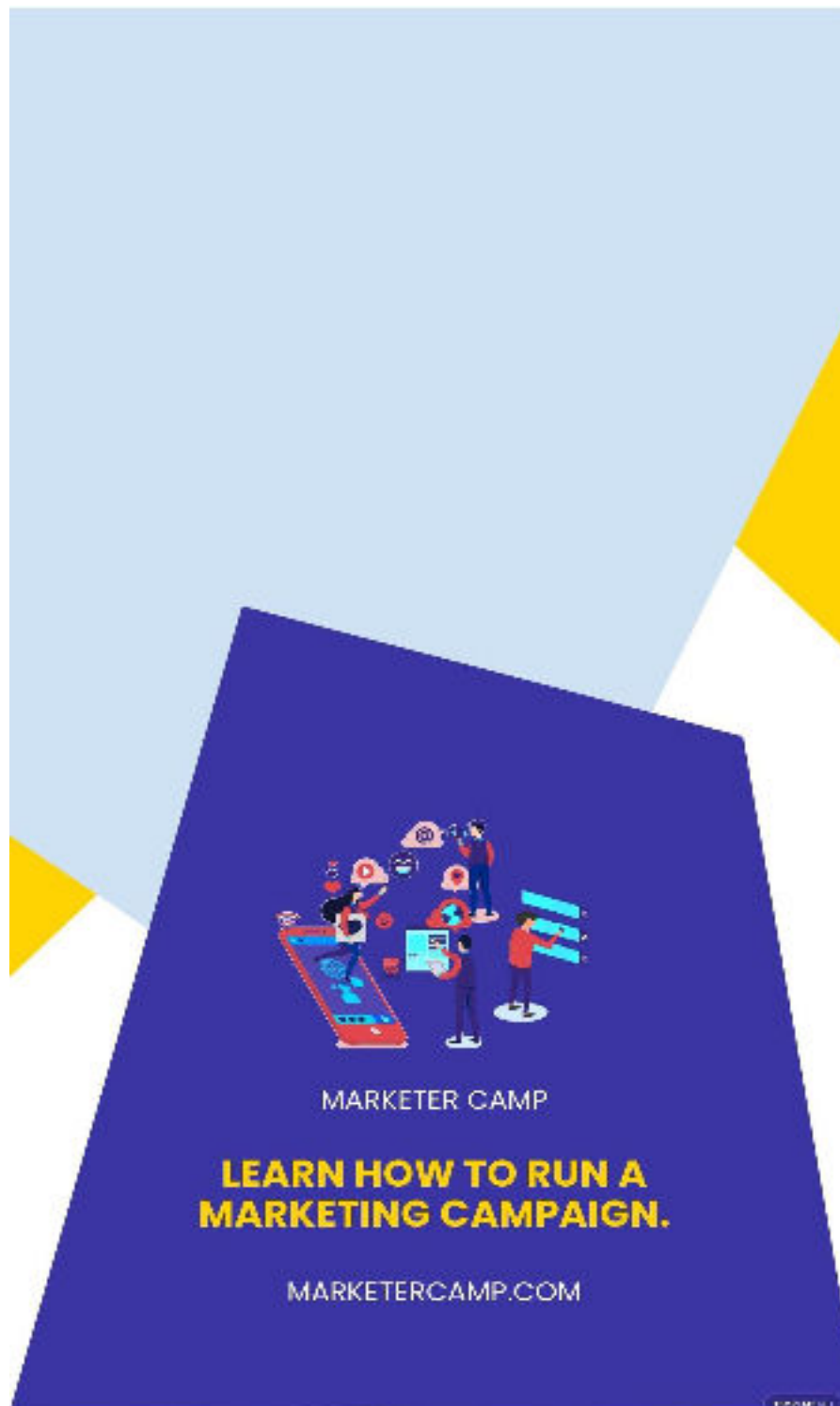
28. Try to Blend In

Knowing the trend isn't enough. So you have to blend in, especially in the times of Pandemic. Take the 'Online Store Discount' template as an example.
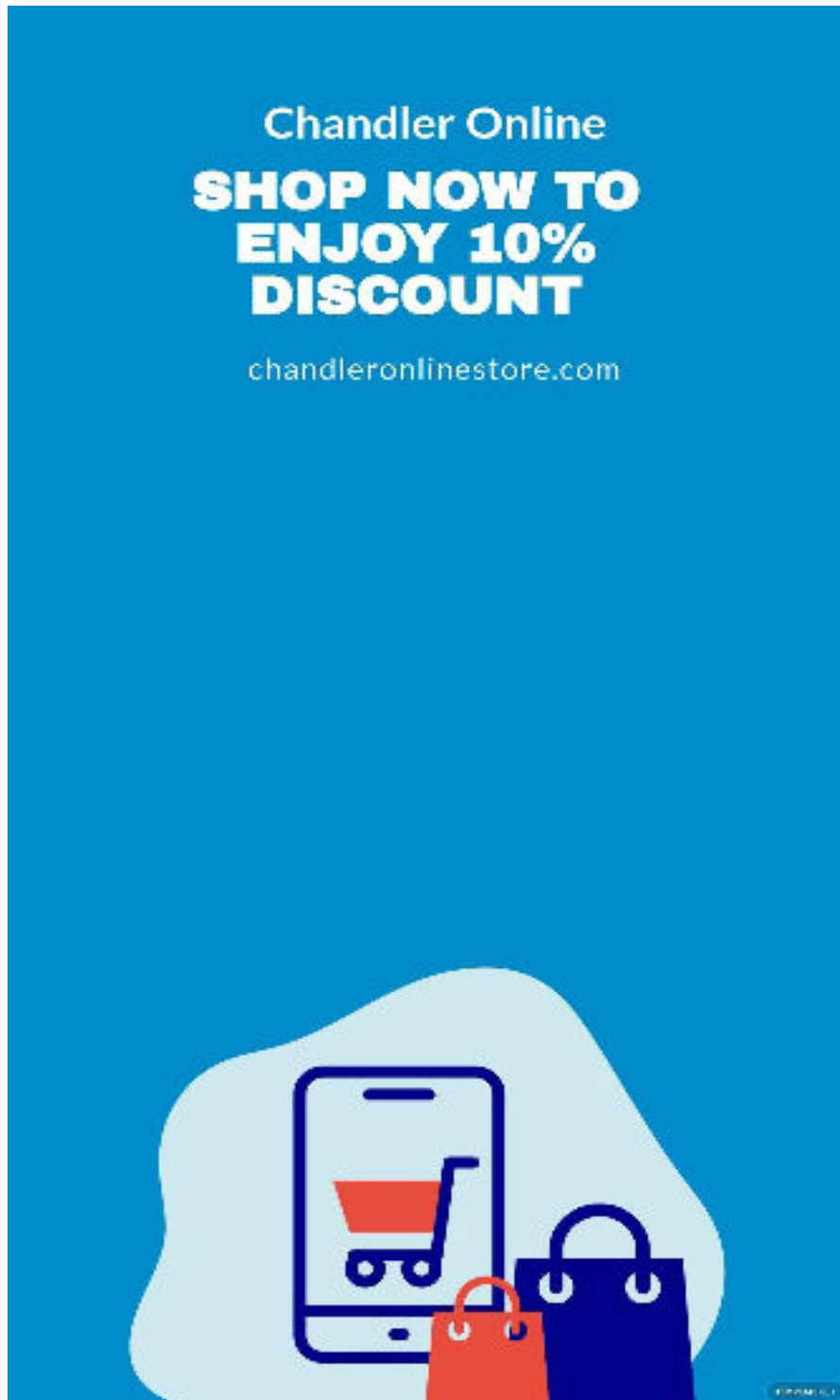
29. Make Marketing Looks Easy

Make marketing looks easy and interesting by creating a creative and engaging geofilter. Take a look at how the 'Marketing Campaign' makes it possible.

30. Promote Self-Love

One thing that could entice people is by promoting self-love. Encourage them to love themselves more by creating a geofilter featuring such themes. Take a look at how the 'Hotel Spa' template makes it possible.

31. Make Summer Fun
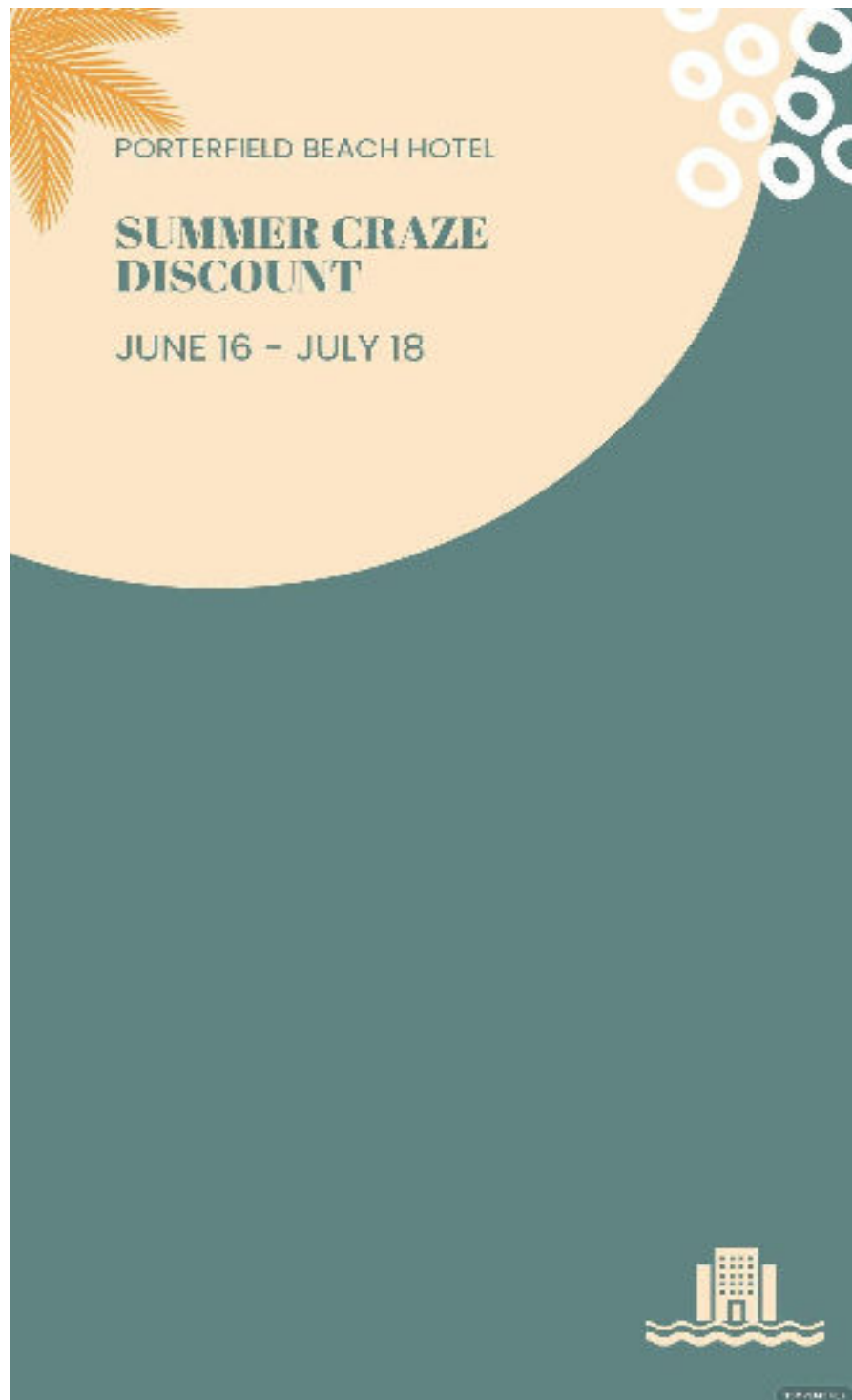
People tend to have various activities in the Summertime. So one strategy that could attract their attention is to make their Summer more fun and create geofilter designs featuring your offered activities. Take the 'Summer Discount' template as an example.

32. Make School Fun

Sometimes, studying isn't easy. However, you could make it fun. By creating enticing and engaging geofilters for their activities can attract student's attention. You can use the 'Sunday School Template' as your reference.

33. Take Advantage of Cuteness

One strategy to get people's attention is to take advantage of cuteness, especially when it comes to kids. You can feature their cute gestures in your geofilter designs to attract parents. You can use our 'Online Baby Store' design as your reference.

Lockard Babies
lockardbabies.com

Great Value Products For Your Baby

34. Promote Friendship

You can promote friendships to attract and increase more traffic to your accounts. You can do it by featuring friendship quotes in your geofilter designs. Take the '[Friendship Quote](#)' as an example.

35. Food Is Life

One strategy that could attract people's attention is to promote and feature food in your geofilter designs. It could boost your traffic well, especially if you're from the food industry. You can use the 'Restaurant Fundraiser Campaign' template as your reference.
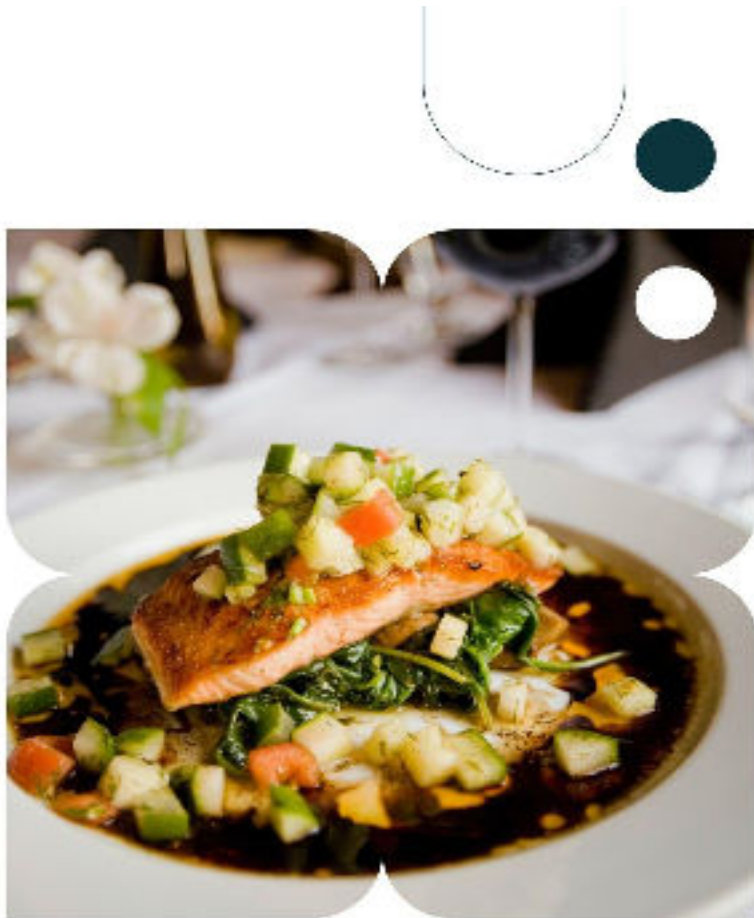
In-Front Restaurant's Fundraising Campaign

For every meal, 50% of the amount paid will be donated to charity.

InFrontRestaurant.com

36. Think About Pets

Today, many people own pets and treat them as their families. So don't be afraid to use them as your subject, especially if you're in the relevant industry. You can easily attract pet parents if you'll feature or make geofilter designs intended for pets. You can use the 'Pet Care' template as an example.
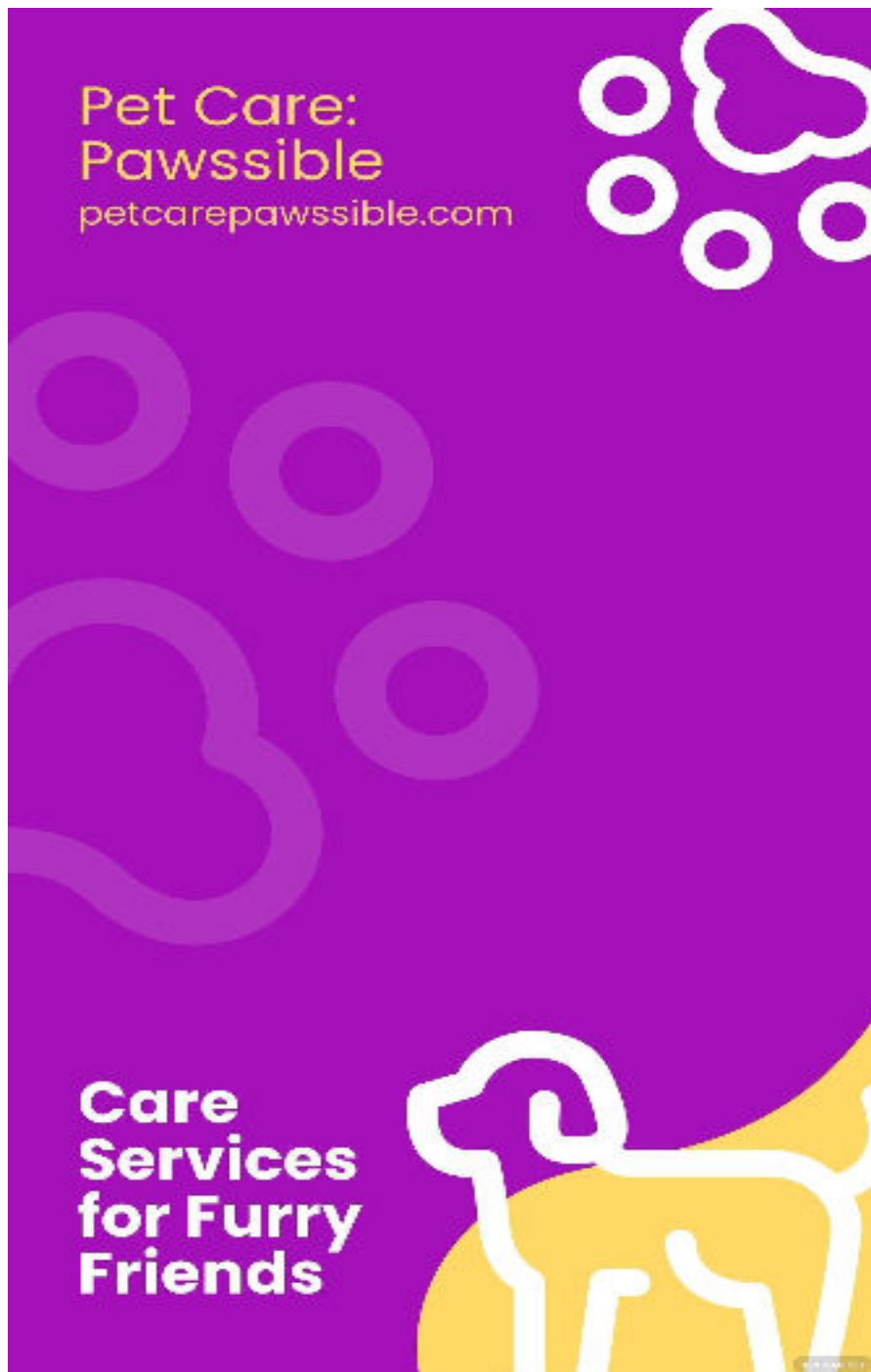
37. Promote Environment Activities

One thing that could grab the audience's attention is creating a geofilter design that has something to do with the environment. You can use the 'Arbor Day' template as your reference.
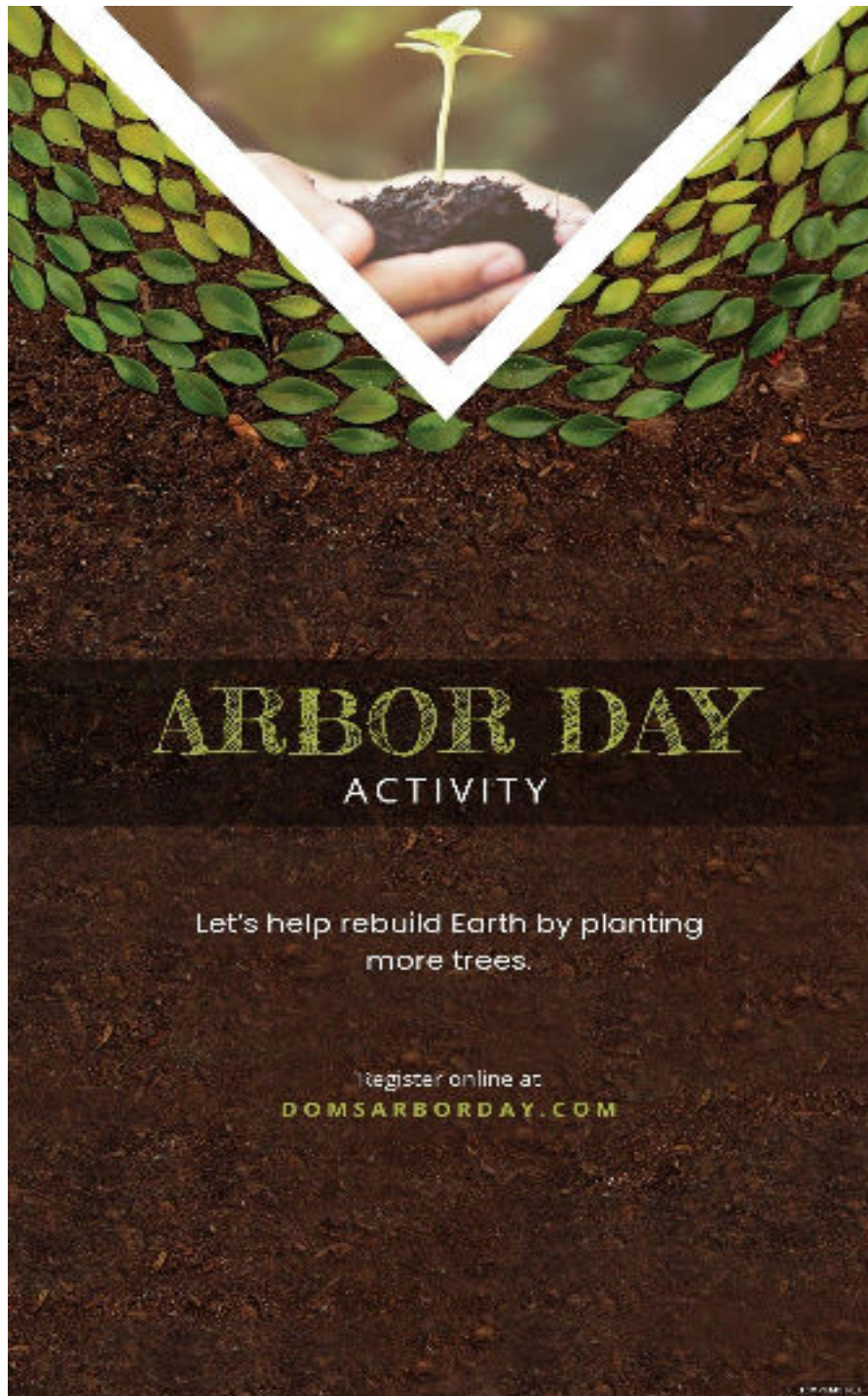
38. Motivate Audiences

It would be easy for you to catch people's attention and drive more traffic if you sympathize with people by motivating them. You can get some ideas from the 'Fitness Motivation' template if you intend to make something similar.

39. Inspire Audiences

Being an inspiration is a good thing. You can keep inspiring other people by creating inspirational quotes and featuring them on your geofilter designs. Take a look at how the 'Inspirational Quote' template works well.
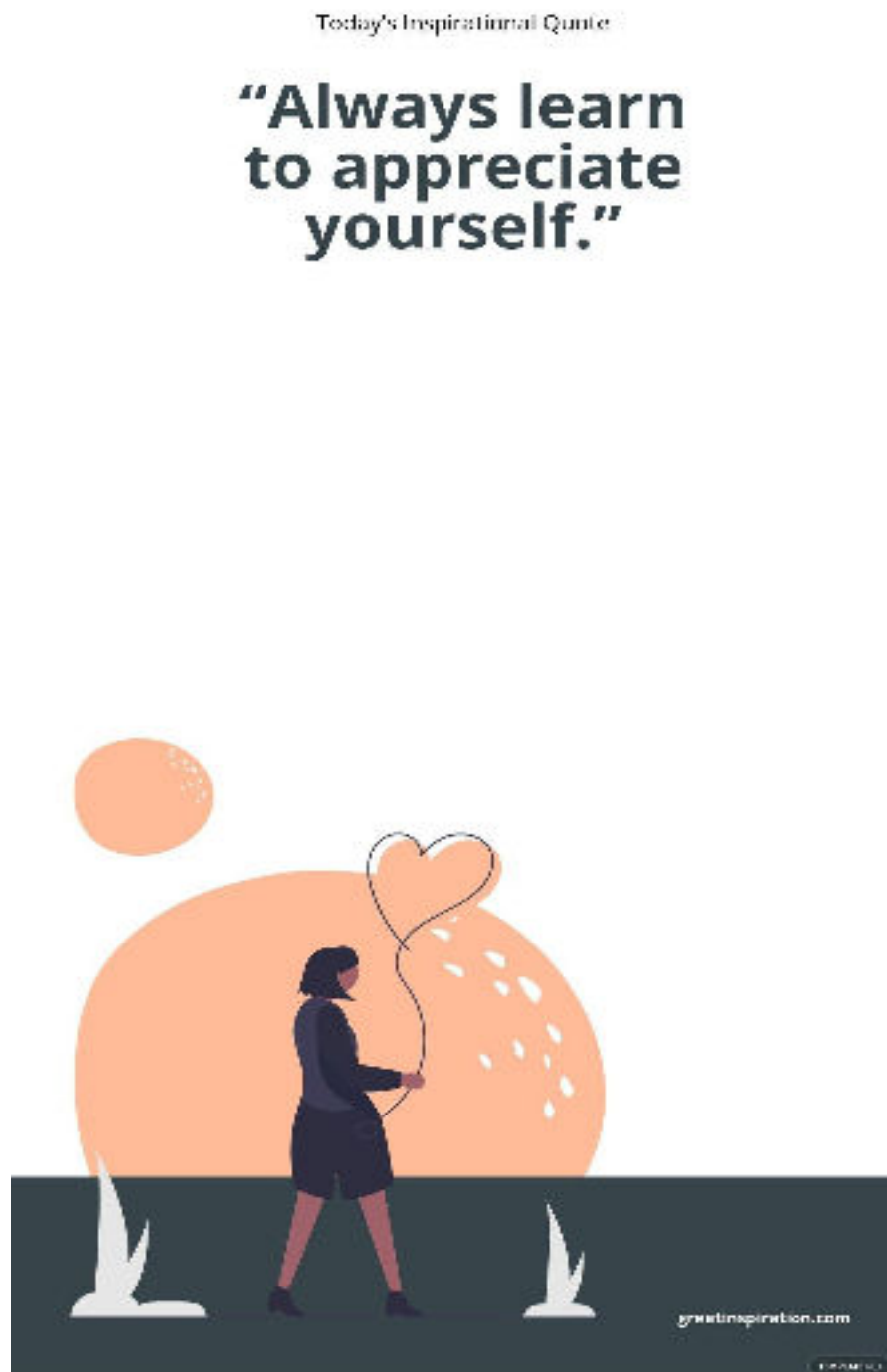
40. Make Meetings Look Fun

Although meetings may seem serious and boring, you can make them look fun by using your creativity in geofilter designs. You can get ideas from the 'Business Template.'

41. Make Movie Nights Look Fun

If you're promoting movies, you better make them look entertaining and romantic at the same time. You can do this by using your creativity in geofilter designs. It can easily attract people's attention, especially those movie lovers. You can use the 'Movie Template' as your reference.
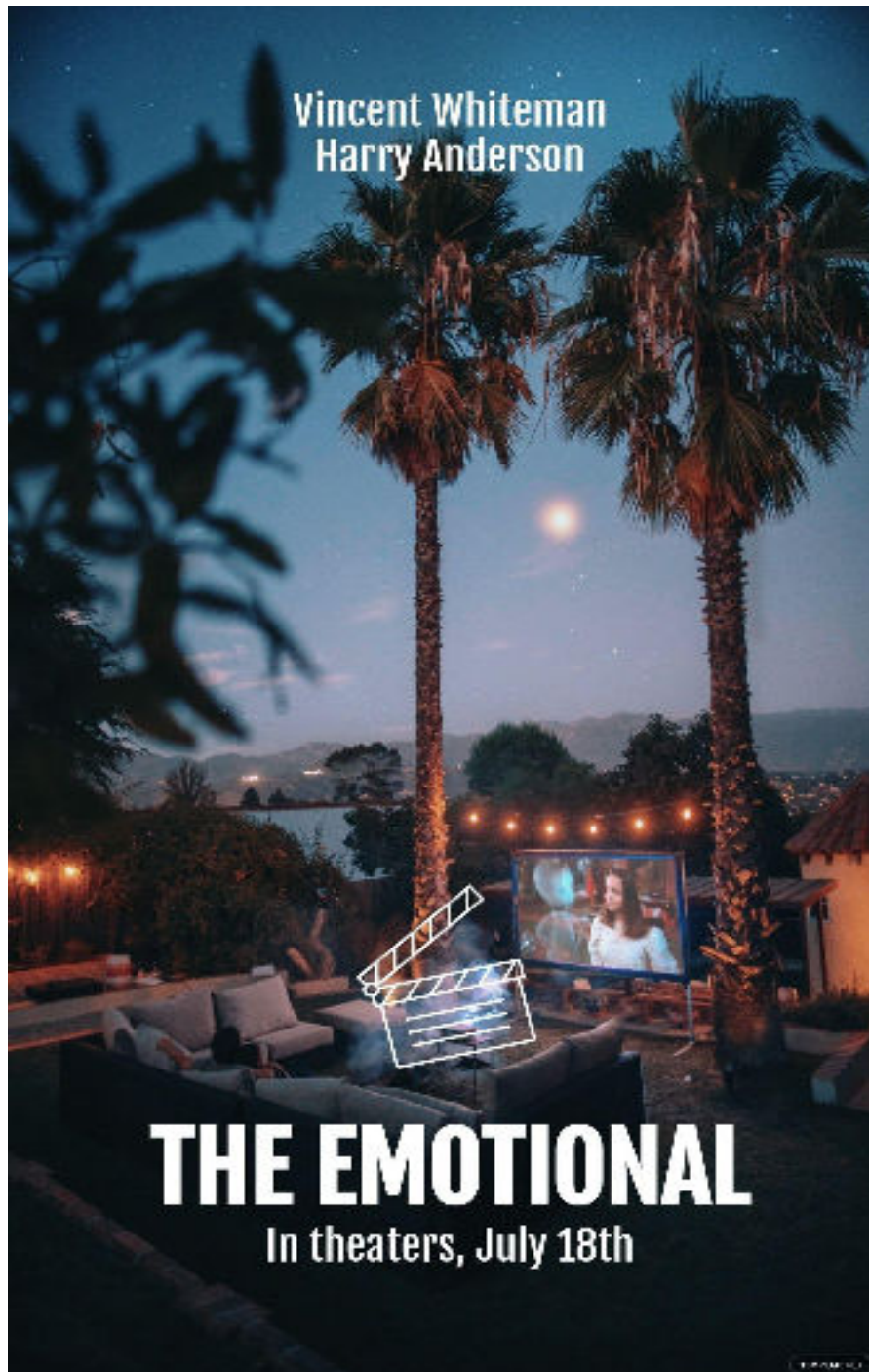
42. Be Romantic

Nothing could go wrong with being romantic, especially in designs. People are drawn easily to love-related matters. So don't be afraid to use it in your geofilters. You can use the 'Valentine's Day Giveaway' template as your reference.

43. Healthy Options

Nowadays, the majority of people are concerned about their health. So, in your geofilter designs, you can attract them by including healthy options. Use the 'Healthy Food' template as a guide.

44. Post Awareness

Show your concern to your audience by making and featuring awareness in your Snapchat geofilter designs. You can use the 'Covid 19 Campaign' template as your reference.
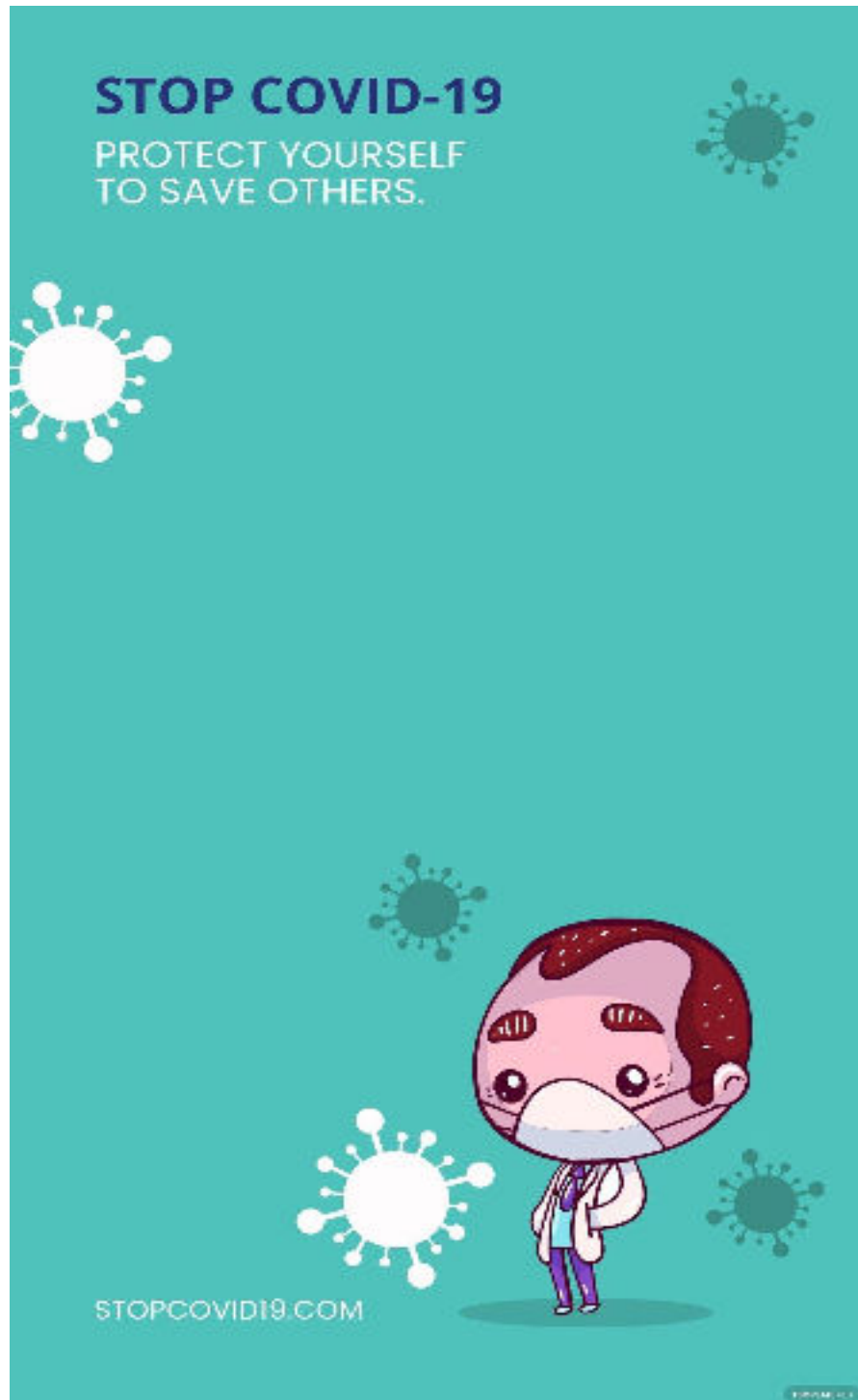
45. Add Some Ice Breaker

One thing that could catch people's attention is to add funny flavors to your geofilter designs. You can add some Ice breaker or trivia to keep your audience stay and follow you every step of the way. The perfect example of it is the 'Bar Event' template.

46. Choose the Best Slogan

Choosing the best and appropriate slogan can hugely affect your geofilter design. It can even drive more traffic to your site, especially when people love your slogan. The perfect example of it is the 'Photography Template.'

47. Include Testimonials

Including testimonials in your geofilter designs can prove the credibility of your company. It means it can gain more traffic to your site. The perfect example of it is the 'Real Estate Agent' template.
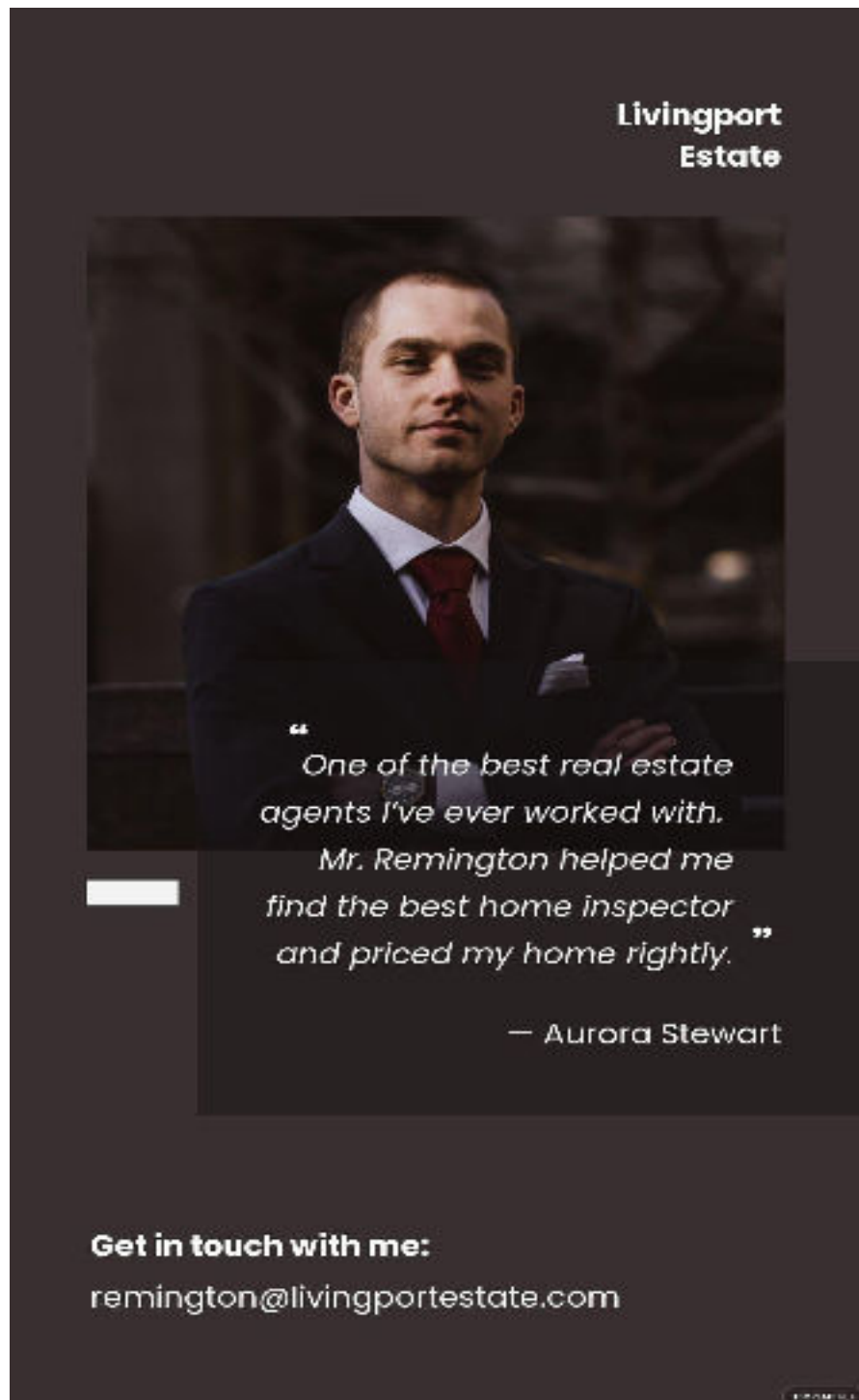
48. Be Yourself

Although not all in social media are true, don't be afraid to be true to yourself. Show the real you and add your own flavors to your Snapchat Geofilter designs. You can take the 'Birthday Party' template below as your reference.

49. Religious Affairs

Many people are devoted to religion. So don't be afraid to include some religious affairs in your geofilters. The perfect example of it is the 'Palm Sunday' template.
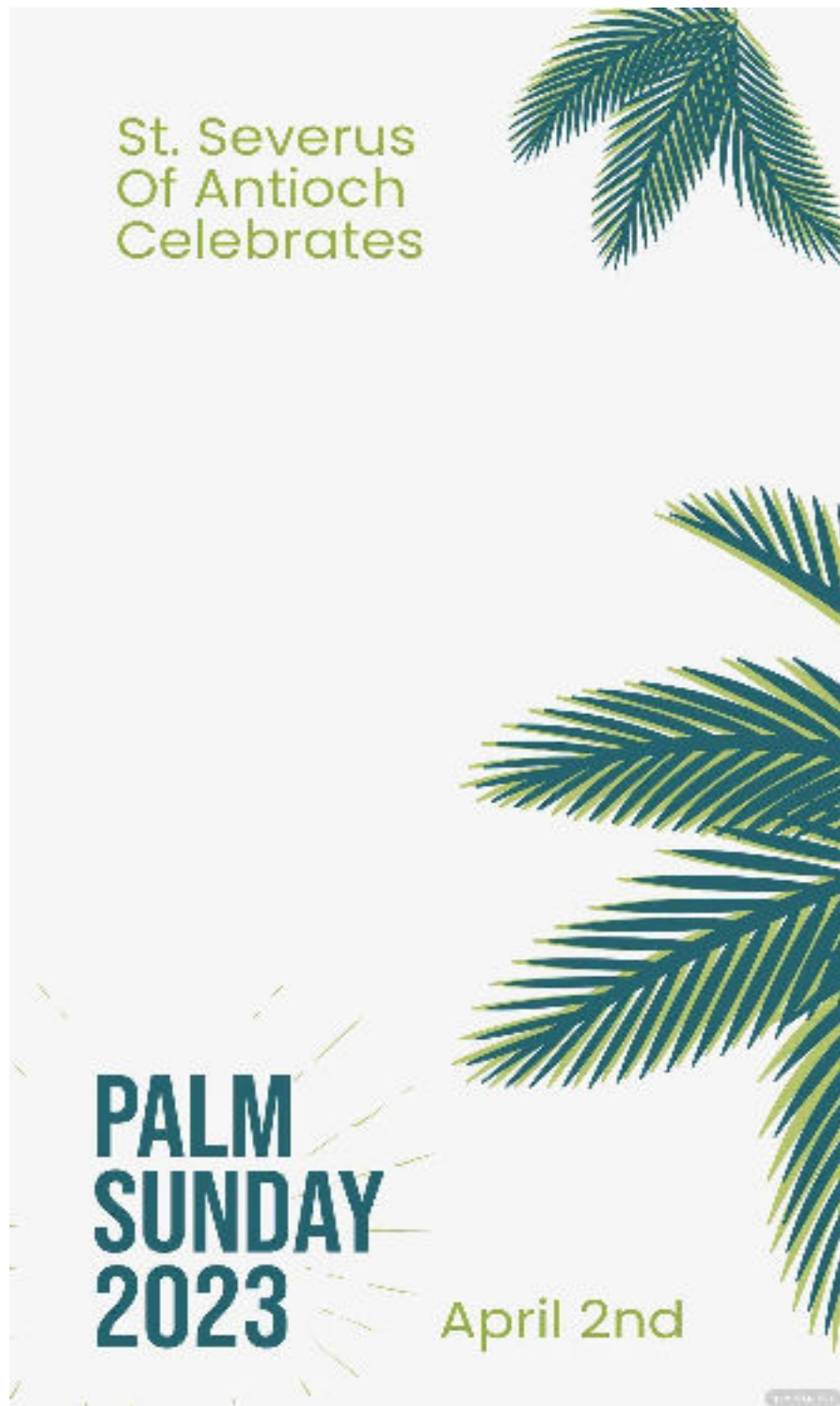
50. Be Professional

Bring out your professionalism by creating geofilters that could entice professionals. You can do so by incorporating simple yet engaging designs. The best example of that is the 'Business Workshop' template.

General FAQs

What is a Snapchat?

Snapchat is a popular messaging app that allows users to send and receive photos and videos that are supposed to disappear after being viewed.

What is a Snapchat Geofilter?

Geofilters allow mobile users to add a location illustration to photos that they can then share with friends or followers via Snapchat.

Why do marketers use Snapchat?

Snapchat allows marketers to communicate with their audience in real-time while they are out and about.

How many people use Snapchat?

Snapchat has 360 million active users as of January 2020, making it the 12th most popular social media platform.

How effective is it?

Snapchat's advertising platform has improved to give brands who want to try out the platform more options. Brands can be more creative while utilizing Snapchat's appealing features thanks to the various formats.