

Snapchat and Facebook compared

By [Lisa Hallgren](#)

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TORONTO, CANADA: We thought that comparing Snapchat and Facebook would be quite cool (infographic)...



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Social media is now a huge part of digital marketing and it has really revolutionised the area. Facebook provides an excellent advertising medium with high targeting potential but Snapchat is still in its infancy in this regard.

At DPFOC, we regularly try to create content that people will be interested in and we thought that comparing Snapchat and Facebook would be quite cool.

For more information go to [DPFOC, Canada](#)

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