

5 TIPS FOR AWESOME AR FILTERS

Creating an augmented reality filter? Set yourself up for success with these five tips!



Keep it easy to use

Don't shy away from advanced features, but make sure your filter is easy to use.



Focus on the user

Don't let your brand get in the user's way. Remember, you want people to share your filter.



Make it fun

It doesn't have to be a silly filter to be fun. The more fun it is, the more shares you'll get.



Use it and share it

This might sound too obvious, but make sure you are using and sharing your filters.



Be Bold

Try something new. There are a lot of filters out there so you need to stand out from the crowd.

