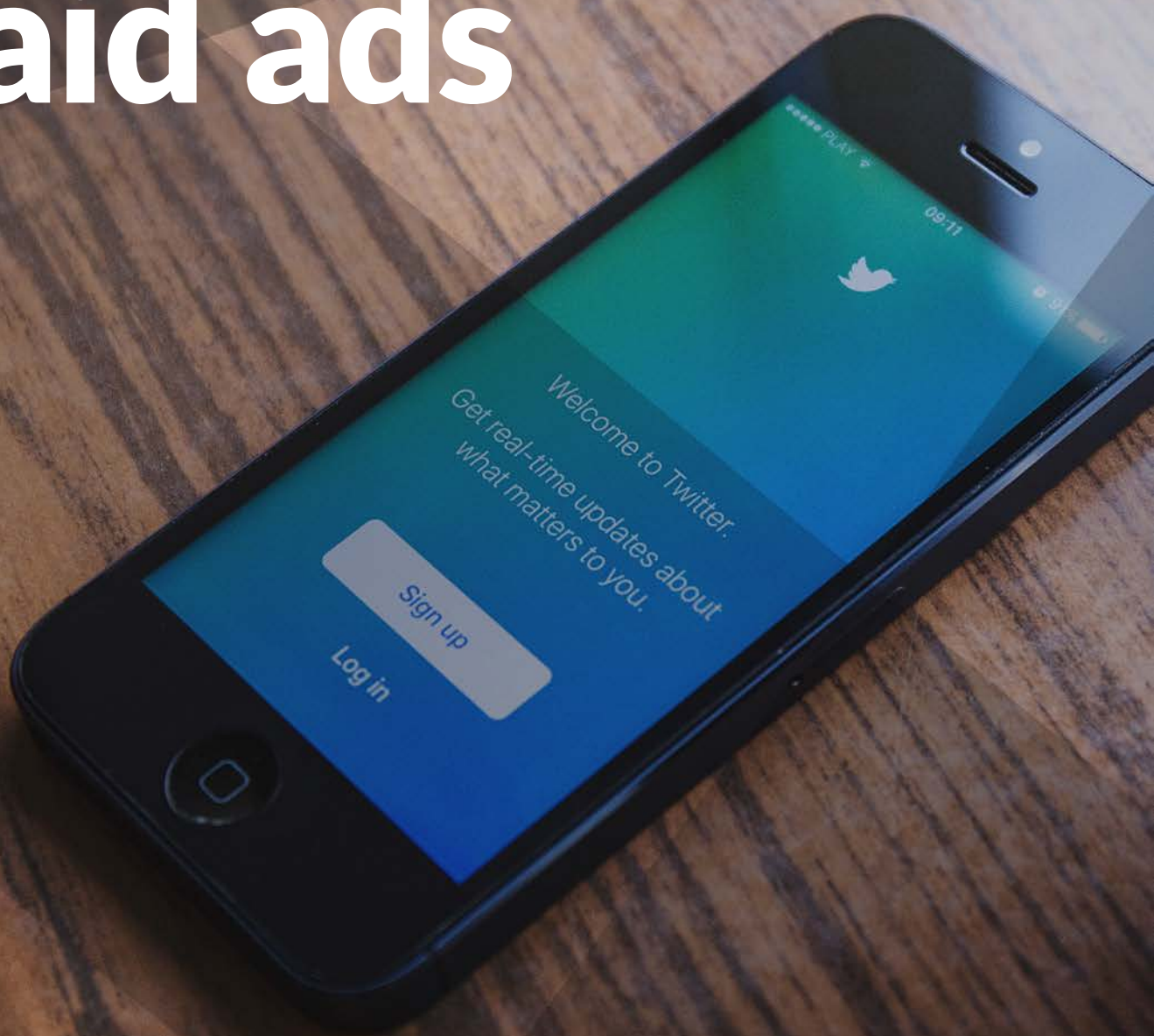


SOCIAL MEDIA MARKETING

Using Twitter paid ads



Twitter has an incredible 100m users per day!

You can create highly targeted ads to gain additional exposure for your business. As with any online ad system, you need to take some time to become familiar with how it works, and you need to perform tests until you find what works.

Marketing is always about selling the benefits of your business (not the features), using some science, hard graft and often patience. When we say “using some science” we mean you need to experiment.

Note





A marketing “failure” is never a failure. It’s a red cross in a box, on the way to finding a green TICK that is your success.

You will not get it right first time. Always keep going. All successful marketers have notched up dozens of “failed campaigns” on their way towards success.

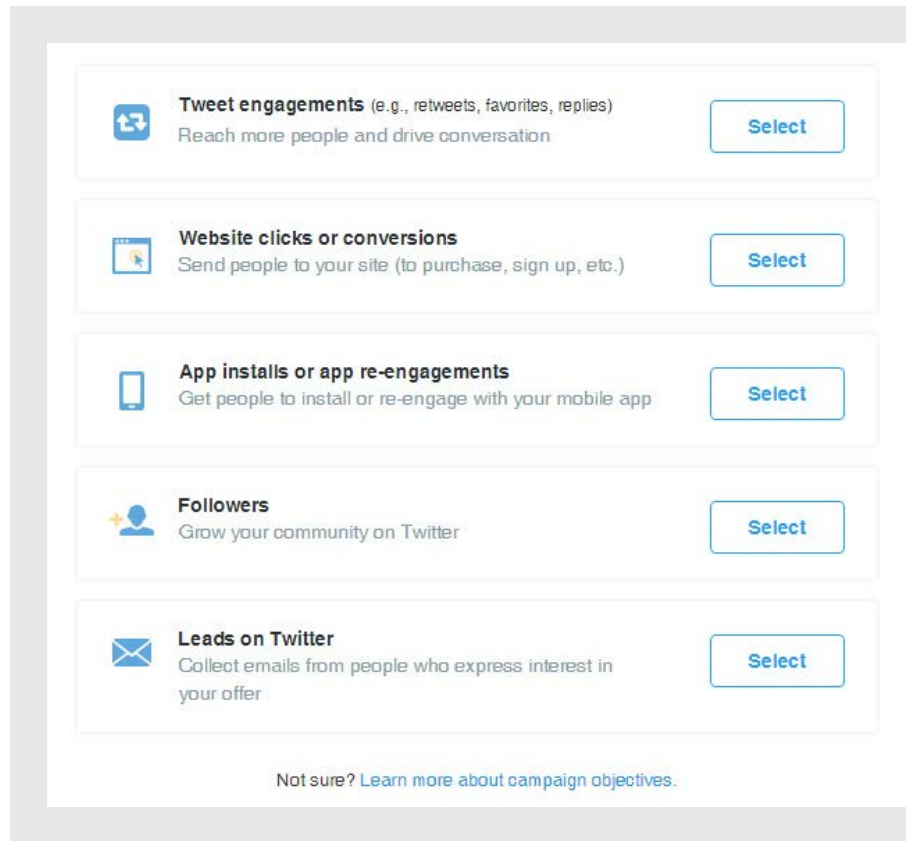
Split Testing

A/B

We would highly recommend something called A/B split testing for ALL your ad campaigns.

-  **Create two ads** that target the same audience.
-  **Track the clickthroughs** to see which is the most successful.
-  Next time **use the most successful ad** against ANOTHER version and so on.
-  Eventually **you get the very best ad** for converting users into website visitors / tweet engagements / followers / leads.

When you log into the Twitter Ad interface, it will look something like this



Let's go down the list and explain



Tweet engagements

This campaign works by promoting your Tweets to a bigger, more targeted group of users so that your content can be in front of the audience that matters to you, at the right time.

When you select this option your tweets are clearly labelled as Promoted, but they act like regular Tweets in every other way. This means they can be Retweeted, replied to, favorited and more.

Website clicks or conversions

If you're looking to increase website traffic or conversions, this option is designed for you. It allows you to reach a specific audience of users with our targeted options such as keywords, interests, geography and more.

You are then able to install the website conversion tag to measure the effectiveness of the campaign.

App installs or engagements

According to Twitter, 78% of their users access their account on a mobile device.

This means if you're an app developer: **JACKPOT!**

With this new campaign, Twitter is making it easy let people download and open your mobile app from a Tweet.

Followers

Building a following on Twitter allows you to continually interact and engage with potential customers. By choosing this campaign, the ad will focus on and easily provide the option for readers to "follow" you on Twitter.

Leads on Twitter

The value that businesses are finding with Twitter is the ability to engage customers in meaningful conversations about their product or service.

Yes, this is valuable, but now Twitter is offering a tool to help you covert those conversations into actual leads. With this option, you can add a Lead Generation Card to your Tweet and make it simple for prospective customers to share their contact information with you for follow up at a later time.

The old way

And last, but not least, you can still opt for the old way of doing things, which is essentially promoting Tweets that appear in people’s Twitter feed even if you don’t follow your company; and tweets that are paid to appear in search queries.

It’s very simple to set up and get going, but let’s go through one example just to make sure you feel right at home with the process.

Let’s set up a Website clicks or conversion campaign



First, from your home page, in the bottom right click on the “Advertise with Twitter” and it will lead you into the options listed above.

Select “Website clicks or conversion”, and you’ll see this:

The screenshot shows the Twitter advertising setup interface. At the top, there is a header with a small Twitter icon, the text "Website clicks or conversions", and two buttons: "Back" and "Select and continue". Below the header, there are three columns of information:

- What your audience sees:** This section shows a preview of a tweet from Benjamin Costin (@CostinBenjamin1m) with the text "Check out this month's menu - hot off the presses." and an image of food. Below the tweet, there is a "Description of your link" and a "Promoted by Benjamin Costin" label. A blue arrow points from the tweet to a "Website card" at the bottom, which has the text "Clicks on the card go straight to your website." and a link "Learn more about website cards."
- Where they see it:** This section shows a preview of the tweet appearing in a user's Twitter timeline and in search results.
- How it's optimized:** This section shows a "Campaign" dashboard with a line graph representing performance over time.

Now name your campaign and select the duration then continue down the page.

Set up your campaign STEP 1 OF 4

Name your campaign

? When do you want to run this campaign?

Start immediately, run continuously Set start and end dates

Expand your reach on the Twitter Audience Platform
Increase your campaign's reach by displaying ads across Twitter and the Twitter Audience Platform

Website tag for conversion tracking

Tracking status: **NO TAG SETUP**

Set up conversion tracking to get the most out of your campaign. This will give you better reporting on metrics like site visits, purchases, and other actions. [Learn More](#)

Next, select your targeting options. You can even select down to the carrier and type of phone they have. And you'll notice the number of targeted users will update on the side as you make your selections.

Select your audience STEP 2 OF 4

AUDIENCE PROFILE

Select locations (required)
Target users by country, states, regions, metro areas, or postal codes. [Learn more.](#)

Search for locations, e.g. United Kingdom or [Import multiple locations](#)

Target users located in...

Country	X United States
---------	-----------------

Select gender
We infer gender from information our users share as they use Twitter, including their profile names and follow graphs. [Learn more.](#)

Any gender Male Female

[Select languages](#)

[Select devices, platforms, and carriers](#)

SELECT ADDITIONAL AUDIENCE FEATURES

[+ Add keywords](#)

Then simply set your budget as shown below

Set your budget STEP 3 OF 4

▼ Set a daily maximum (required).
Cap the amount you will spend each day. The maximum resets daily at midnight, Europe/London time. [Learn more](#)

£ Required per day

▼ Set a total budget (optional).
If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. [Learn more](#)

£ None

Choose pricing.

Automatic bid ▼

Your bid will be optimized to get the best results at the lowest price (within your budget).

Last step is to create a tweet and attach an image. You also get the option to use existing tweets. A preview of you ad is displayed on the right side.

Choose your creatives STEP 4 OF 4

You can promote existing Tweets or create new ones. All Tweets eligible for this campaign type appear below. Choose or write Tweets that give people a reason to take action. All Tweets must include a URL or Website Card. [Learn more about Website Cards and campaign best practices.](#)

Create or select creatives

@YourUsername Promoted-only Tweets Show replies

Promoted-only Tweets Impressions Web clicks Web click rate

Compose your Tweet here.

Schedule Tweet 116

Website Card or Add media (optional)

Create a card Select an available card

Cancel Publish Tweet

This Tweet won't appear on your Twitter profile. It will only be seen by your targeted audience.

TIP Promoted-only Tweets are immediately discoverable by data partners, even though they are not promoted until the campaign begins. To protect sensitive content, schedule promoted-only Tweets to go live after your campaign start time. [Learn more about who can see this Tweet.](#)

See preview

iOS Android Desktop Twitter Audience Platform

Live preview

Your Name @YourUsername Jan 01

Promoted

Selected creatives 0

Compose or select available Tweets to promote in this campaign. We recommend having 4-6 Tweets per campaign.

When finished click "Launch" on the top right of the page to get your ad running.

You are now a Twitter advertising Pro!



As always it's best to continually monitor and analyze each campaign to see which provide the best results.

The key is to try something new, see how it works, and continue to refine and tweak the process until you see success

It can be as little as slightly changing the headline or even just changing the picture.

Now that you have the technical knowledge of how to set up the campaign, remember there is no magic solution that works for all industries.

i Note

Depending on your business, your audience will respond differently.

Just monitor and analyze your results, and soon you'll see the return on investment you've been hoping for!