

TWITTER ADS QUICKSTART GUIDE



WHICH PRODU CT?

Beyond just your existing followers, there are 230M active users on Twitter. Promoted Products enable you to target the right users, in the right moment, at the greatest opportunity for brand relevance.

Choosing the right product or products for your campaign is the first step to reaching a new audience.



PROMOTED TWEETS

AN IDEAL WAY TO

- Reach users at the right moment and in the right context
- Amplify your message to both existing and potential followers
- Promote an event, deal, product, contest or service.

BENEFITS

- Get your most important Tweets in front of the right people
- Make your Tweets stand out from the crowd during big events
- Get guidance on how to set up, manage and optimise your campaigns with our self-service tools
- Target Twitter users by keywords, interests, and TV viewing habits and layer on targeting by geography, gender and device.

PROMOTED TREND

AN IDEAL WAY TO

- Run major campaigns
- Launch new products
- Target key dates to drive mass awareness.

BENEFITS

- Get massive exposure, brand or product
- Spark conversations
- Associate you Trend with Promoted Tweets of your choice for a complete experience
- Target by geography.

PROMOTED ACCOUNT

AN IDEAL WAY TO

- Attract new followers before a major promotion, event, new product launch
- Extend the reach of your online presence
- Build a strong base of engaged followers who share and amplify your messages.

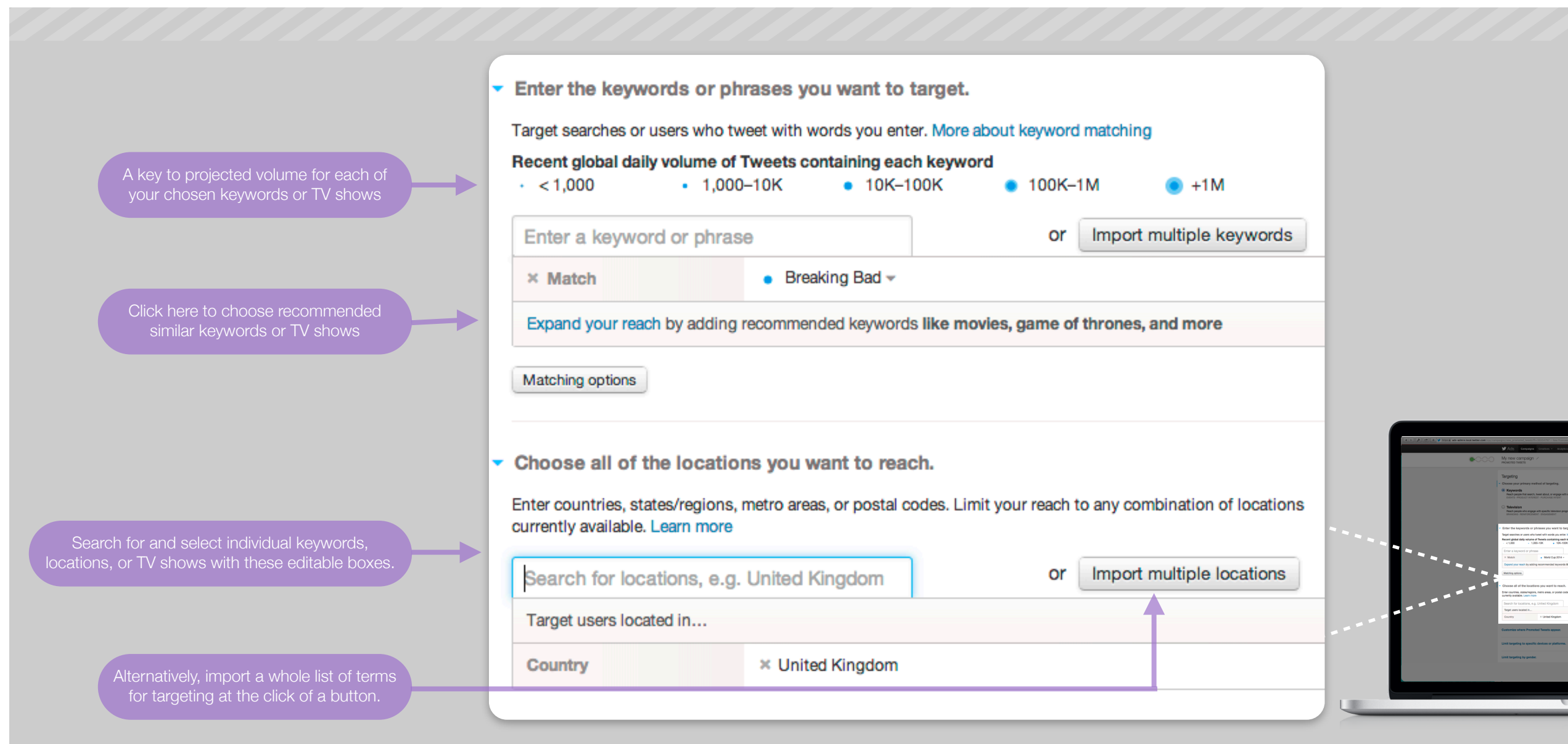
BENEFITS

- Get your account in front of highly engaged users likely to be interested in your business
- Spark conversations
- Target by geography, interest or gender.

YOUR AUDIENCE

Interest targeting and Look-a-likes can help you find the right audience. Keyword and TV targeting can help you find the right moments.

Successful campaigns use multiple targeting types holistically to achieve the best results and better help you reach the right slice of the 230M active users on Twitter.



TARGETING TYPES

KEYWORDS

People express wants and needs on Twitter all the time. Keyword targeting in timeline lets you reach Twitter users based on the keywords in their recent Tweets and the Tweets with which users recently engaged. Show users the right message, at the right moment, in the right context.

TV CONVERSATION TARGETING

Reach people who are engaging with particular TV shows on Twitter, regardless of whether you are running a spot during that program.

INTERESTS

Our community is passionate about everything from shoes to semiconductors. We can help you find your ideal audience using hundreds of different interest targets.

LOOK-A-LIKES

Your followers already love you. We'll help you find more just like them.

TAILORED AUDIENCES

Reach people using your own website visitor data. Upload a list of email addresses from your CRM system and directly target users who have already engaged with your brand via other mediums.

OVERLAY WITH...

GEOGRAPHY

Twitter is used in nearly every country in the world and is available in more than 35 languages. Reach a global audience or one that's hyper-local. We have tools for targeting by country or metro area.

DEVICE

76% of Twitter users log in via their mobile device. Twitter Ads gives you the option to target your ads to Android, iOS or Blackberry.

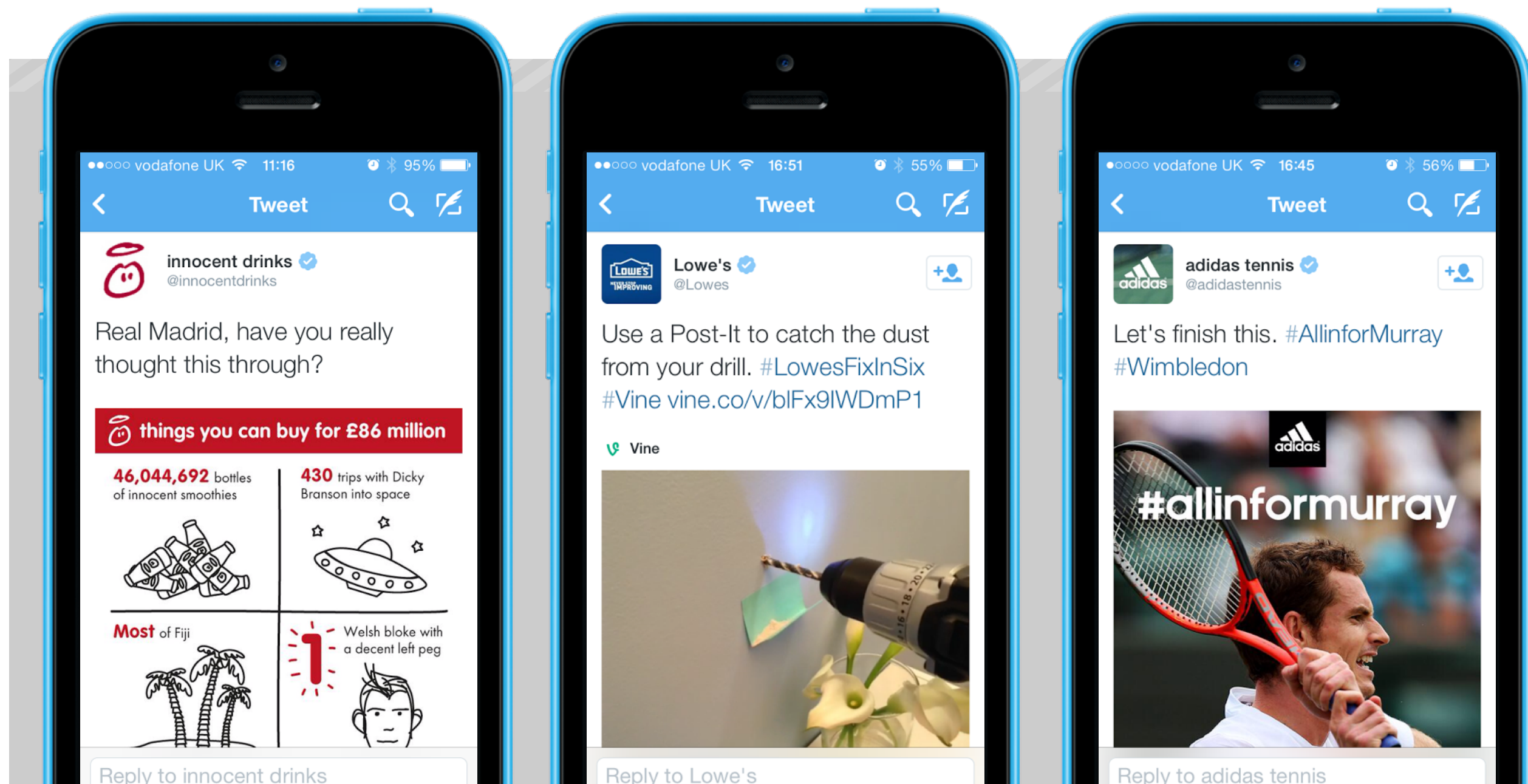
GENDER

Have a product or a service more suited for men or maybe for women? Reach either or both with gender targeting.

COMPOSING TWEETS

Your voice can affect the way customers communicate with you on Twitter. What you say, how you say it and how often you respond, all have a tremendous impact on customer relationships.

Take time out to compose great Tweets that resonate with your brand's personality.



CHOOSE YOUR VOICE

KEEP IT CONVERSATIONAL

Write a Tweet like you're having a conversation with a good friend. Strive for a genuine, approachable communication style. Stay away from "marketing speak"—it'll go a long way in making your voice your own.

EMPLOY YOUR RAZOR WIT

This is also your chance to show off your own brand of humor, wit and know-how. People seek education and entertainment online. Use Twitter as a way to provide it.

BE UNIQUE

MAKE IT SHAREABLE

What makes people share? Funny, helpful, newsworthy or inspiring content. When you write a Tweet, imagine how your followers will use it. How will it help them? Every Tweet should have a purpose.

TWEET EXCEPTIONAL CONTENT

On Twitter, there's a pattern: the most retweeted content tends to contain links, pictures, videos or quotes. Paste a link of any length into the Tweet box and it will automatically be shortened to fit the 140 character limit.

USE RICH MEDIA

The use of Vine, video, and imagery amplifies engagement on Tweets and encourages users to Retweet.

BE ENGAGING

ENGAGE YOUR FOLLOWERS

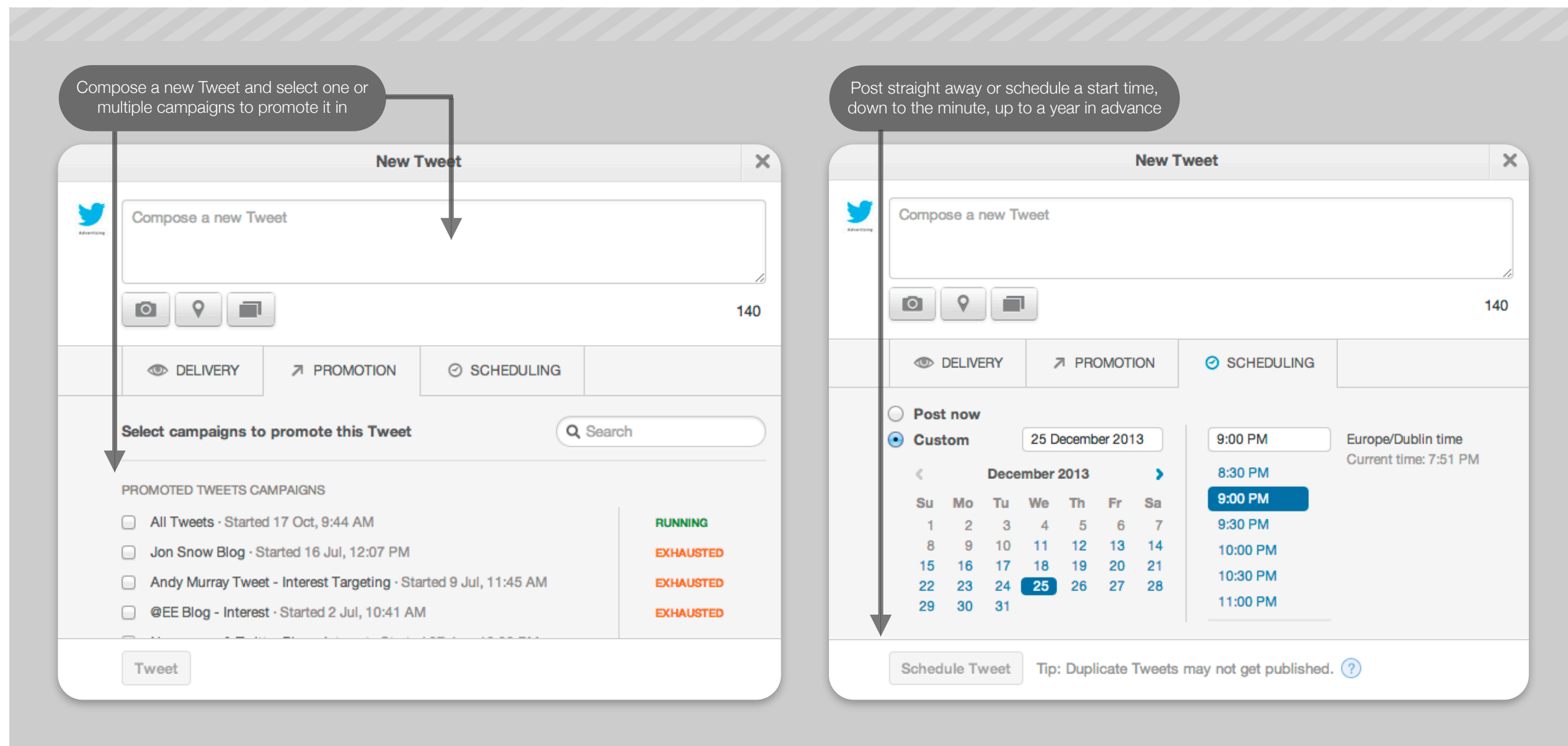
Ask questions. Listen. Then show people you're listening by responding. You'll be amazed at the valuable insights you'll get about your customers.

BE REAL TIME!

Twitter happens in real time so there's plenty of opportunity to guide conversations when they are most relevant to users. Keep your messages timely by tweeting relevant Tweets during events or breaking news.

SCHEDULING TWEETS

Publishing and promoting real-time content isn't always convenient. While moments on Twitter can be spontaneous, it's still possible to plan for them. Scheduled Tweets functionality allows you to publish content in a pre-set fashion at any time. Perfect to make sure you don't miss out on some of the largest consumer moments of the year.



PLAN FOR BIG MOMENTS

BEFORE

Feed into the excitement before a big event

DURING

Send Tweets with precise timing without any 'live' personnel or resources

AFTER

Immediately participate in the predictable post-moment conversations

- Schedule day/time
- Implement for organic or promoted-only Tweets
- Customise for individual campaigns
- Enter in any time, down to the minute, and up to one year in advance

BIDS & BUDGETS

You've chosen your Promoted Products, curated the ideal audience, and composed some top notch Tweets. Now it's time to set your Bids and Budget for your campaign.

A successful budget is one that's revisited and optimised throughout the duration of the campaign.

The image shows a screenshot of the Twitter Ads 'Budget' settings panel. On the left, four green rounded rectangular callout boxes with white text and arrows point to specific sections of the form:

- SET YOUR TOTAL BUDGET** points to the 'Set a total budget (optional)' section.
- DECIDE YOUR DAILY MAXIMUM SPEND** points to the 'Set a daily maximum (required)' section.
- PICK YOUR PACING OPTION** points to the 'Pacing options' button.
- CHOOSE YOUR BID** points to the 'Enter the maximum amount you are willing to spend per engagement' section.

The 'Budget' panel itself contains the following sections:

- Budget** (Section Header)
- Set a total budget (optional).** (Expandable section)
 - Text: "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](#)"
 - Input field: £ 15000
- Set a daily maximum (required).** (Expandable section)
 - Text: "Cap the amount you will spend each day. The maximum resets daily at midnight, Europe/London time. [Learn more](#)"
 - Input field: £ 5000
- Pacing options** (Button)
- Enter the maximum amount you are willing to spend per engagement.** (Expandable section)
 - Text: "An 'engagement' is when a user retweets, replies, favorites, follows, or clicks anywhere on your Promoted Tweet. You only pay for the first engagement a user makes with your Promoted Tweet. You will never be charged more than your maximum bid, and you usually pay less. [Learn more](#)"
 - Input field: £ 2.00 (highlighted in yellow)
 - Suggested bid: £1.50 – 2.20

STEP BY STEP

SET YOUR TOTAL BUDGET

This is an optional feature. You can allocate a maximum spend toward your campaign by setting a total budget. The number you enter represents your total budget for that individual campaign. If you choose this setting, your campaign will stop once your budget has been reached.

DECIDE YOUR DAILY MAXIMUM SPEND

Set a daily budget based on your goals. We'll automatically stop showing your ads once this amount has been reached. In a given day, you'll never be charged more than the amount you specify here.

SLOW AND STEADY OR QUICK OFF THE MARK?

How quickly do you want to work through your daily budget? All campaigns default to standard delivery, with the option to select accelerated pacing if you choose.

Standard delivery pacing attempts to smooth your campaign over the course of the day while still allowing you to spend your daily budget in full.

Accelerated is good for running time-sensitive Promoted Tweets during live events, conferences, TV shows or sporting events, etc.

CHOOSING YOUR BID

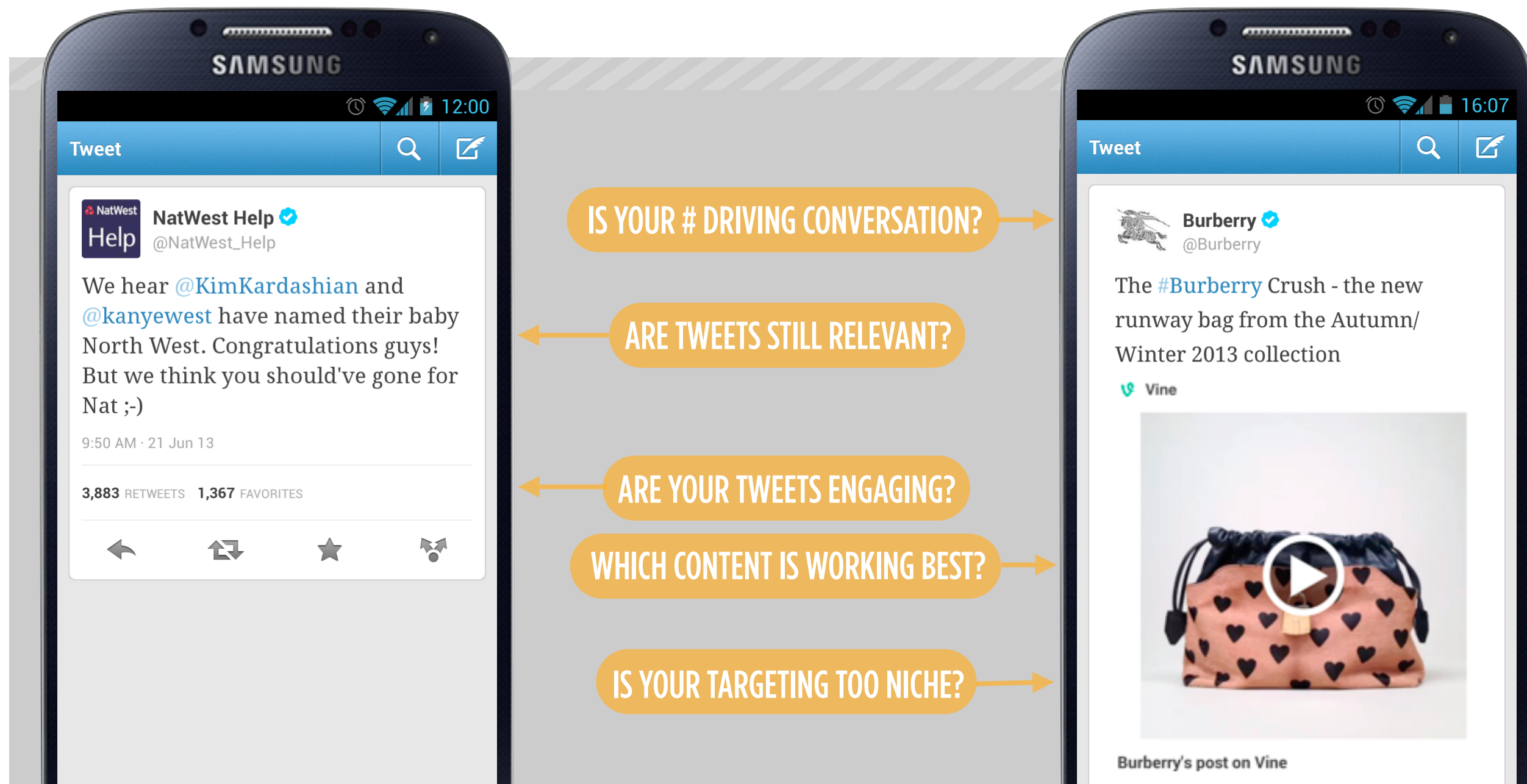
The last step is to set your bid. A suggested bid will appear next to the maximum bid once you enter a campaign budget, daily budget, and campaign start/end dates.

You should set your Promoted Tweet bid as your true, private value of an engagement based on your goals. Doing so will maximize the value of your campaign by helping you gain the optimal amount of impressions and engagements.

OPTIMISATIONS

The Twitter Ads dashboard is full of real-time data on your campaign performance. By revisiting whilst your campaigns are live you'll be able to optimise to improve efficiency and give you better value and greater return on investment.

Here are some things to consider when reviewing your campaigns.



TWEETS

KEEP YOUR CONTENT FRESH

Upload new Tweets every 2-3 days to keep content fresh for new users seeing your campaign as well as those users who are re-engaging with your campaign days or weeks later.

Make sure that topical Tweets, or Tweets referring to promotions with a specific time frame, are removed from rotation as they become no longer relevant.

RICH MEDIA

Which of your Tweets are getting the most engagement? Use this information to help craft better Tweets. The use of Vine, video, and imagery amplifies engagement on Tweets and encourages users to Retweet.

BIDS & BUDGET

CHECK YOUR BIDS

Keep reviewing your bids to make sure they are competitive. Do you need to increase your bid to keep it within the 'suggested bid' range? This system will work out the best bid you should place based on what your competitors are bidding in the auction.

DAILY BUDGET CAPS

Because of your pacing options are you spending your daily budget by midday? Make the most of your potential reach and increase your daily budget caps to allow for maximum engagement. Alternatively, change your pacing options to enable budget to be spent evenly across the duration of the day.

TARGETING

WHAT'S WORKING?

Are your campaigns with TV Targeting driving better CPEs or is it Keyword Targeting that's driving the most engagement? Use this information to inform decisions on creating new campaigns and which campaigns to remove from rotation.

Make sure you have enough keywords in all your targeting options to make sure your campaigns are getting maximum exposure.

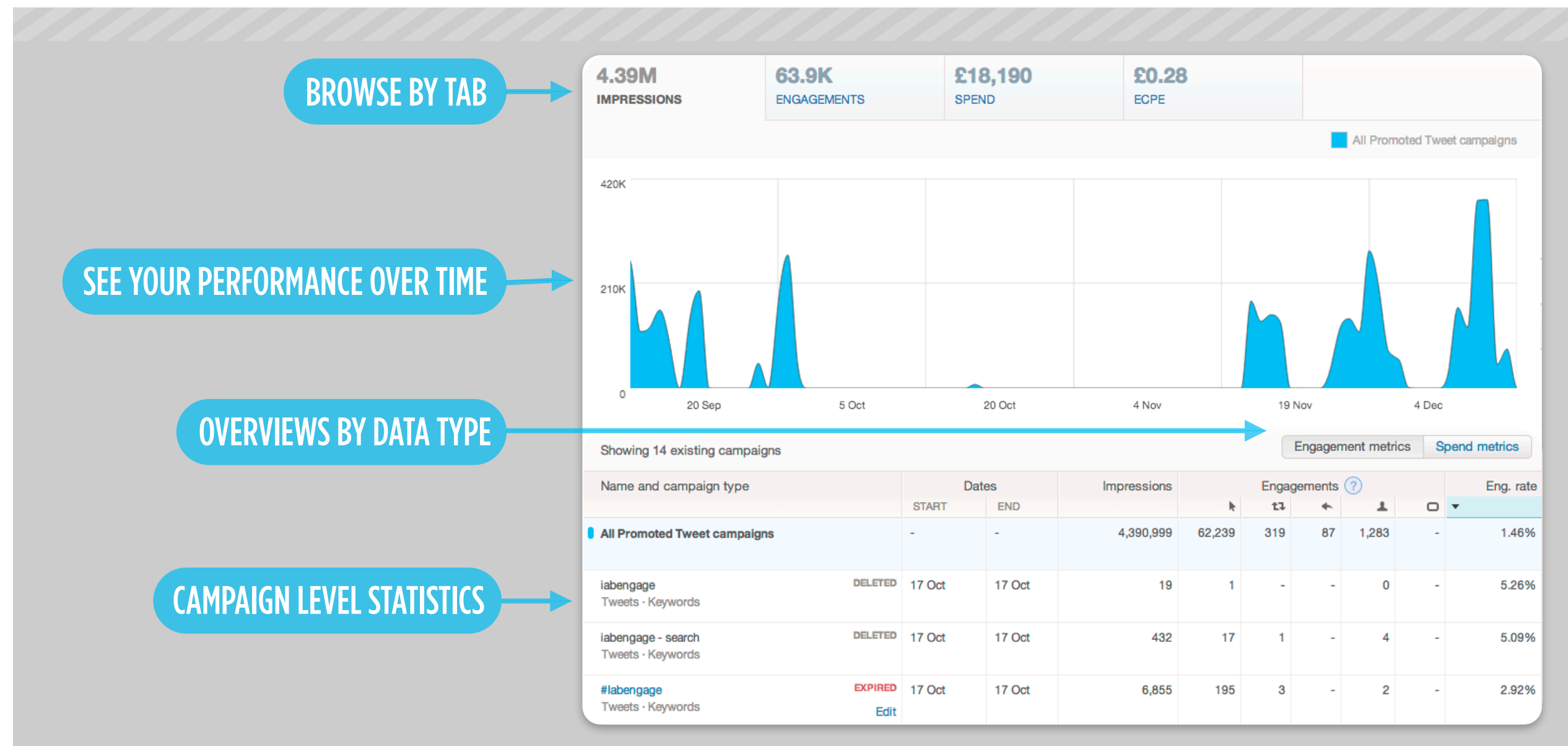
REALLOCATE BUDGET

Once you've identified which targeting is working best for you consider reallocating your daily and overall campaign spends so that you can make the most of the best performing campaigns.

REPORTING

Our analytics give you the ability to track multiple components of your Twitter Ads activity, learn more about the behavior of your customers and adjust your campaign to drive better results.

You'll see the fundamental metrics for your Promoted Product campaigns as they happen.



ACCOUNT LEVEL

TIMELINE ACTIVITY*

The timeline activity dashboard provides a comprehensive look at all of your activity on Twitter. See how every single Tweet performs with mentions, follows, reach and more. Then look for insights, trends and opportunities to optimise.

FOLLOWERS*

Use the Followers dashboard to learn more about your audience. Keep track of the growth of your follower base and get valuable insights about their interests, geography and engagement.

*Located under the Analytics tab within the Twitter Ads dashboard.

CAMPAIGN LEVEL

PROMOTED TWEETS

As above, see you Promoted Tweets at campaign level, giving you the ability to immediately see which campaigns are working best over engagement and spend metrics. Dive deeper to view all your Tweet specific data. All downloadable by .CSV or .XLS at the click of a button.

PROMOTED ACCOUNTS

As with your Promoted Tweets dashboard, view your performance over time, and immediately see which of your campaigns are working best. Everything you need to optimise you Promoted Accounts activity.

PROMOTED TRENDS

The Promoted Trends Dashboard provides a real-time look into how your Trend campaign is performing. It also shows metrics before and after the day of the Trend. This allows you to compare and see the effects of a Promoted Trend on impressions, follows, and mentions.

You can also view your Tweet level performance. Allowing you to optimise you messaging and maximise your impact during the day.

THANK YOU 

