

Guide to Twitter Advertising

European Elections 2019

Twitter is what's happening in the world and what people are talking about. Including the European Elections.

On Twitter, people are in a discovery mindset, meaning that people are more attentive, more responsive and more trusting. Reaching the right audience in the right mindset leads to results.

With Twitter Ads, you can amplify your message, reach your target audience, and connect with people talking about the things that matter to you.

Once you find your audience, you need to capture their interest and win their engagement with the right message at the right time, tailored to their unique needs.

Twitter Ads lets you build tailored campaigns around your goals, audiences, and budget. With no minimum spend and flexible management options, you can promote Tweets, drive website traffic, and attract new followers.

This Guide to Twitter Advertising provides the answers to the questions most frequently asked, and will help you create compelling Tweets for your audience before, during, and after the 2019 European Elections.

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Why Twitter?

Twitter users rank the platform as the

#1

social media platform with which they can engage with policy and advocacy issues

In 2018 there were

1BN

Political tweets in Europe

An engaged audience

54%

of people on Twitter self-describe as politically active vs. 41% of the general population

An audience that listens

94%

say they are somewhat or very open to new points of view

An open Audience

Twitter Insiders report exposure to political content can impact views and behaviors

Twitter Ads Policy

Following the process below will ensure you are certified to create political campaigning ads. You need an advertising account before you start.

1

Meet eligibility criteria

Profile photo, header photo, and website must be consistent with the @name online presence.

2

Submit your application

Complete the Ads Help Form. **You must have an advertiser account before starting in order to get certified.**

3

Identify yourself

Your current status will determine identification requirements (Registered organisation or candidate, not registered, or individuals).

4

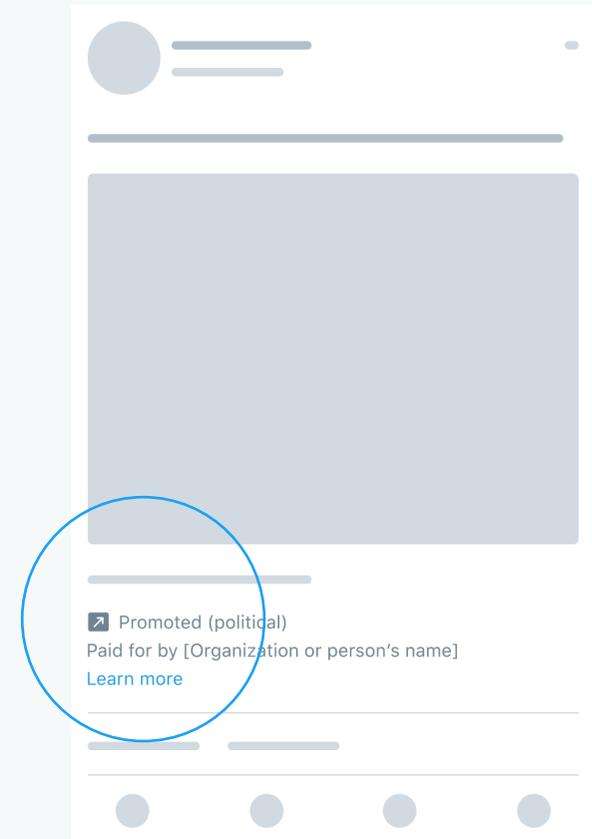
Wait for letter in mail!

This should take about a week to arrive. Follow the steps detailed in the letter to proceed with the certification process.

5

Your political campaigning ads account is ready!

Upon receipt of email confirmation, your political campaigning ads account is ready. Ads from your account will display a 'political' badge and show indefinitely in the Ads Transparency Center.



 [Click for more information](#)

Twitter day-to-day

It's critical to have strong organic and paid content that work together to meet your audience wherever they are.

Pro Tip

Gone are the days of one-sided communication, and that goes for your Tweets, too. Your Twitter strategy should be a healthy mix of replies, organic Tweets, and Twitter Ads.



Profile & Pinned Tweet

Your profile's header image and Pinned Tweet should communicate what is most important in that moment. Make sure all images are clear and high-quality. Think of your Pinned Tweet as the answer to someone asking you "what's new?"



Post frequently

Be active on Twitter. Deliver quality, engaging content on a regular basis. Scheduling Tweets is a great way to ensure that you are reaching your audience during the prime times they are online.



Find your voice

Establish a well-defined voice to set the tone for your entire Twitter strategy. Make sure your voice is fresh and original, reflects your core values & resonates with your audience in a personal way.



Create or join conversations

Use Twitter when you want feedback or back-and-forth. Break your news on Twitter. Be an active participant by replying, following new people, and keeping the relationship going after the chat has ended.

 [Click for more information](#)

Getting started with Twitter Ads

Four core elements of your campaign will help you be on your way to success.

Pro Tip

Campaigns that have strong, eye-catching creative with a clear call to action typically perform much better than those without. When in doubt, just remember the three “R’s” - Resonance, Relevance, and Recency.



Objective(s)

Have a clear idea of what you want to accomplish. Whether it's raising awareness or getting new followers, you can build a campaign to suit.



Creative

Your most important asset. It is important to stand out, so choose from a variety of creative formats, such as images, and video.



Audience

Being certain who your particular target audience is, and how best to reach them on Twitter, will help ensure your success.



KPIs (Key Performance Indicators)

It's important to know how to measure your campaign success, so you know what worked well and what can be improved.

 [Click for more information](#)

Defining your objectives

Once you reach your target audience, what do you want them to do?

Pro Tip

We do not charge for non-objective benefits — even though running a campaign to boost one metric often helps other metrics as well.



Increase followers

Grow an engaged audience



Drive awareness

Put your Tweets in front of as many people as possible



Website clicks

Bring your audience to your website



Engagement

Start conversations and attract more engagement on Twitter



Video views

Get a larger audience to see your campaigns

Focusing in on your audience

Use our different targeting capabilities to get your message in front of specific audiences.

Pro Tip

Test different targeting approaches to understand which audience is the best fit and which messages resonate with different groups. You may be surprised by what's most effective for you.



Age



Gender



Geography



Language



Events



Follower



Conversation



Keywords



Behavior



Interests



Device



Tailored Audiences

Creating effective Twitter Ads

These four tips will help you create compelling Tweets.

Pro Tip

Check up and tweak: Don't just let your campaigns run their course and then see how they are doing. Check on a newly launched campaign every few days.

1

Flash the logo

Remember to use colors or your logo so that your Tweets are distinctive, unique and recognisable. If you are creating a video, adding your logo to the first seconds means that people will see it even before you've had to pay for a view.

3

Call-to-actions

Tell people what you want them to do. If you want them to follow you, tell them what you plan to Tweet about. If you want people to click to your website, tell them why. Make your reader's next steps clear.

2

Avoid distracting hashtags

When used correctly, hashtags can be an effective way to grow your reach, encourage engagement, and get discovered on Twitter. Never more than one or two in an ad, and only use if you're linking your Tweet to a broader conversation or topic.

4

Tweet questions or run a poll

People on Twitter are in a discovery mindset. Asking questions or creating a poll is a fast way to start a conversation, engage with your audience, and gather feedback.

 [Click for more information](#)

Measure your results

Twitter's analytics tools let you measure your results, see what's working and get insight to target future campaigns.

Pro Tip

If you want to fine tune your Twitter strategy, spending some time understanding your Twitter analytics is a great place to start.



Understand your audience

Learn what your followers are interested in, their professions, or gender. Compare this to all people on Twitter or select audience groups.



Tweet impressions, engagement, and follower growth

Analyse individual Tweet impressions to repurpose or create similar subjects. Engagement shows the number of interactions with your Tweets, and the followers dashboard tracks your audience growth.



Campaign performance

With the Twitter Ads Manager you can view campaigns, ad groups, or individual ads to evaluate all results. This is your central workspace to plan, manage, optimise, and report on your campaigns.

Video on Twitter

With video, tell a rich and interactive brand story within the timeline. Tweets with video are 6x more likely to be Retweeted than Tweets with photos.

Pro Tip

Don't be afraid to run multiple Video Ads. Exposure to two Video Ad formats versus one video ad format improves ad recall by 19 percentage points (pp), brand awareness by 4.7pp, and purchase intent by 3.1pp.



Promoted Video

Promoted Video lets you promote a video from your Twitter account. The video autoplays when shown in a person's timeline.



Video Website Cards

Video Website Cards drive mobile viewers to your website. Video Website Cards deliver a 2X higher CTR than standard mobile video ad benchmarks.



In-Stream Ads

With In-Stream Video Ads, viewers see your Video Ad before they watch a video from a publisher. Choose a content category that fits your target audience, and focus on creating targeted, highly relevant ads.

Resources & support

[Political Content in the European Union](#)
[Political Campaigning Policy FAQs](#)

[Ads Manager](#)
[Ads Help Form](#)
[Ads Transparency Center](#)
[Ads Transparency FAQ](#)

[Twitter for Business](#)
[Twitter for Business Help Centre](#)
[Twitter Analytics Dashboard](#)

Have questions about your Twitter Ads campaigns?
Contact our dedicated Customer Success team.
Email AdvertiserHelp@twitter.com

Sources

Twitter Insiders “It’s Cool to Care” Survey
Kantar FR Insights
Twitter Insiders (c space), July 2018, US
Twitter Internal Data

