Best practices to help you drive website traffic and app installs from Twitter.
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In the first edition of #TweetSmarter we analyzed our data to uncover guidelines and best practices for Promoted Tweets.

This time, we’re taking it one step further — by connecting with experts at Twitter HQ who’ve looked at thousands of direct response campaigns and understand the creative nuances that make them successful.

We’ve combined these expert insights with real life examples from around the world, and we’re bringing them to you so you can start driving website clicks and app installations today.
MEET THE EXPERTS
Our experts have years of experience in direct response marketing and understand how to drive actions from Tweets using Website Cards and App Install Cards.

**AMANDA FELSON @FELSIE**

*Driving website traffic & conversions*

As a Global Direct Response Specialist, Amanda works with Twitter’s strategic performance advertisers to generate leads, drive sales and measure social ROI.

“I LOVE SHOWING BUSINESSES HOW THEY CAN SEE ROI FROM TWITTER AND SHARE THEIR PERSONALITY WITH THE WORLD.”

**SYLVIA LAM @SYLVIALAM**

*Mobile app promotion*

Sylvia is a Global Mobile Apps Specialist. She is responsible for mobile app ad revenue and strategy at Twitter and works with businesses around the world.

“THE MOBILE APPS LANDSCAPE IS SO COMPETITIVE — IT’S EXCITING TO HELP SMALL BUSINESS STAND OUT AND GET DISCOVERED.”
GETTING STARTED
GETTING STARTED

Every great campaign starts with a strategy.

TAKE A STEP BACK AND MAKE SURE YOU:

☐ Think about your company’s mission
   Understanding what you stand for will help you create consistent and meaningful campaigns that feel authentic.

☐ Create a value proposition
   Clearly stating how you differ from your competitors and can benefit your customers will help you understand who to target and how to position your product.

☐ Set an objective
   Do you want to drive more people to your website? Drive more sales? Encourage people to install or engage with your app? Identifying your goals at the outset will help you choose the right campaign.

☐ Define your metrics for success
   These should align with your objective. Be specific! If your goal is to drive website traffic, are you focusing on a percentage increase in traffic, or a target cost per click (CPC) for each visit?

☐ Get organized
   Plan your advertising budget, understand your developer resources and craft a design plan.

“TWITTER GIVES MARKETERS ACCESS TO BILLIONS OF REAL-TIME MOMENTS. STARTING WITH A CLEAR STRATEGY WILL HELP YOU FOCUS ON THE MOMENTS THAT MATTER TO YOUR BUSINESS, AND TO YOUR CUSTOMERS.”

@felsie
MEET THE CARDS
Ready to go? It’s time to start putting together the components for your Twitter Ads campaigns. We spoke with @felsie and @sylvialam to understand the best practices for the three key elements of a Website Card and an App Install Card.
For these three key elements we’ll be sharing:

- Proven creative themes and tips
- Real life examples
- Simple testing strategies
THE IMAGE

One of the ways Website Cards and App Install Cards encourage people to click through to your site or to download your app is by showing them an engaging image. Here are four image themes that often drive results, according to our experts.

1. Showcase your product

Think of your image as an opportunity to introduce your brand to new users. Stay away from the stock images!

For an app, this can be as simple as highlighting a great screenshot showing an exciting in-app moment.

The Spanish mobile app @WorldofBingo features their game in action on a mobile device.
2. Share the company you keep
Emphasize any associations with well-known names or products to get users’ attention.

3. Explain the process
The goal of a campaign is often to reach new customers — so you can’t assume that they already know how your product or service works. A quick 1, 2, 3 diagram or concise sentence can get your value proposition across at a glance.

“NEVER ASSUME THAT PEOPLE HAVE HEARD OF YOUR BUSINESS. USE THE IMAGE TO TELL THEM EXACTLY HOW IT’LL WORK.”
@sylvialam
4. Localize
If you’re geo-targeting your campaign, align your image to the city or region you’re targeting.

Our experts recommend starting with three localized images for your top target cities or countries before using this strategy for every location.

Make it format friendly:
- 80% of Twitter users access it from a mobile device.
- The ad image takes a large portion of the mobile screen.
Try testing lifestyle vs. product images to see which resonate more with your audience.

Test to Try

Try including an app store download button on your ad image so people know exactly where to find your app.

@WaveApplication encourages users to download their app to locate their friends quickly.
CALL TO ACTION
Website and App Install Cards have a call-to-action button. You have options, so here are some things to think about when choosing the best CTA for your Ads.

Website Cards
Match the CTA to the desired action. You have something you want users to do, so be specific to give them as much context as possible. Try “Read More” for a Card that links to a blog post or case study, or “Register Now” if your goal is sign-ups. Here are some of our CTAs in action:

- Apply here
- Book now
- Book tickets
- Donate
- Enroll now
- Get a quote
- Get tickets
- Learn more
- Locate a dealer
- Order now
- Play now
- Preorder now
- Quote here
- Read more
- Register now
- Schedule now
- Shop now
- Sign up now
- Subscribe
- View now
- Visit now

@MundoCanAm is a company based out of Mexico that sells outdoor vehicles to adventure seekers.
App Install Cards
Match the CTA to the desired audience. The call-to-action button for your App Install Card can be automatically adjusted based on your audience. If your target is new users, it will say “Install.” If your goal is retention and re-engagement, you’ll want to target existing users and add a deep link to your Card.

If your goal is to drive downloads from new users, select the “Install” CTA button.

If your goal is retention and re-engagement select one of the following CTA buttons:
- Book
- Connect
- Open
- Order
- Play
- Shop

1@WineInBlack is a French app where users can discover and purchase wine at discounted prices.
TWEET COPY

Your choice of image and CTA button should inform the rest of your Tweet. Each part serves a purpose! Here are four themes for your Tweet copy that our experts suggest:

**Convey a sense of urgency**

Why do people need to visit your site or download your app right now? Maybe your offer is only available for a short period of time, or your supply is limited. Consider the real-time nature of the Twitter platform and give people a reason to take immediate action.

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**Minimize distractions**

Focus the user on the desired action by avoiding @handles and #hashtags. You want the most clickable elements to be the CTA button and the image.

- Website Cards paired with Tweets that don't include an @ or a # drive **23% more clicks**

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*“THE IMAGE SHOULD SHOW OFF THE BUSINESS. THE HEADLINE AND CTA SHOULD CALL OUT THE OFFER. THE TWEET COPY GENERATES INTRIGUE AND INTEREST.”*

@felsie
Want to drive mobile app downloads? Try including the platform in your Tweet copy too: App Install Cards paired with Tweets that include the words “iOS” or “Android” get 11.5% more clicks!

@t_frutta is an Italian app that gives users cash rewards for taking photos of their shopping receipts.

### BEST PRACTICES

- App Install Cards paired with Tweets that don’t include an @ or a # drive 11% more clicks

Share reviews and ratings

Testimonials and social status are a valuable commodity.

Let your audience know if you have a high rating from users or have received positive press.

“WHY WOULD I WANT TO USE YOUR APP VS. DOING IT ON THE COMPUTER? TELL ME WHY IT’S GREAT.”

@sylvialam

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Give users a roadmap
The first step may be installing the app or visiting your website — but what’s next? Make sure you mention the next step for potential customers (such as reading a book or buying a pair of shoes) so they know exactly what to do.

Ask a question
It helps users feel like they’re part of a conversation and can compel them to click through.

- Website Cards paired with Tweets that include a “?” drive **25% more clicks**
- App Install Cards paired with Tweets that include a “?” drive **8% more clicks**
MIX AND MATCH

The same Website or App Install Card can be used with different Tweet copy. Ideally, our experts recommend 4-6 different Tweets so that you can test out copy variations, such as:

- **Using symbols and numbers**
  Does “20% off” drive better conversions than “$10 savings”? How does “Delivery included!” compare with “Free shipping”?

- **Different styles of customer testimonials**
  Will a quote from a positive review perform better than sharing the number of positive reviews received?

- **Timely messages**
  Does a reference to a recent event or pop culture moment generate more interest than a more timeless approach?

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**BEST PRACTICES**

“KEEP USERS’ INTEREST BY KEEPING YOUR CAMPAIGNS FRESH. FOR YOUR ALWAYS-ON CAMPAIGNS, CONSIDER USING A CALENDAR WITH REGULAR REMINDERS TO INTRODUCE FRESH TWEET COPY.”

@felsie
KEY TAKEAWAYS
KEY TAKEAWAYS

Now you’re ready to put together a stand-out creative campaign.

AS YOU CRAFT YOUR CARDS, KEEP THESE KEY TAKEAWAYS IN MIND:

1. Start off with clear goals and keep your audience in mind
   Knowing what you want to achieve and who you want to reach will help you tailor your campaigns and track your ROI.

2. Make the most of the Tweet and Card elements
   You have an image, a call to action button and your Tweet copy to work with — each element has different strengths, so use them to your advantage.

3. Experiment and test
   We'll automatically display your best-performing Tweets most often. The businesses that see the most success with Twitter experiment with new creative elements often and hone what performs well.