

2021

**Twitter planner**

 **BUSINESS**

 **BUSINESS**

# What's included

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- #ProTips

## Monthly planning

- Objectives
- Monthly calendar
- Weekly planning
- Quarterly reflection

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- Tweet ideas
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- 24/7 hashtags
- Twitter Ads targeting
- Video thought starters
- Twitter ads targeting
- Campaign optimisation
- Create your Twitter Ads

# Getting started

# Find your voice on Twitter

## 01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity.

### Copy

Words, phrases, and topics NOT to incorporate  
(Competitor names? Old company taglines?)

### Media

Things NOT to include in images or video  
(Licensed material? Is the interior of a bar okay, but  
someone drinking too much?)

### Emojis

Emojis that are NOT okay to use  
(Weapons? Gender representation?)

Words, phrases, and topics NOT to incorporate  
(Competitor names? Old company taglines?)

Things NOT to include in images or video  
(Licensed material? Is the interior of a bar okay, but  
someone drinking too much?)

Emojis that are NOT okay to use  
(Weapons? Gender representation?)

Spice-o-meter: 🌶️ ..... 🌶️🌶️ ..... 🌶️🌶️🌶️

This worksheet is available for download  
at [business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)

# Find your voice on Twitter

## 02 Create a persona

Fill in the blanks below to start envisioning your brand in its most human form. After all, brands don't Tweet — people do!

### If your brand was a person...

- Its favorite restaurant would be \_\_\_\_\_.
- Their go-to outfit would be \_\_\_\_\_.
- Their catchphrase would be \_\_\_\_\_.
- Their most-used emoji would be \_\_\_\_\_.
- In their high school yearbook, they won the award for most likely to \_\_\_\_\_.
- Their coffee shop order would be \_\_\_\_\_.
- The background image on their laptop would be \_\_\_\_\_.
- Their most-called phone number is their \_\_\_\_\_ 's.
- Their pet would be a \_\_\_\_\_ named \_\_\_\_\_.
- Their most-played album would be \_\_\_\_\_.

### Narrowing in

- After people interact with our brand they should feel \_\_\_\_\_.
- Three words I think of when I think of that feeling are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.
- A brand that makes me feel that way is \_\_\_\_\_.
- That brand's tone is \_\_\_\_\_ and \_\_\_\_\_.

### Draw a portrait

If your brand was a person, what would it look like?



This worksheet is available for download at [business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)

# #ProTips



## Refresh your profile

Keeping your profile up to date shows your audience what's happening with your brand

## Incorporate rich media

Images, GIFs, or short videos drive higher engagement rates



## Create lists

Custom timelines with Tweets from the accounts you wish to include

## Leverage Twitter tools

Drive more engagement with Threads, Polls or Go Live



# Actionable, always-on tips to use to adapt, refine and grow your presence on Twitter



## Use Website Buttons

Drive more organic clicks compared to a simple url within a Tweet

## Experiment with copy & creatives

Don't assume one-size fits all, different audiences engage with different Tweets



## Target creatively

Broaden your targeting strategy by expanding your reach

## Test different CTAs

Help your Tweets stand out



## Test & optimise

Play around. Test what works for you and your campaigns

## Video campaigns

Make your message more memorable by adding video



# Monthly planning



# 20 21 May

## Objectives

## How to achieve them

## Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Account home in Ads Manager](#)

# 2021 May

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**Create your calendar of key events and occasions.**

**For inspiration check out the 2021 Marketing Calendar at [business.twitter.com](https://business.twitter.com)**

Conversation targeting allows you to target people who are interacting with a particular topic. You can choose from 25+ categories and 10,000+ topics. When it comes to fun days like #StarWarsDay, consider using conversation targeting to promote your relevant Tweets to members of your audience already showing interest in that day.

Monday 26th Apr

Tuesday 27th Apr

Wednesday 28th Apr

Thursday 29th Apr

Friday 30th Apr

Saturday  
1st May

Sunday  
2nd May

**#Priorities**

**#ToDo**

**#Ideas**

Monday 3rd May

Tuesday 4th May

Wednesday 5th May

Thursday 6th May

Friday 7th May

Saturday  
8th May

Sunday  
9th May

**#Priorities**

**#ToDo**

**#Ideas**

Monday 10th May

Tuesday 11th May

BRIT Awards

Wednesday 12th May

Thursday 13th May

Friday 14th May

Saturday  
15th May

FA Cup Final

Sunday  
16th May

**#Priorities**

**#ToDo**

**#Ideas**

Monday 17th May

Tuesday 18th May

Wednesday 19th May

Thursday 20th May

Friday 21st May

Saturday  
22nd May  
Eurovision  
Grand Final

Sunday  
23rd May

**#Priorities**

**#ToDo**

**#Ideas**

Monday 24th May

Tuesday 25th May

Wednesday 26th May

Thursday 27th May

Friday 28th May

Saturday  
29th May  
UEFA Champions  
League Final

Sunday  
30th May

**#Priorities**

**#ToDo**

**#Ideas**

Monday 31st May

Tuesday 1st Jun  
Pride month

Wednesday 2nd Jun

Thursday 3rd Jun

Friday 4th Jun

Saturday  
5th Jun

Sunday  
6th Jun

**#Priorities**

**#ToDo**

**#Ideas**



# 20 21 Jun

## Objectives

## How to achieve them

## Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Account home in Ads Manager](#)

# 20 21 Jun

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Create your calendar of key events and occasions.

For inspiration check out the [2021 Marketing Calendar at business.twitter.com](https://business.twitter.com)

Going a on a summer break? Don't stop engaging with your audience. You can schedule your Tweets at [Twitter.com](https://twitter.com), in the app or by visiting [ads.twitter.com](https://ads.twitter.com)

Monday 31st May

Tuesday 1st Jun

Pride month

Wednesday 2nd Jun

Thursday 3rd Jun

Friday 4th Jun

Saturday  
5th Jun

Sunday  
6th Jun

**#Priorities**

**#ToDo**

**#Ideas**

Monday 7th Jun

Tuesday 8th Jun

Wednesday 9th Jun

Thursday 10th Jun

Friday 11th Jun  
UEFA Euros 2020

Saturday  
12th Jun

Sunday  
13th Jun

**#Priorities**

**#ToDo**

**#Ideas**

Monday 14th Jun

Tuesday 15th Jun

Royal Ascot

Wednesday 16th Jun

Thursday 17th Jun

Friday 18th Jun

Saturday  
19th Jun

Sunday  
20th Jun  
Father's Day

**#Priorities**

**#ToDo**

**#Ideas**

Monday 21st Jun

Tuesday 22nd Jun

Wednesday 23rd Jun

Thursday 24th Jun

Friday 25th Jun

Saturday  
26th Jun

Sunday  
27th Jun

**#Priorities**

**#ToDo**

**#Ideas**

Monday 28th Jun  
Wimbledon

Tuesday 29th Jun

Wednesday 30th Jun

Thursday 1st Jul

Friday 2nd Jul

Saturday  
3rd Jul

Sunday  
4th Jul

**#Priorities**

**#ToDo**

**#Ideas**

# #Reflect Q2

Grab a cuppa and take some time to reflect on the past quarter

**What worked?**

**What didn't work so well?**

**Learnings & Opportunities**



# 20 21 Jul

## Objectives

## How to achieve them

## Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Account home in Ads Manager](#)

# 20 21 Jul

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Create your calendar of key events and occasions.**

**For inspiration check out the 2021 Marketing Calendar at [business.twitter.com](https://business.twitter.com)**

As the summer of sport continues to build, so does the conversation on Twitter. Consider embracing the themes of teamwork and competition with a Tweet challenge of your own.

Monday 28th Jun

Tuesday 29th Jun

Wednesday 30th Jun

Thursday 1st Jul

Friday 2nd Jul

Saturday  
3rd Jul

Sunday  
4th Jul

**#Priorities**

**#ToDo**

**#Ideas**

Monday 5th Jul

Tuesday 6th Jul  
Cannes Film Festival

Wednesday 7th Jul

Thursday 8th Jul

Friday 9th Jul

Saturday  
10th Jul

Sunday  
11th Jul

**#Priorities**

**#ToDo**

**#Ideas**

Monday 12th Jul

Tuesday 13th Jul

Wednesday 14th Jul

Thursday 15th Jul

Friday 16th Jul

Saturday  
17th Jul

Sunday  
18th Jul

**#Priorities**

**#ToDo**

**#Ideas**

Monday 19th Jul

Tuesday 20th Jul

Wednesday 21st Jul

Thursday 22nd Jul

Friday 23rd Jul  
2020 Summer Olympics

Saturday  
24th Jul

Sunday  
25th Jul

**#Priorities**

**#ToDo**

**#Ideas**

Monday 26th Jul

Tuesday 27th Jul

Wednesday 28th Jul

Thursday 29th Jul

Friday 30th Jul

Saturday  
31st Jul

Sunday  
1st Aug

**#Priorities**

**#ToDo**

**#Ideas**

# 20 21 Aug

## Objectives

## How to achieve them

## Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Account home in Ads Manager](#)



# 20 21 Aug

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**Create your calendar of key events and occasions.**

**For inspiration check out the [2021 Marketing Calendar at business.twitter.com](https://business.twitter.com)**

Internal research has shown that Tweets with video attract 10X more engagement. As you plan out your video strategy, remember: videos don't have to be a heavy lift! There's a lot you can do with slideshows, image animation apps, and your very own smartphone.

Twitter Internal data: Based on study of 3.7M accounts

Monday 26th Jul

Tuesday 27th Jul

Wednesday 28th Jul

Thursday 29th Jul

Friday 30th Jul

Saturday  
31st Jul

Sunday  
1st Aug

**#Priorities**

**#ToDo**

**#Ideas**

Monday 2nd Aug

Tuesday 3rd Aug

Wednesday 4th Aug

Thursday 5th Aug

Friday 6th Aug

Saturday  
7th Aug

Sunday  
8th Aug

**#Priorities**

**#ToDo**

**#Ideas**

Monday 9th Aug

Tuesday 10th Aug

Wednesday 11th Aug

Thursday 12th Aug

Friday 13th Aug

Saturday  
14th Aug

Sunday  
15th Aug

**#Priorities**

**#ToDo**

**#Ideas**

Monday 16th Aug

Tuesday 17th Aug

Wednesday 18th Aug

Thursday 19th Aug

Friday 20th Aug

Saturday  
21st Aug

Sunday  
22nd Aug

**#Priorities**

**#ToDo**

**#Ideas**

Monday 23rd Aug

Tuesday 24th Aug

2020 Summer Paralympics

Wednesday 25th Aug

Gamescom

Thursday 26th Aug

Friday 27th Aug

Saturday  
28th Aug

Sunday  
29th Aug

**#Priorities**

**#ToDo**

**#Ideas**

Monday 30th Aug

Tuesday 31st Aug

Wednesday 1st Sept

Thursday 2nd Sept

Friday 3rd Sept

Saturday  
4th Sept

Sunday  
5th Sept

**#Priorities**

**#ToDo**

**#Ideas**

# 20 21 Sept

## Objectives

## How to achieve them

## Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Account home in Ads Manager](#)



# 20 21 Sept

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Create your calendar of key events and occasions.

For inspiration check out the [2021 Marketing Calendar at business.twitter.com](https://business.twitter.com)

In the #BackToSchool spirit, consider serving up some educational content of your own. Some ideas:

- Tweet a video tutorial
- Use a Tweet thread to answer FAQs
  - Host a webinar
- Sharing a little #WednesdayWisdom

Monday 30th Aug

Tuesday 31st Aug

Wednesday 1st Sept

Thursday 2nd Sept

Friday 3rd Sept

Saturday  
4th Sept

Sunday  
5th Sept

**#Priorities**

**#ToDo**

**#Ideas**

Monday 6th Sept

Tuesday 7th Sept

Wednesday 8th Sept

Thursday 9th Sept

Friday 10th Sept

Saturday  
11th Sept

Sunday  
12th Sept

**#Priorities**

**#ToDo**

**#Ideas**

Monday 13th Sept

Tuesday 14th Sept

Wednesday 15th Sept

Thursday 16th Sept

Friday 17th Sept

Saturday  
18th Sept

Sunday  
19th Sept

**#Priorities**

**#ToDo**

**#Ideas**

Monday 20th Sept

Tuesday 21st Sept

Wednesday 22nd Sept

Thursday 23rd Sept

Friday 24th Sept

Saturday  
25th Sept

Sunday  
26th Sept

**#Priorities**

**#ToDo**

**#Ideas**

Monday 27th Sept

Tuesday 28th Sept

Wednesday 29th Sept

Thursday 30th Sept

Friday 1st October

Saturday  
2nd Oct

Sunday  
3rd Oct

**#Priorities**

**#ToDo**

**#Ideas**

# #Reflect Q3

Grab a cuppa and take some time to reflect on the past quarter

**What worked?**

**What didn't work so well?**

**Learnings & opportunities**

# 20 21 Oct

## Objectives

## How to achieve them

## Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Account home in Ads Manager](#)



# 20 21 Oct

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Create your calendar of key events and occasions.

For inspiration check out the [2021 Marketing Calendar at business.twitter.com](https://business.twitter.com)

'Tis the season for planning! As you begin to outline your Q4 content, here are some ideas to consider:

- Gift guides
- Product spotlights
- Campaigns that give back
  - How-to videos
- Pre-order campaigns

Monday 27th Sept

Tuesday 28th Sept

Wednesday 29th Sept

Thursday 30th Sept

Friday 1st October

Saturday  
2nd Oct

Sunday  
3rd Oct

**#Priorities**

**#ToDo**

**#Ideas**

Monday 4th Oct

Tuesday 5th Oct

Wednesday 6th Oct

Thursday 7th Oct

Friday 8th Oct

Saturday  
9th Oct

Sunday  
10th Oct

**#Priorities**

**#ToDo**

**#Ideas**

Monday 11th Oct

Tuesday 12th Oct

Wednesday 13th Oct

Thursday 14th Oct

Friday 15th Oct

Saturday  
16th Oct

Sunday  
17th Oct

**#Priorities**

**#ToDo**

**#Ideas**

Monday 18th Oct

Tuesday 19th Oct

Wednesday 20th Oct

Thursday 21st Oct

Friday 22nd Oct

Saturday  
23rd Oct

Sunday  
24th Oct

**#Priorities**

**#ToDo**

**#Ideas**

Monday 25th Oct

Tuesday 26th Oct

Wednesday 27th Oct

Thursday 28th Oct

Friday 29th Oct

Saturday  
30th Oct

Saturday  
31st Oct

**#Priorities**

**#ToDo**

**#Ideas**

# 20 21 Nov

## Objectives

## How to achieve them

## Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Account home in Ads Manager](#)

# 20 21 Nov

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Create your calendar of key events and occasions.

For inspiration check out the [2021 Marketing Calendar at business.twitter.com](https://business.twitter.com)

Twitter moves fast. Leverage this energy with flash sales, special offers, and urgent language such as “limited time only” and “buy now”.

**#ProTip:** when offering discounts, express them as a percentage, not a number.



Monday 1st Nov

Tuesday 2nd Nov

Wednesday 3rd Nov

Thursday 4th Nov

Friday 5th Nov

Saturday  
6th Nov

Sunday  
7th Nov

**#Priorities**

**#ToDo**

**#Ideas**

Monday 8th Nov

Tuesday 9th Nov

Wednesday 10th Nov

Thursday 11th Nov

Friday 12th Nov

Saturday  
13th Nov

Sunday  
14th Nov

**#Priorities**

**#ToDo**

**#Ideas**

Monday 15th Nov

Tuesday 16th Nov

Wednesday 17th Nov

Thursday 18th Nov

Friday 19th Nov

Saturday  
20th Nov

Sunday  
21st Nov

**#Priorities**

**#ToDo**

**#Ideas**

Monday 22nd Nov

Tuesday 23rd Nov

Wednesday 24th Nov

Thursday 25th Nov

Friday 26th Nov

Saturday  
27th Nov

Sunday  
28th Nov

**#Priorities**

**#ToDo**

**#Ideas**

Monday 29th Nov

Tuesday 30th Nov

Wednesday 1st Dec

Thursday 2nd Dec

Friday 3rd Dec

Saturday  
4th Dec

Sunday  
5th Dec

**#Priorities**

**#ToDo**

**#Ideas**

# 20 21 Dec

## Objectives

## How to achieve them

## Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

[Go to Account home in Ads Manager](#)

# 20 21 Dec

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Create your calendar of key events and occasions.

For inspiration check out the [2021 Marketing Calendar at business.twitter.com](https://business.twitter.com)

December is a month of events — and a month of travel. If there's content you want people to read or listen to, consider framing, or even creating your content as a way to pass time en-route.

Monday 29th Nov

Tuesday 30th Nov

Wednesday 1st Dec

Thursday 2nd Dec

Friday 3rd Dec

Saturday  
4th Dec

Sunday  
5th Dec

**#Priorities**

**#ToDo**

**#Ideas**



Monday 6th Dec

Tuesday 7th Dec

Wednesday 8th Dec

Thursday 9th Dec

Friday 10th Dec

Saturday  
11th Dec

Sunday  
12th Dec

**#Priorities**

**#ToDo**

**#Ideas**

Monday 13th Dec

Tuesday 14th Dec

Wednesday 15th Dec

Thursday 16th Dec

Friday 17th Dec

Saturday  
18th Dec

Sunday  
19th Dec

**#Priorities**

**#ToDo**

**#Ideas**

Monday 20th Dec

Tuesday 21st Dec

Wednesday 22nd Dec

Thursday 23rd Dec

Friday 24th Dec

Saturday  
25th Dec

Sunday  
26th Dec

**#Priorities**

**#ToDo**

**#Ideas**

Monday 27th Dec

Tuesday 28th Dec

Wednesday 29th Dec

Thursday 30th Dec

Friday 31st Dec

Happy New Year!

**#Priorities**

**#ToDo**

**#Ideas**

# #Reflect Q4

Grab a cuppa and take some time to reflect on the past quarter

**What worked?**

**What didn't work so well?**








































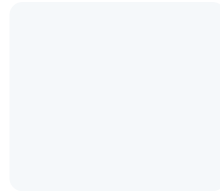
**Learnings & opportunities**



# Helpful resources

# A month of Tweets

We've outlined some ideas to get you started — use the extra space to add your notes.

Monday	Tuesday	Wednesday	Thursday	Friday
 FAQ 	 Retweet 	 Pro-tip 	 Retweet with comment 	 Behind-the-scenes pic 
 MotivationMonday 	 Key piece of content 	 GIF 	 Statistic 	 Meme 
 Twitter poll 	 Ask a question 	 WednesdayWisdom 	 Successful past Tweet 	 Shout out 
 Positive brand news 	 UGC 	 Video 	 Go live! 	 One-liner 

This worksheet is available for download at [business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)

# Creative best practices

Make your creatives stand out

## Strong Tweet copy:

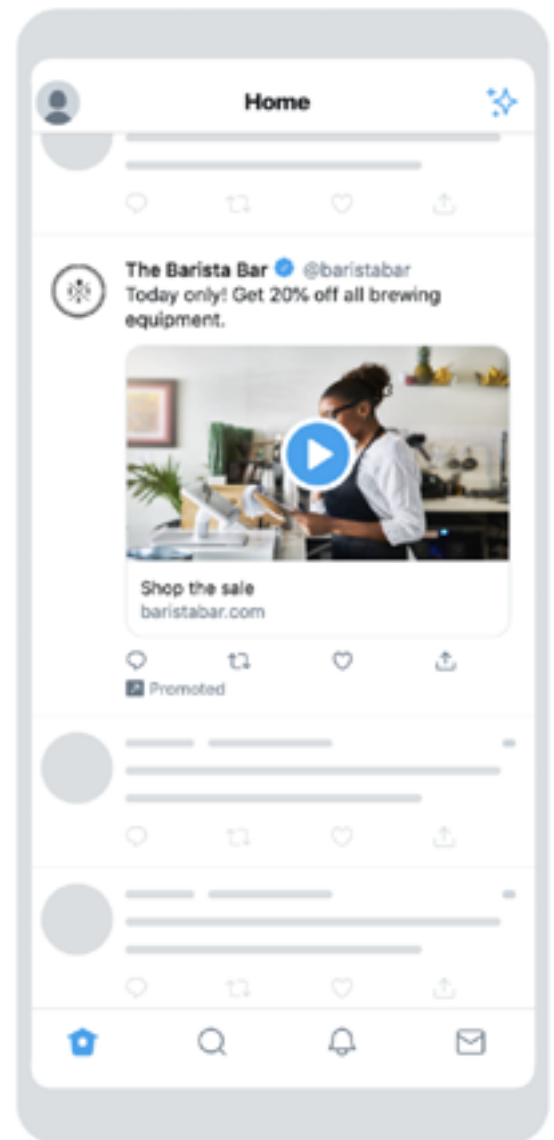
- Is concise and to the point
- Includes a call-to-action (CTA)
- Is human and conversational
- Gives discounts by % (not a dollar amount)
- Creates a sense of urgency (i.e. “limited time only”)
- Avoids distracting hashtags

## Strong Tweet images:

- Are clear and not pixelated
- Have minimal text
- Have a central focus
- Catch the eye with bright colours, a human element, or display of movement or emotion

## Strong Tweet videos:

- Are 15 seconds or less
- Open with a product
- Have captions or another sound-off strategy
- Have clear logo placement throughout
- Have branding present for more than half of the video



**Stat:** On Twitter specifically, we’ve seen a 62% year-over-year increase in daily video views and a 72% year-over-year increase in watch time.


Source: Internal Twitter research, 2019-2020



This worksheet is available for download at [business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)








# Tweet ideas

Put your pen to paper before putting your Tweet on Twitter


 \_\_\_\_\_  
@ \_\_\_\_\_

 \_\_\_\_\_  
@ \_\_\_\_\_


   


 \_\_\_\_\_  
@ \_\_\_\_\_


   





 \_\_\_\_\_  
@ \_\_\_\_\_

 \_\_\_\_\_  
@ \_\_\_\_\_


   


 \_\_\_\_\_  
@ \_\_\_\_\_

 \_\_\_\_\_  
@ \_\_\_\_\_

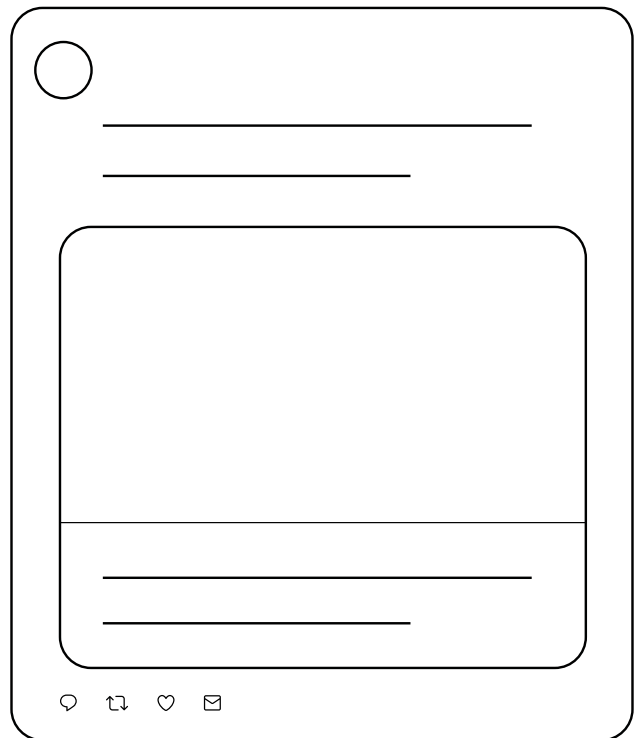
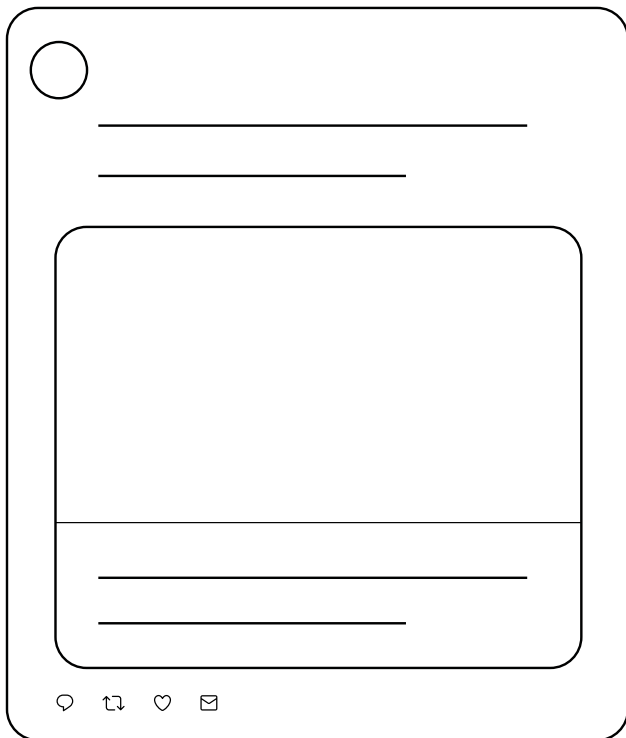
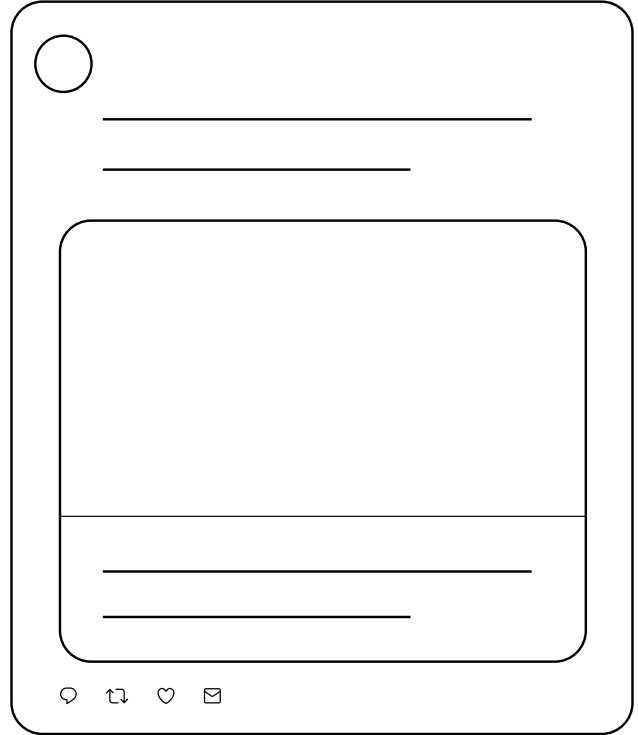
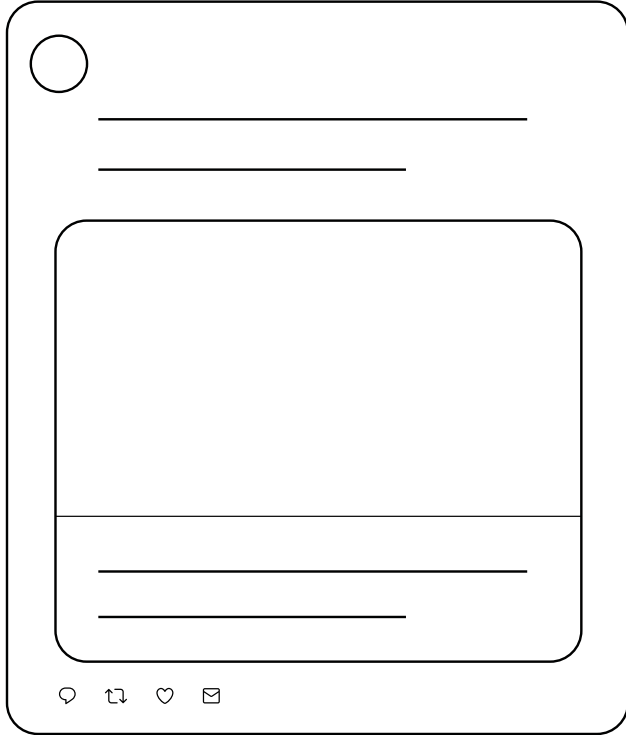
 \_\_\_\_\_  
@ \_\_\_\_\_

This worksheet is available for download  
at [business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)

# Website Button ideas

Put your pen to paper before putting your Tweet on Twitter



This worksheet is available for download  
at [business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)

# 24/7 hashtags

Planning your content calendar? Create Tweets that use popular, reoccurring hashtags. Use our ideas for inspiration. Then craft your own uses for the hashtag in the blank space.

## #SundayFunday

- 💡 Final weekend thoughts
- 💡 Weekend activities

## #MondayMotivation

- 💡 Uplifting content
- 💡 Productivity tips
- 💡 Well wishes for the work week ahead

## #TransformationTuesday

- 💡 Brand evolution over time
- 💡 Before and after stories from customers

## #WednesdayWisdom

- 💡 Best practice about your product or brand
- 💡 Weekend activities

## #TBT (ThrowbackThursday)

- 💡 Important firsts for your company
- 💡 Fun facts about your company's past

## #FridayFeeling

- 💡 Your plans for the weekend
- 💡 Fun GIFs

## #Caturday

- 💡 Office pets
- 💡 UGC of customer's pets with your product

This worksheet is available for download at [business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)

# Twitter Poll ideas

Engage with your audience in creative ways and show a different side to your brand

## Get feedback on your account

**What kind of content do you want to see from our account?**

Thought leadership

Pro tips

Behind the scenes

## Add humour

**The best Friday meetings are**

Short and focused

Before noon

Cancelled.

## Tap into trends

**Will you tune into the #Oscars?**

Making my popcorn!

Might watch later.

Nope.

## Make a quiz

**What year were we founded in?**

2005

1999

1982

## Create community

**What's in your mug this morning?**

Coffee

Tea

Other (please reply!)

This worksheet is available for download at [business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)

# Thought starters: Video types

Get the most from your video with these thought starters



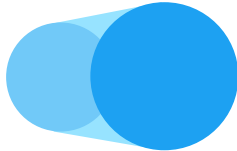
**How-to**



**Q&A**



**Live video**



**Stop motion**



**Gift guide**



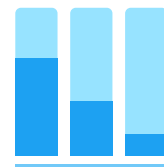
**Product forward**



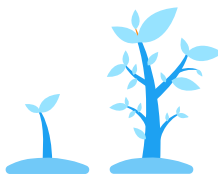
**Customer  
spotlight**



**Slideshow**



**Data  
visualization**



**Before & after**



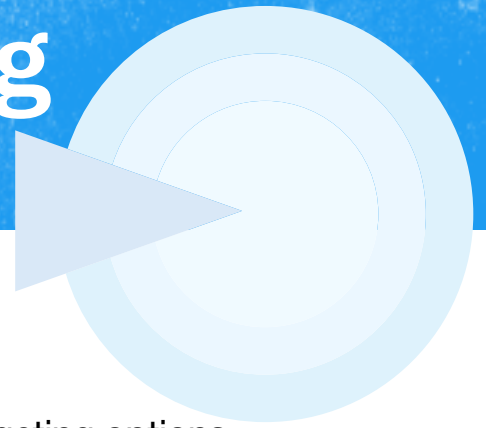
**Unboxing**



**User-generated  
content**

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at [business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)

# Twitter Ads targeting



Looking to find your audience on Twitter? Twitter's targeting options can help you reach the right people at the right time.

## First, the basics.

The options in this section work together using "AND" logic. This means you will be targeting people who match all of the input criteria.  
*Ex: People who live in Canada AND speak French AND use Mobile-Android devices.*

## Demographics

Gender

- Any
- Men
- Women

Age

Location

Language

## Devices

- Mobile - iOS
- Mobile - Android
- Desktop
- Other mobile
- All

Other device characteristics  
(Carriers, device models)

## Great! These basic parameters will be applied to the rest of your selections, which we will fill out now.

This last section uses "OR" logic, meaning you'll target people who match any of the input criteria.

*Ex. People who belong to a custom audience OR have a specific interest OR match a specific conversation topic.*

## Custom audiences

Use Audience Manager to upload CRM lists and manage audiences collected from your website or mobile app.

This worksheet is available for download  
at [business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)

# Campaign optimisation

Remember your ABCs of campaign optimisation

## Audience

- Combine Targeting Options
  - Understand your audience
  - Remove similar audiences

## Bid

- Adjust bid amount regularly
  - Use small increments
  - Monitor performance

## Creative

Refresh creative regularly

Test on broad campaigns

Experiment with different components

## Signals

- Not reaching daily budgets
  - Daily budgets spending too fast
  - High costs
    - Low campaign reach
    - Low engagement or click rates

# Create your Twitter Ads

