

Guide to Twitter Advertising

Quick Reference

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

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.

Our interactive Guide to Twitter Advertising provides the answers to the questions most frequently asked, and will help you create compelling Tweets to connect with your audience and achieve your goals.

2	Why Twitter
3	Twitter Day to Day
4	Getting Started with Twitter Ads
5	Defining your Objectives
6	Focusing in on your Audience
7	Creating effective Twitter Ads
8	Measure your results
9	Video on Twitter
10	Resources

Why Twitter?

Influence

2/3

of Twitter people influence purchases of friends and family

Receptive

79%

of Twitter people follow brands on Twitter

Results

53%

more likely to be the first to buy new products vs. online population

#1

for discovery vs “Look at Me” platforms

Your most valuable audiences are on Twitter, when they're most receptive. #StartWithThem

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.



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

Be 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.

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.

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



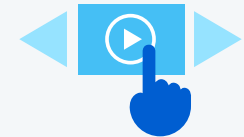
Website Clicks

Bring your audience to your website



Engagement

Start conversations and attract more engagement on Twitter



Video Views

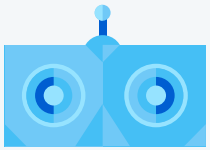
Get a larger audience to see your campaigns

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 effective Tweets that drive engagement.

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. This is our most proven video ad solution.



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

[Twitter for Business](#)

[Twitter for Business Help Centre](#)

[Twitter Analytics Dashboard](#)

[Twitter Ads Manager](#)

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

GlobalWedIndex, Q3 2016

Kantar TNS Twitter Consumer Deep Dive Survey; November 2017

Kantar News, Discovery & Influence on Twitter; December 2017

