

Twitter Ads Resources

#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 Spaces

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 and learn what best makes your audience take action

Test & optimise

Play around. Test what works for you and your campaigns

Video campaigns

Make your message more memorable by adding video

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 currency amount)
- Creates a sense of urgency (i.e. “limited time only”)
- Avoids distracting hashtags

Strong Tweet images:

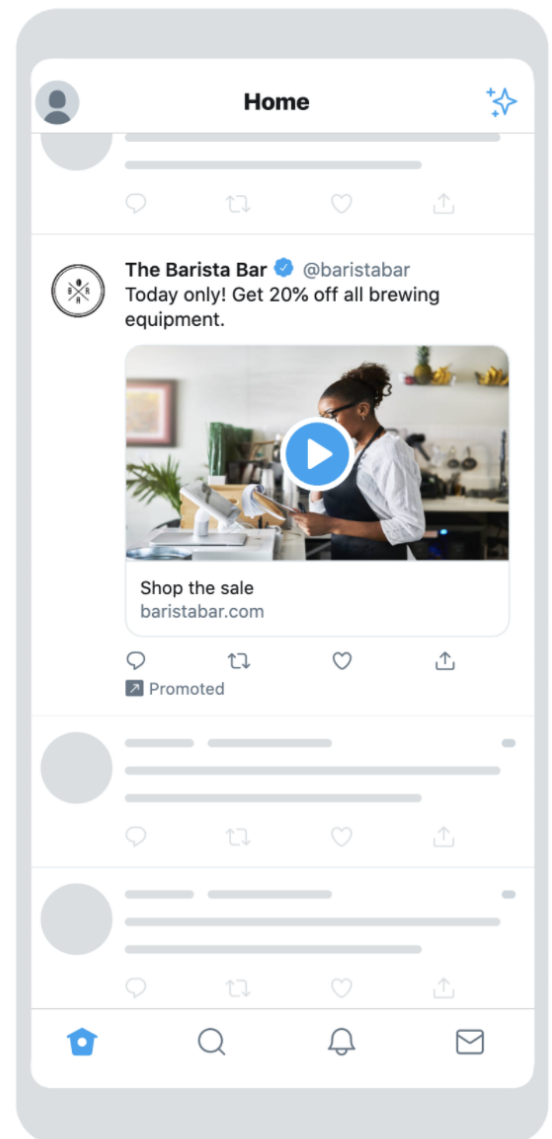
- Are clear and not pixelated
- Have minimal text
- Have a central focus
- Catch the eye with bright colours, a human element, or display of movement or emotion

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

YOY, there's been a 34% increase in video view time on Twitter, equating to 3.5 billion video views per day.

Source: Twitter Internal, January 2021



Tweet ideas

Put your pen to paper before putting
your Tweet on Twitter

@

@

@

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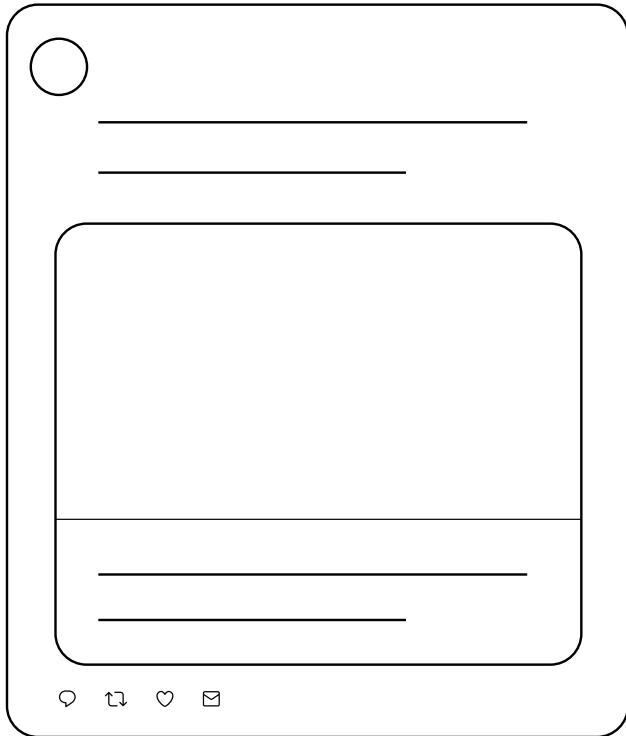
@

@

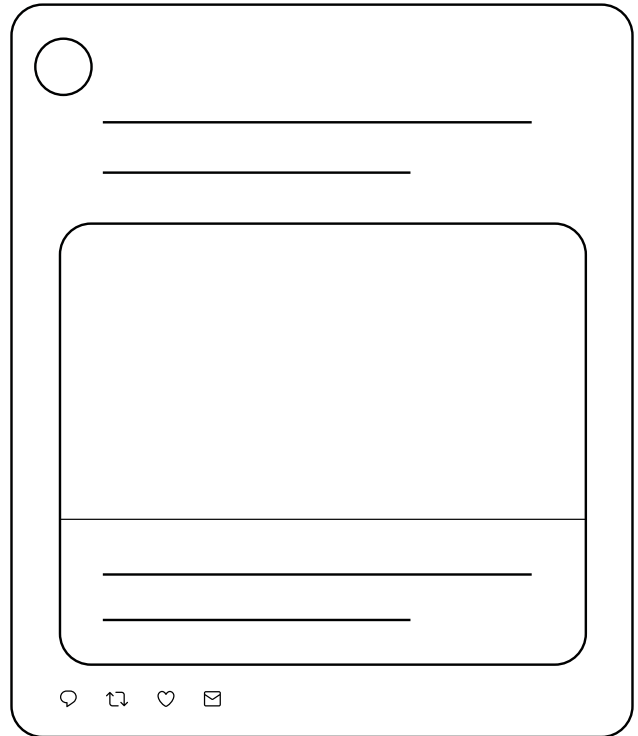
[Click to download more worksheets](#) 

Website Button ideas

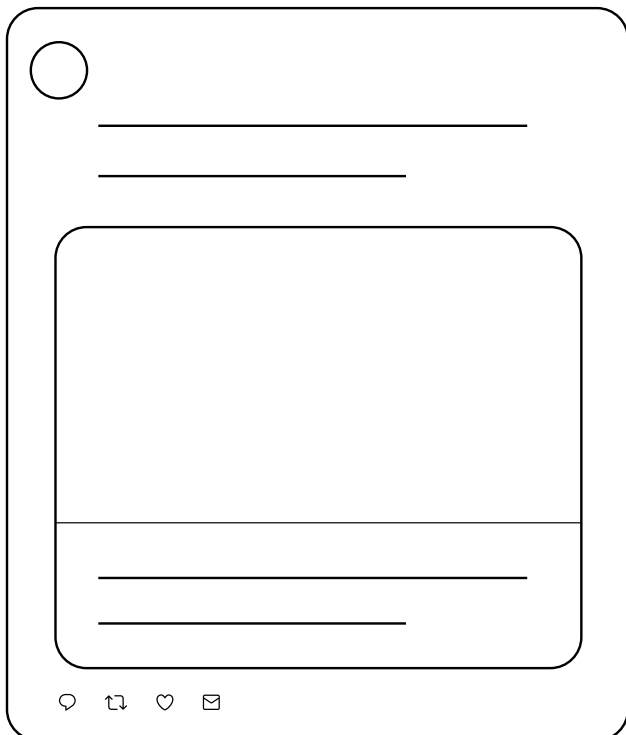
Put your pen to paper before
putting your Tweet on Twitter



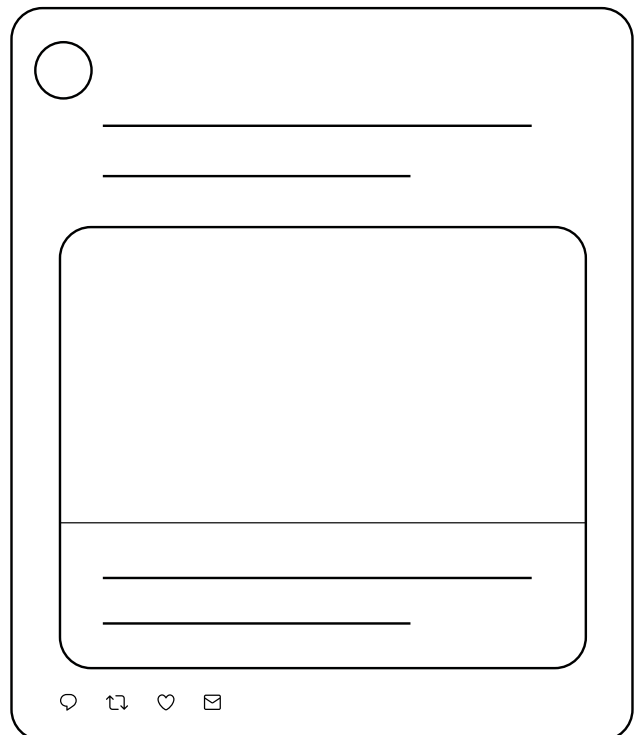
A template for a Twitter post. It features a circular profile picture placeholder at the top left. Below it are two horizontal lines for the username and display name. A large rectangular area in the center is designated for the tweet content. At the bottom, there are two horizontal lines for the retweet and reply counts. The bottom right corner contains four icons: a speech bubble for replies, a retweet symbol, a heart for likes, and an envelope for retweets.



A template for a Twitter post, identical to the first one. It includes a circular profile picture placeholder, lines for username and display name, a large content area, and a bottom section with lines for counts and interaction icons (replies, retweets, likes, and retweets).



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[Click to download more worksheets](#) 

Carousel Ads ideas

Put your pen to paper before
putting your Tweet on Twitter

A template for a Twitter post. It includes a circular profile picture placeholder at the top left. Below it are two horizontal lines for the user's name and bio. A large rectangular area is reserved for a media image. At the bottom, there are four icons: a speech bubble for replies, a retweet symbol, a heart for likes, and an envelope for direct messages.

A template for a single card in a carousel ad. It features a large rectangular area at the top for an image, and two horizontal lines at the bottom for text.

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[Click to learn more about Carousel Ads](#) 

24/7 hashtags

Planning your content calendar? Create Tweets that use popular, recurring 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 practices for your product or brand
- 💡 Weekday activities

#TBT (ThrowbackThursday)

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

#FridayFeeling

- 💡 Your plans for the weekend
- 💡 Fun GIF's

#Caturday

- 💡 Office pets
- 💡 UGC of customers' pets with your product

[Click to download more worksheets](#) 

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 & focused

Before Noon

Cancelled

Tap into trends

Will you tune in to 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)

[Click to download more worksheets](#) 

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
Visualisation**



**Before
and after**



Unboxing



**User generated
content**



[Click to learn more about video on Twitter](#) ➡

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.

Example: 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.

Example: People who belong to a custom audience OR have a specific interest OR match a specific conversational topic

Custom audiences

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

[Click to learn more about Twitter's targeting options](#)

Twitter Ads targeting

Targeting features

Keywords

Follower look-alikes

Interests

Additional options

Remarketing capabilities to re-engage with and move potential new customers down the funnel.

People who saw your past Tweets

People who saw and engaged with your past Tweets

Organic Tweets

Tweets from specific campaigns

Both

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

Create your Twitter Ads 

Check out our Agency Resources 

Our blog publishes new marketing and Twitter-focused posts regularly 

Have questions? Contact our dedicated Customer Success team [here](#) 