

# A getting started guide to advertising on Twitter

Produced by  
[@TwitterBusiness](#)



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## Introduction

Today's audiences want brands that deliver the ultimate customer experience: innovative yet accessible, customized and flexible, on-demand but affordable. You have to communicate exactly why you're the right choice for each individual buyer. It starts with the first impression and evolves as you develop a deeper conversation with your audience.

For marketers, hitting the right notes means connecting with exactly the right audience: smart tech fans, moms in the Midwest, or entrepreneurs working on their next big idea. Through an alchemy of interests, buying habits, and other factors, you're exactly what they're looking for and they're perfect for what you bring to the market.

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.

**With Twitter Ads,  
you can amplify your  
message, reach your  
target audience, and  
connect with people  
talking about the things  
that matter to you —  
your cause, project,  
business, or brand.**



## Section 1

# Navigating today's digital advertising landscape

Attracting new customers. Raising awareness of your brand. Building buzz for your latest product. Marketers today have a substantial mandate — but they have to do so in a way that wins customer trust. Relevance is everything.

**74%** are frustrated with irrelevant content and ads.

Create ads — and content — that are targeted and relevant to specific groups. Understand what your audience wants and speak directly to their needs. Help your customers filter through the noise and find products they want and the information they require.

## What's working right now?

Digital advertising accounted for **40%** of all ad spending — surpassing TV for the first time.

**Nearly 94%**

customers are loyal to brands that embrace transparency.

Mobile ads account for **68%** of all digital ad spending.

**60%**

of digital ad budgets are going to video.

Original digital video budgets increased

**68%**

between 2016 and 2018 — and marketers are focused on platforms that let them distribute these videos to new audiences.

## Authenticity

is one of the top criteria consumers use when choosing brands to interact with.

[gartner.com/doc/3810895/state-advertising-inc.com/kenny-kline/new-study-reveals-just-how-important-brand-transparency-really-is.html](http://gartner.com/doc/3810895/state-advertising-inc.com/kenny-kline/new-study-reveals-just-how-important-brand-transparency-really-is.html)

[economist.com/news/business/21678216-authenticity-being-peddled-cure-drooping-brands-its-real-thing](http://economist.com/news/business/21678216-authenticity-being-peddled-cure-drooping-brands-its-real-thing)

[adweek.com/digital/the-power-of-brand-authenticity-on-social-media-infographic/](http://adweek.com/digital/the-power-of-brand-authenticity-on-social-media-infographic/)

[iab.com/insights/2018-video-ad-spend-study/](http://iab.com/insights/2018-video-ad-spend-study/)

## Navigating today's digital advertising landscape

You're trying to find cost-effective ways to reach audiences who share your interests.

Digital advertising is one of the most effective ways to do so. Americans now spend ten hours a day on [screen time](#) — and that number is increasing.

**An engaging, authentic, and interesting social ad campaign that's hyper-targeted to your audience's needs is the best way to reach your business goals.**

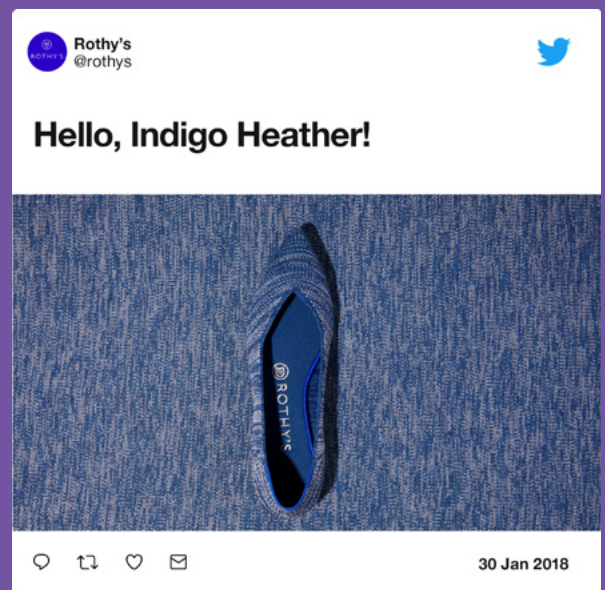
Global web index, 2018

## FEATURED CUSTOMER SUCCESS STORY

# Rothy's

**“Twitter acts as a catalyst for reaching people where other platforms can't.”**

Jenny Robinson, eCommerce and Digital Advisor, Rothys



## Section 2

# Why Twitter Ads: Niche communities, major ROI

A number of tools — from advanced targeting capabilities to hashtags — make it easy to find concentrated customer pools interested in specific topics.

Moms in London, millennials interested in personal finance, K-pop fans in NYC, and computer programmers around the world. They're all building communities on Twitter.

Mindset is a major differentiator for people on Twitter — they're in the perfect frame of mind to discover a brand, product, or piece of content. The number one reason people come to Twitter is to "discover something new and interesting." Their latest discovery could be you.

Twitter's audience is sophisticated, savvy, and ready to take action:

# 84.8%

made an online purchase in the past month.

# 64%

are early adopters.

# 53%

are more likely to influence purchases.

Once you build relationships, they're loyal. Compared with audiences on other platforms they're:

**9%**

more attentive

**9%**

more responsive

**10%**

more trusting

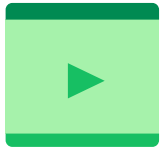
## Why Twitter Ads: Niche communities, major ROI

Original research shows that advertising with Twitter pays off.

One study found that

**Twitter Ads were 40% higher than other digital channels**

and for every dollar spent in advertising, Twitter delivered an average \$2.70 ROI.



Promoted videos proved to be

**20% more effective**

than other ad formats.

Whether you're launching a product, promoting your brand story, or jumping into discussions about what matters most, Twitter Ads help you connect with the people you want to reach.

[marketing.twitter.com/na/en/insights/study-offers-new-marketing-mixmodeling-insights-and-guidance.html](https://marketing.twitter.com/na/en/insights/study-offers-new-marketing-mixmodeling-insights-and-guidance.html)

## FEATURED CUSTOMER SUCCESS STORY

# University of Manchester

“Our Twitter Ads campaigns have typically outperformed all of our other digital campaigns and have generally exceeded our expectations. We’ve found video view campaigns particularly effective on Twitter, with average view rates over 50% and a low average cost-per-view.”

Alistair Beech, Senior Social Media Coordinator, University of Manchester



## Section 3

# How brands are using Twitter

### Use Twitter to:

#### Discover what's happening right now

Twitter gives you access to what's going on in your industry, community, and around the world now. Use Twitter search to connect to relevant conversations and jump in where you can add value.

#### Grow your brand awareness

Increase your impact and extend your reach by using Twitter to regularly communicate with your followers and attract new followers.

#### Provide timely customer service

People often talk on Twitter about the products they use, so it's a natural place to provide customer service. It pays to respond to social customer service requests in real time — [research](#) shows when a customer Tweets at a business and receives a response, they're willing to spend 3–20% more on an average-priced item from that business in the future.

#### Connect with potential customers and brand advocates

Follow and interact with people outside of your personal network and discover new circles you never knew existed. Use Twitter to join, or even start, discussions with influencers and industry experts to raise your profile and build valuable connections.

## Twitter Ads campaigns

Build a tailored campaign 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.



### Getting started with Twitter Ads

Launching your first Twitter Ad campaign? Here are three questions to ask — before you begin — to make sure you are set up for success and are getting the most out of Twitter Ads.

#### 1

#### Is your ads account ready to use?

First things first. To set up Twitter Ads campaigns, you need to have access to an ads account, also known as the [Twitter Ads Manager](#). If you don't have one already or aren't sure where to go, you can enable this by visiting [ads.twitter.com](https://ads.twitter.com) while logged into your Twitter account.

From here, you will be able to access Twitter Ads features such as the campaign creator. The first time you log in to your ads account, the system will ask you to enter basic account information, such as your time zone. If you've previously run campaigns, you will see them here.

#### 2

#### Are you an agency managing multiple accounts?

Sometimes an advertiser may have multiple ads accounts they're using for ad campaigns. If you are an agency running Twitter ads on behalf of clients, this applies to you.

In this scenario, we recommend [enabling multi-user login](#), and creating a separate, agency-specific ads account from where you can promote your clients' handles. We essentially create a "duplicate" of your advertiser's ads account, designated specifically for your agency. This helps eliminate any issues or confusion with billing, keeps sensitive billing details private, and makes it easier to manage campaigns.

#### 3

#### Which payment method you will be using?

With Twitter Ads, there are two payment options:

- **Credit card:** Simply enter your credit card details as a funding source within the payment methods section of your ads account, and then you can select it as your funding source when creating a campaign.
- **Insertion order:** Many agencies and larger advertisers choose to [set up an IO, or insertion order](#). An IO allows campaigns to be billed on an invoice, and while it secures an estimated budget for a given time period, you are invoiced based on what the campaign(s) delivered.

#### FEATURED CUSTOMER SUCCESS STORY

#### Creative agency NAIL shares their Twitter tips

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**“We use Twitter to speak to various audiences and build our persona through content strategies and community management efforts.”**

Mary Kate Byrne, Senior Account Manager and Kaitlyn Vicente, a Social Content Strategist, NAIL

## Section 4

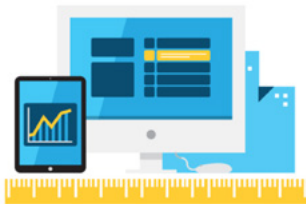
# Understanding Twitter Analytics

Every word, photo, video, and follower can have an impact. Twitter Analytics helps you understand your audience and how the content you share on Twitter grows your business.

### Analytics

Measure and boost your impact on Twitter.

Get started



Monitor your dashboard

**1** **Account home** is your Twitter report card, with high-level statistics tracked from month to month. It's also a gallery of your greatest hits — we'll spotlight your top-performing Tweets and introduce you to the influencers in your network.

**3** Your **Audience Insights Dashboard** (visit the followers tab) contains valuable information about the people who follow you on Twitter. You can track your follower growth over time and learn more about your followers' interests and demographics.

### Tweet activity

Your Tweets earned **22.6K impressions** over this 28 day period



**2** Your **Tweet Activity dashboard** is where you'll find metrics for every single one of your Tweets. You'll know exactly how many times Twitter users have seen, Retweeted, liked, and replied to each Tweet.

**Analytics** Home Tweets Audiences Events



**28 day summary** with change over previous period

Tweets  
**287** ↑ 28.7%

Tweet impressions  
**226K** ↑ 23.4%



### FEATURED CUSTOMER SUCCESS STORY

## DoorDash

On Twitter Analytics:

**“There’s always something new to learn and apply to the next campaign — and at a data-driven company, people love seeing the numbers.”**

Ryan Ochsner, Social Media Manager, DoorDash

## Section 5

# Define your Twitter Ads campaign goals

Once your Twitter Ads account is up and running, it's time to define your campaign goals. Think about this — once you reach your target audience, what do you want them to do? There are five results a campaign can affect: click-throughs, Tweet impressions, Tweet engagements, followers, and video views.

### What does each campaign objective do?

Each campaign type has an objective. That objective determines what a campaign will do and how you're charged. We do not charge for non-objective benefits — even though running a campaign to boost one metric often helps other metrics as well. For example, promoting your brand with a video views campaign will probably also attract more followers and website visits, but you're not be charged for those bonus results.



### Followers campaigns grow an engaged audience

**What you pay for:** New followers who converted through your ads. You are not charged to the follows from people who found and followed you organically.



### Website clicks or conversions campaigns bring people to your website

**What you pay for:** The number of link clicks on your ads. You are not charged for organic traffic from logged-in Twitter users.



### Awareness campaigns put your Tweets in front of as many people as possible

**What you pay for:** Every thousand impressions (CPM). An “impression” is when a Tweet fully loads on someone's timeline and they see it. If 9,999 people see the Promoted Tweet then you would be charged nine times, not 10. You are not charged for any interactions with the Tweet (likes, Retweets, detail expands, etc.).



### App installs campaigns get new people to download your app

**What you pay for:** App installs. You are not charged for organic app activity from logged-in Twitter users.

## Define your Twitter Ads campaign goals



### App re-engagement campaigns get returning users to open or update your app

**What you pay for:** App link clicks. You are not charged for organic app activity from logged-in Twitter users.



### Tweet engagements campaigns start conversations and attract more engagement

**What you pay for:** Initial engagements (replies, likes, Quote Tweets, and Retweets) on Promoted Tweets. You're not charged for the organic engagements that follow. (So don't be shy on replying to customers as much as you want.) You are not charged for engagement on your non-Promoted Tweets.



### Video views campaigns get a larger audience to see your video

**What you pay for:** The number of video views on your Promoted Videos. You are not charged for organic video views or any click-throughs. Pre-roll and in-stream video campaigns are also available. Many advertisers find our video products to yield their most successful campaigns.



### Quick Promote puts a single Tweet in front of as many people as possible

**What you pay for:** Every thousand impressions (CPM). An "impression" is when a Tweet fully loads on someone's timeline and they see it. If 9,999 people see the Promoted Tweet then you would be charged nine times, not 10. You are not charged for any interactions with the Tweet (likes, Retweets, detail expands, etc.).

## Section 6

# Twitter 101: Getting started with Twitter Ads

## 4 key elements of launching your first Twitter Ads campaign

With these four core elements of your campaign defined ahead of time, you will be on your way to success.

### Objective

Before you begin building a campaign, it is important to have a clear idea of what you want it to accomplish. Are you trying to raise brand awareness and acquire new followers, or are you trying to drive traffic to your website? [Twitter offers a variety of campaign objectives](#) within the campaign builder — each designed to perform and optimize toward your desired goal.

### KPIs

How will you be measuring your campaign success? Your KPIs, or Key Performance Indicators, will determine the specific metrics you will use to measure the results of your campaigns. KPIs are important because they tell you what worked well in your campaign, as well as indicating what can be improved.

Note that each different campaign objective offered within the Twitter Ads manager is designed to optimize toward a specific KPI and that you only pay-per-result. For example, if you run a Video Views campaign, your main KPI would be views, and you will only be charged when someone actually watches your video.

### Audience

What makes Twitter such a powerful tool for advertisers is that it attracts a highly engaged global

audience from all backgrounds, passionate about a variety of interests. If you're looking to find out what's happening on any given topic, you're nearly guaranteed to find it. Having a clear idea of who your particular audience is, and how best to reach them on Twitter will help ensure your success. The Ads Manager offers a variety of robust targeting options to help ensure your ads are put in front of your audience. Whether you are going after a niche or broad target there are tools in the Ads Manager to help.

### Creative

Your creative is your most important “asset”. This is the main feature of your ad on Twitter, and is ultimately a key factor in the success of your campaign. With people being exposed to an influx of ads on a daily basis, it is important to stand out. Within Twitter's Ads Manager, you are given the option to upload and utilize a variety of creative formats, such as images and video. The Twitter Ads Manager also offers options for creating cards, which are a clickable unit with your copy and asset together in a Tweet.

**Remember:** 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.

**Once you have these questions answered, you're ready to start creating your campaigns.**

### Creating effective Twitter Ads

The Twitter Ads you create appear on Twitter as Tweets. The Periscope you cross-post also becomes a Tweet. Videos, polls, website links, and shower thoughts — Tweet, Tweet, Tweet. Everything centers around the Tweet.

Here are ten easy tips to help you create effective Twitter Ads that drive engagement and ROI.

- **Emphasize urgency:** “today only!”, “start now”, “only a few seats left!” Twitter moves quickly, so this language resonates.
- **Avoid distracting hashtags:** Never more than two in one ad. Only use if linking your Tweet to a broader conversation is important for context.
- **Subtitles:** Most of Twitter’s video views come from mobile devices and people don’t always have their headphones plugged in. Add subtitles so that the message gets across even when their phone is on silent.
- **Discount by %, not number, especially if your items are less than \$100:** “15% off” sounds more compelling than “\$5 off”.
- **Call-to-actions:** If you want people to sign up, say “sign up today.” If you want people to follow you, tell them what you plan to Tweet about along with “follow us.” Make your reader’s next steps clear.
- **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. If it is struggling, delete the under-performing creative and add fresh versions or readjust the targeting. If it is thriving, try to figure out which ads your audience is responding to and consider adding more budget.
- **Tweet questions:** Twitter is the engagement platform. People go there for dialogue.
- **Be open:** Try a few targeting options and interests that seem a bit outside your usual focus. Advertisers are often surprised by who their message resonates with. Let a few test campaigns show you where possible new audiences could be.
- **Targeting:** Your targeting possibilities are limitless. But we find follower targeting to be the easiest type to start out with because all they have to do is think of who their ideal customer would be following.
- **Flash the logo:** Remember to use brand colors or your logo so that media is distinctly yours. 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.

#### FEATURED CUSTOMER SUCCESS STORY

### Pan Macmillan

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“We’ve seen that with the right targeting and the right hook, our cost-per-result can be up to 25% cheaper than on other ad platforms. We’ve seen really strong CTRs for our topical advertising.”

Andy Joannou, Audience Development  
Manager at Pan Macmillan

### Targeting: Focusing in on the right people

When you advertise on Twitter, you can use our robust targeting capabilities to get your business in front of specific audiences, whether you want to reach a niche group or connect with people around the world. Targeting options include:

- **Language targeting:** Reach people who understand a specific language.
- **Event targeting:** Target the events that best fit your audience.
- **Gender targeting:** Target your message to men or women.
- **Interest targeting:** Serve up your campaign to users whose interests align with your business, products, or message.
- **Follower targeting:** Target the followers of relevant accounts to reach people who are likely to be interested in your content.
- **Device targeting:** Target users based on the specific mobile device they use to access Twitter.
- **Behavior targeting:** Reach high-intent audiences on Twitter based on shopping and spending patterns.

- **Tailored Audiences targeting:** Tailored Audiences uses your own CRM lists to reach specific groups of users on Twitter.
- **Keyword targeting:** Act on signals of intent by delivering timely messages to users based on what they've recently Tweeted or engaged with.
- **Geography targeting:** Connect with a global audience or narrow the reach of your campaign to a specific country, region, or even town.
- **Conversation targeting:** Quickly reach audiences based on the conversations they're actively participating in on Twitter. Choose between over ten thousand conversation topics across 25 categories, such as sports, lifestyle, video games, books and more.

### When deciding how to target your campaign, use these best practices:

**Cover the basics:** Select the appropriate location, language, and optional device targeting options before selecting additional targeting criteria.

**Select one audience targeting type for each campaign:** Choose from follower, keyword, behavior, interest, or Tailored Audiences targeting to get meaningful insights into your campaign.

**Experiment:** 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.

## Section 7

# The do's and don'ts of hashtags

When used correctly, hashtags can be an effective way to grow your reach, encourage engagement, and get discovered on Twitter.

With this in mind, here are some best practices to make the most of hashtags:

### Do

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- 1 Make it easy to remember — and spell.** Don't leave room for possible typos, which will make your Tweet undiscoverable.
- 2 Be realistic.** Don't expect people to start using your brand slogan in their Tweets if it doesn't fit naturally.
- 3 Do your research.** Check to see what hashtags people are already using when talking about your brand, and capitalize on those. Also, make sure the hashtag isn't already being used and is relevant to your brand.
- 4 Give people a reason to use your hashtag.** Whether it's an actual prize or just recognition in the form of a Retweet, your audience will respond better when it's a mutually beneficial relationship.
- 5 Partner with influencers.** Influencers can help gain exposure and visibility for your hashtag.

**#ProTip:** Hashtags link to all the other mentions of that phrase and are useful if you're focused on engagement. But if your goal is to have people go to your website or follow your account, you don't want to risk someone clicking on a hashtag instead of your call-to-action.

### Don't

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- 1 Over hashtag.** One to two relevant hashtags per Tweet is the sweet spot.
- 2 Expect your brand slogan to translate to a hashtag.** A hashtag is meant to be inclusive, shareable, and discoverable. If it doesn't organically fit within a Tweet, it'll fall flat.
- 3 Expect people to use your hashtag without a reason or incentive.** The best hashtags have the ability to draw people in and invoke curiosity to explore and join in on the conversation.
- 4 Neglect to educate on what it is and how to use it.** Make sure you're clearly communicating the hashtag and more importantly, why someone would want to include it in their own Tweet.

**Tweets with hashtags gained 100% more engagements than Tweets without them. Including 1-2 hashtags works the best — more than that and the engagement begins to decline again.**



## Section 8

# Create a Twitter marketing strategy

As you become comfortable with Twitter, developing a marketing strategy will help you increase your ROI. Here are insider tips on developing a Twitter strategy that works:

### Find your voice

Establish a well-defined brand voice to set the tone for your entire Twitter strategy. Make sure your brand voice:

- Is fresh and original
- Conveys your brand's message
- Reflects your core values
- Resonates with your audience in a personal way

### Use editorial calendars

Ever wonder how some brands seem to have an endless supply of content? It's likely thanks to a [well thought out editorial calendar](#). Agencies know both planning and organization are key to a great marketing strategy. A calendar is a shared document that can help you be prepared for upcoming events, keep track of what worked, and ensure that you have content planned in advance.

### Set it and forget it

Scheduling Tweets is a great way to ensure that you are reaching your audience during the prime times they are online, even if it happens to be a time when you are not. You can schedule Tweets right from the [ads campaign dashboard](#). Check back often so you can reply to Tweets, Retweet relevant content, and tap into trending conversations.

### Join or start Twitter chats

One of the best ways to not only grow your following, but grow it with the right followers, is to participate in Twitter chats. There are chats for just about every topic, and participants tend to be folks who use Twitter to make lasting connections. Be an active participant by replying, following new people, and keeping the relationship going after the chat has ended.

### Be adaptable

Planning ahead is great, but sometimes the best Tweets are created on the fly. Don't be afraid to stray from the calendar if an opportunity presents itself. Make sure to capitalize on trending topics, timely world events, or even just a great mention from someone else.

### Create conversations

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

## Section 9

# Finding your brand voice on Twitter

It takes a consistent and engaging brand personality to build community engagement on Twitter. A well-defined brand voice can help. Here are five questions to ask to make sure every Tweet sounds like it comes from your brand:

- **Who is your ideal customer?** What are the characteristics of your ideal customer, and why do they have an affinity for your brand? Think about how that influences the way you communicate.
- **What's your brand's point of view?** For example, are you an expert guide, a revolutionary, a poet, or a friend? Focus on how you are different from your competition.
- **What three words** embody your brand that can be applied to the way you Tweet to your audience? Are you witty? Playful? Wise?
- **What unique vocabulary** is part of your brand's personality?
- **How does your brand voice play into your visual brand identity?** What unique visual aspects represent your brand and reinforce your voice?

With your ideal brand personality defined, start applying it to your Tweets. See what resonates with your audience — both in voice and content type — and refine from there.

## FEATURED CUSTOMER SUCCESS STORY

### HelloFresh

“Create a voice that is aligned with your product and your audience while being unique to your brand. It’s not always easy, but hiring people who write well and bring their own written voices is crucial.”

Clementine Berlioz, Senior Social Manager, HelloFresh



## Finding your brand voice on Twitter

### Writing effective Twitter Ads copy

Test out different ad copy you'll uncover what resonates with your audience. Here are four copy techniques that will help you write effective ads.

#### Emphasize urgency

Give people a reason to take immediate action. Maybe your offer is only available for a short time, or your supply is limited. Try using phrases like "sign up now" or "low stock."

#### Discount by the %

We see more people click on Tweets that express discounts as percentages instead of a dollar amount. 20% off just sounds like more than \$5 off, doesn't it?

#### People love "free"

A lot marketing programs focus on getting people to make a purchase. However, if you're focused on gathering leads, try promoting your complimentary resources and ebooks. If you're offering something free, celebrate it.

#### Ask a question

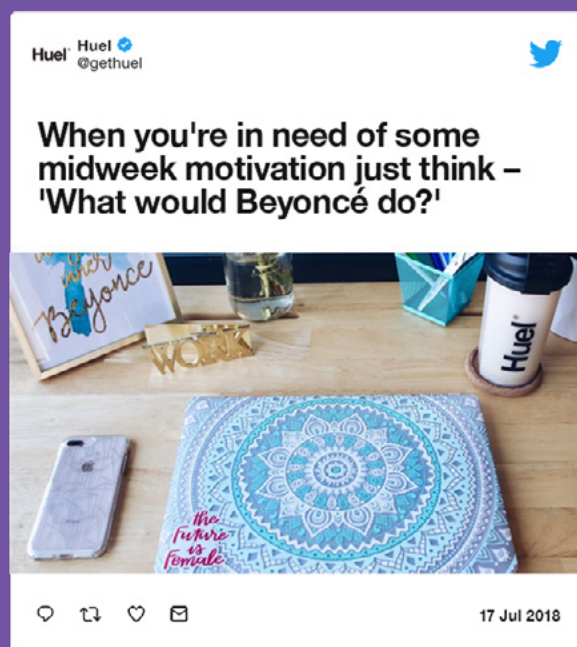
Asking a question helps people feel like they're part of a conversation and can compel them to click through.

## FEATURED CUSTOMER SUCCESS STORY

### Huel

**“When the entire business is online it can be difficult to keep your finger on the pulse of what your customers are thinking. Twitter breaks down that wall better than most platforms.”**

Tim Urch, Senior Community Executive, Huel



## Section 10

# Take your campaigns to the next level with the latest Twitter solutions

## Bring your story to life with promoted video solutions

In a crowded marketplace, strong storytelling helps you stand out. With video on Twitter, you'll be able to tell a rich and interactive brand story within the timeline. Target your video to the customers most interested in your message. Watch your brand metrics and sales take off.

### Promoted video

Keep the formula simple. Promoted Video lets you promote a video from a brand's Twitter account. The video autoplays when shown in a person's timeline. For example, Subway used Promoted Video to promote its signature wrap, upping both its sandwich game and its video marketing creativity. Promoted Video is our most proven video ad solution, and drives brand metrics and sales. Stick to this tried-and-true ad format, or take it a step further and use the features below to achieve specific goals.

### Video Website Cards

After watching your video, get your audience to take action. Video Website Cards drive mobile viewers to your website. Choose for them to learn more, complete an action, or something else entirely. Dairy Queen inspired customers to treat themselves to the Blizzard Treat of the Month and visit the website to find a store location nearby. Video Website Cards

deliver a 2X higher CTR than standard mobile video ad benchmarks. And, our cards boost user retention 60%+ because people are watching the video while the site loads.

### Conversational Video Ads

Spark a conversation; share excitement. Twitter's Conversational Ad unit pulls consumers in so they can connect with your brand more deeply. Disney encouraged "Beauty and the Beast" fans to celebrate love by Tweeting to receive a valentine message by a star from the cast.

### Promoted Tweet Carousel

Turn on the spotlight for your best videos. The Promoted Tweet Carousel lets you curate your videos and showcase them to your audience in one experience — without leaving the timeline. The Country Music Association (CMA) used the Promoted Tweet Carousel to promote #CMAFest and share highlights from its talent.

**Across four studies conducted of four brands, Twitter marketing campaigns delivered 40% higher ROI compared to the average media ROI for all other channels in the aggregate.**

Take your campaigns to the next level with the latest Twitter solutions

## Making the most of In-Stream Ads

### Target the right content category

Target the content category that aligns with your brand. For example, when an ad about fashion appears before a fashion show highlight clip, it performed better across brand metrics. Choose a content category that fits your brand, and focus on creating targeted, highly relevant ads. Twitter research shows brands that create endemic ads see a 40% higher brand favorability and 30% higher purchase intent.

### Go big on branding

With In-Stream Video Ads, viewers see your video ad before they watch a video from a publisher. Branding helps orient them and get them focused on your message. Include your logo in the ad's first few frames and continue to showcase it throughout the video. Ad recall is 60% higher for brands with consistent logo placement throughout their videos — such as in the upper or lower corner of the screen, according to Twitter internal research.

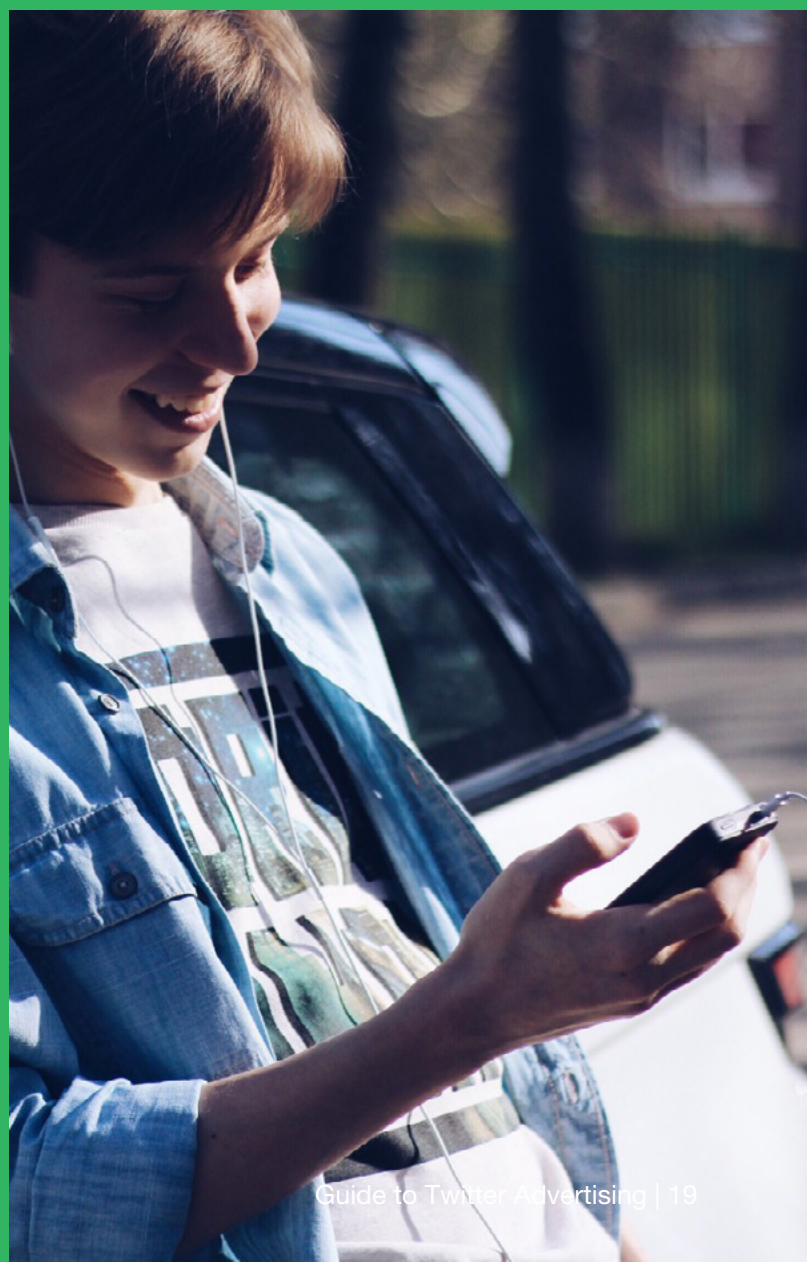
### Go visual — without sound

Many mobile users view ads without the sound on. For advertisers, there are several ways to convey your message without sound:

- Include clear, visual branding
- Focus on clear, sharp visuals in your video
- Emphasize motion and movement
- Get creative with captions to inspire curiosity

## Don't be afraid to run multiple video ads

For marketers wondering how this new video ad product will work in tandem with their existing Twitter video ad campaigns, we have you covered. We partnered with Dentsu Aegis (@DentsuAegis) and Kantar Millward Brown (@K\_MillwardBrown) and found that increased frequency of exposure to multiple video ad formats (e.g. In-Stream Video Ads + Promoted Video) increases brand health metrics across the funnel. In the U.S., 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.



Take your campaigns to the next level with the latest Twitter solutions

## Engage audiences by Tweeting during live events and using Events Targeting

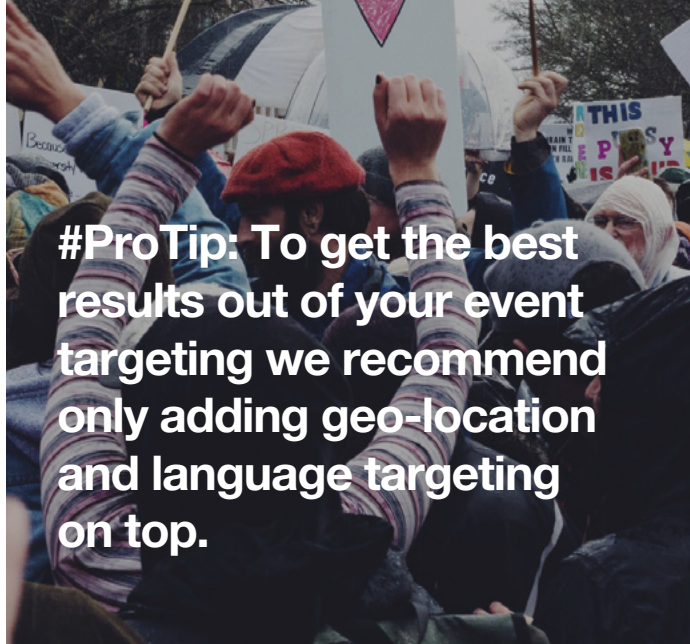
Tweeting during live events can also help you connect with your audience. According to a recent study by NeuroInsight, Twitter Ads during live events are 11% more effective at stimulating mental engagement and 9% more effective at memory encoding than TV ads. The easiest way to get started is with Events Targeting.

### How it works

You can access our Event calendar in your ads account in the Analytics > Events tab. Here you can browse events available for targeting.

### To target an event in a campaign:

- 1 Access our Event calendar in the Analytics > Events tab
- 2 Browse our event categories, or search for a specific event by name
- 3 Filter by date, event type, or location to find the event you want to target
- 4 Click the name of an event to see details, including the total reach of last year's event as well as gender, device, and location demographics of people interested and participating in this event
- 5 Choose the "Create new campaign" button in the top right of the event page and select the campaign objective you'd like to start
- 6 You'll be brought to the [campaign setup](#) form for the campaign objective you've chosen
- 7 Fill in the rest of your campaign parameters and launch your campaign!



### Get the #details

Audiences for event targeting are built based on a number of signals including user Tweet content, behavior, and engagement. It includes negative sentiment filters, so users negatively Tweeting about the event will automatically be filtered out from seeing your campaign.

In the event calendar, you'll be able to see the following data:

- **Tweets:** the number of Tweets about the event
- **Total reach / Audience size:** the number of people that were reached during last year's event
- **Impressions:** the number of people who saw Tweets about the event

**Don't see metrics for an event?** Event data begins populating up to 30 days before an event begins. If it's the first year we're including the event as a targeting option, we won't show the total reach metric.

Please note that you can start targeting an event in your campaigns up to two weeks before it starts. The start and end date of all events are listed in the event calendar. Events expire three weeks after they're over, and you will no longer be able to target that event in your campaign after that time.

Take your campaigns to the next level  
with the latest Twitter solutions

## Promote your mobile app and get more downloads

Target a mobile audience likely to install or engage with your app. With Tweets optimized for the mobile marketplace, people will be able to install or open your app directly from their timelines.

### How do app installs or re-engagements campaigns work?

With app installs or re-engagements campaigns, you can drive users to download or open mobile apps directly from within a Tweet using App Cards — a powerful ad format that allows mobile users to preview an image, view app ratings, and install or open an app directly from their timelines.

Twitter mobile app promotion campaigns are built to work on a cost-per-app click pricing system. This ensures you only pay for clicks that lead to the App Store or Google Play, or to open the app.

Recent stats reveal that the average American is spending 2.8 hours a day using mobile devices.

# 90%

of that time is spent within apps.

But with so many apps out there how can your brand reach your target audience and increase downloads?

One brand that stands out with their mobile app marketing strategy and targeted Twitter Ads is [@smartnews](#). We chatted with Adeed Choudhury, manager of growth at SmartNews, to learn how they use Twitter to market their app.

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[smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/](https://smartinsights.com/mobile-marketing/mobile-marketing-analytics/mobile-marketing-statistics/)



## Take your campaigns to the next level

One brand that stands out with their mobile app marketing strategy and targeted Twitter Ads is @smartnews. We chatted with Adeed Choudhury, manager of growth at SmartNews, to learn how they use Twitter to market their app.

### Tell us a bit about SmartNews.

SmartNews is a personalized news discovery app that uses machine learning technology to curate what articles are shown. Our company is headquartered in Japan and first launched in 2012. Since launch, we've integrated more than 250+ major news publishers (CNN, Vice, People, Vox, Fox News, etc.) and have built a 16 person team in New York and San Francisco to scale our US user base.

### How does Twitter fit into your marketing mix?

We primarily use Twitter to increase downloads through the mobile app promotion campaign objective. Since launching our Twitter campaigns a couple of months ago, Twitter has played a large role in our overall user acquisition strategy. Twitter has become one of our top performing channels as we've consistently seen strong success from a retention and monetization standpoint. We believe Twitter has a strong community of people expressing their opinions which matches with our avid news reader audience profile.

### How do you use Twitter Ads to amplify your marketing efforts?

We use Twitter Ads mobile app promotion to target installed apps categories, as well as follower targeting on handles that we believe have an affinity to our app (e.g. news, finance, media outlets, media personalities, etc.). We also leverage extensive creative testing upon the targets that we believe are indicative towards our most engaged audiences.

### How do you test and optimize your Twitter Ads? How do you decide which creatives to use?

In terms of campaigns, we typically launch campaigns with targeting that we think would resonate with our audience. Once the campaign has run for 2-3 days, we use early CPI and engagement data to optimize bids and budgets in order to achieve our desired KPI targets. We generally like to start broader to surface high potential targets before splitting the target group into more narrow segments. For creatives, we launch campaigns with our top performing historical creatives in the past based primarily on eCVR and CPI performance.

### Do you have any tips for brands looking to reach their target audience?

Always have a list of campaigns and experiments that you would like to run. Prioritize based on (1) likelihood of success and (2) scale. Work your way through the priority list by A/B testing to find the campaigns that hit your KPI. Our most successful campaigns have come from starting with broad campaigns before narrowing down. The more granular and specific you are in your targeting and creatives, the more likely you will have success; however, if targeting is too granular to the point that you're being served less than 1,000 impressions a day, you likely won't achieve your desired results.



## Section 11

# 4 trends to help you connect with audiences

## 1

### Build buzz with recurring hashtags

As a brand, you want to create campaigns that spark conversation and increase your Tweet engagements. But instead of guessing

which hashtags will be most relevant for your audience, engage with some of today's most popular recurring hashtags. Weekly hashtags like [#WednesdayWisdom](#) and [#SundayScaries](#) have become something people look forward to each week. Here's a deeper look at four of Twitter's top recurring weekly hashtags and tips on [how your brand can tap into these conversations](#).

### #MotivationMonday

#MotivationMonday gives your followers inspirational content to start off the week. Perfect for almost any industry, #MotivationMonday had 2.4 million Tweets and generated more than 125 million impressions in 2016.

### #TravelTuesday

#TravelTuesday is for travel lovers and those who want to share travel tips or exciting places to visit. Tailor the content to your audience to increase chances of high engagement.

### #WCW

#WCW, or Woman Crush Wednesday, is a weekly tribute to women everywhere. Have a strong female role model you want to share with the world? Give her a shout out with a #WCW. It's a great way to reflect your brand's core values.

### #TBT

#TBT, or Throwback Thursday, gives people the opportunity to share photos or thoughts about a "throwback" to an earlier time. It's a fun way to share past photos or express nostalgia.

### #FridayFriday

#FridayFriday is a great way to show what your team is up to or how you're preparing for the weekend day ahead. Get into the weekend spirit and close your Twitter week on a strong note.

### #SocialSaturday

#SocialSaturday is a great hashtag that lets you highlight how you're interacting with your community. It's also a fun way to showcase lifestyle content and showing the people behind your account in their natural habitat.

# 2

## Use Twitter for social selling

When it comes to selling, cold calling no longer cuts it. Enter social selling. Combining technology with old-fashioned relationship building, social selling is the practice of identifying prospects, generating leads, and maintaining customer relations through social media. Since both you and your prospects are already on Twitter, a strategic social selling effort can be both easy and profitable to implement. Here are three ways you can incorporate social selling into your Twitter strategy.

- **Hyperactive social listening:** In traditional sales, you never lead with your pitch. Instead, you take the time to listen to the prospect's problem to identify an opportunity your product can solve. With Twitter, you can listen to thousands of prospects simultaneously as they share what's on their collective minds. Use [Twitter Lists](#) to group prospects in ways that make the most sense for your sales strategy.
- **Engage, don't sell:** Once you see a prospect Tweet, take the time to become a familiar presence to your prospect. Engage with your prospects by replying to their Tweets when you have something relevant to add. Building these connections will help prospects recognize your name when the opportunity to start a sales conversation does finally present itself.
- **Put the social into your selling:** Think about the type of content you Tweet. Your timeline should convey both your industry and product expertise while still being helpful to your followers. Success in sales is often about building relationships. Use Twitter to augment your selling efforts and build relationships at scale.

# 3

## Create a visual strategy

As a brand, your visual presence matters on Twitter. It's important to maintain a consistent brand experience, while also experimenting with visual content formats. Even more excitingly, video is taking Twitter by storm — and can be a great way to stand out to your audience.

Video views are 220x what they were on Twitter [just 12 months ago](#). They're more than 6x more likely to be Retweeted than an image, and three times more than a GIF. Explore how posting videos to Twitter can increase engagement and tell your story from a whole new perspective.

# 4

## Promote interaction with your audience

With Twitter's tools and best practices, it's easy to promote audience interaction and experiment with deeper conversations. Here are some quick ideas:

- **Ask a question:** People love to share their thoughts. Invite them into a conversation by asking a question.
- **Run a poll:** Polls provide a fast way to collect feedback from your audience, and a natural format for interaction. Tap into trending topics, ask a lifestyle question that's relevant to your brand, or even ask for product or service feedback.
- **Embrace social customer service:** Another way to interact directly with customers on Twitter is through social customer service. Provide support when people Tweet at your handle, or use Twitter's suite of [customer service tools](#).

## Section 12

# Close the loop: Measure your results

With audience analytics, campaign analytics, and the ability to optimize campaigns at scale, Twitter's tools make it easy to measure your results. See what's working, learn what your audience is craving, and get more insights to target future campaigns.

## 7 things you can learn from Twitter Analytics

# 1



### Audience insights

Want to know what your followers are interested in, their professions, and what they're purchasing? Look no further than the [audience insights dashboard](#).

Here you'll essentially find an online profile of your follower make up, including:

- Interests
- Occupation
- Gender
- Education
- Marital status
- Buying style

You likely know who your target audience is, but do your Twitter followers match that same profile? If not, you may need to rethink your audience and your content strategy to better serve your current following, or [consider running an ad campaign](#) to gain more targeted followers. For example, if you're

a premium brand and only a very small percentage of your followers purchase premium brands, you probably need to refocus your efforts. Similarly, if you're constantly Tweeting about weddings, and very few of your followers have an interest in this, your content may need a new angle.

# 2



### Comparison data

All the information available on your followers is also available for all of Twitter, as well as select audience groups. You can compare your followers with different personas, demographics, interests, and consumer behaviors to see how your brand measures up.

# 3



### Tweet impressions

Under the Tweets section, you can find a list of all your Tweets and the number of impressions. You can see individual Tweet performance, as well as recent months or a 28-day overview of cumulative impressions. Capitalize on this information by repurposing Tweets that gained the most impressions, or creating Tweets on a similar subject. You can also use the cumulative overview to compare monthly activity. What did you do differently in a month with higher impressions? Did you Tweet more frequently? Take a look and see how you can recreate months that earned you high impressions.

4



## Tweet engagements and engagement rate

Similar to impressions, the Tweets section also shows your Tweets engagement (or the number of interactions your Tweet has received) as well as the engagement rate, which is engagements divided by impressions. If your Tweets are receiving little engagement, you may want to rethink your subject matter and format. For instance, you may want to [add photo or video to your content mix](#), which tends to generate more engagement.

5



## Follower growth

In the Followers dashboard, you can track how your following has increased over the last 30 days, and also how many new followers you've received per day. If you notice a particular day either gained or lost you several followers, be sure to check what you Tweeted that day to try and determine the cause. You can also consider running a [followers campaign](#) to gain engaged new followers.

6



## Event and trending topic data

Discover upcoming holidays, events, and recurring trends, and find out who's Tweeting about them. This is great way to find potential new content ideas, and conversations to join in on.

7



## Video content performance

If you're using video as part of your [content strategy](#), you can track your video views, as well see a bigger picture of how people are responding to your videos. For instance, are they watching it to completion?

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

## Close the loop: Measure your results

### Beyond vanity metrics: Use analytics to plan more effective content

Twitter Ads Manager provides a central workspace to plan, manage, optimize, and report on your campaigns. These insights can also help inform your ongoing content strategy.

Find the Ads Manager by logging into your ads account ([ads.twitter.com](https://ads.twitter.com)). From there, you can customize your view to see relevant campaigns, creatives, and results.

### Access campaigns with Custom Filters

Use campaign filters across the top of Ads Manager to more easily find the campaigns, ad groups, or ads you want to evaluate. You can filter campaigns by:

- Funding source
- Objective
- Status
- Campaign name

### Get performance insights with Metrics

By default you will see all Results, Cost-per-result, and Result rate — by objective.

**What's a Result?** Each campaign objective is specialized to achieve a different goal. Remember, each campaign has a different “billable action” or “Result” and you are only charged when a user makes that action.

### View personalized insights with Custom Metrics

You can also view other metrics for your campaign by clicking on “Customize metrics.” Options for Custom Metrics include:

- **Audience details:** View audience breakdown by locations, keywords, handles, behaviors, gender, language, platform, and interests.
- **Activity history:** View what changes were made to your campaign or ad group and see which optimizations were made and by whom.
- **Breakdown by day, placement, device, creatives:** See your results broken out on Twitter vs Twitter Audience Platform, Android vs iPhone, or by creative.
- **Customize charting:** Customize charts to visualize your key KPIs.

### Explore your campaign structure

**Campaign:** A campaign corresponds to a single advertising objective, like Tweet engagements. Make quick edits to:

- Campaign name
- Campaign end date
- Campaign daily budget
- Campaign total budget

**Ad groups:** Ad groups are how you want to spend your money. Here, you can set budget, targeting and placement for each of your campaigns. Make quick edits to:

- Ad group name
- Ad group end date
- Bid type
- Bid amount

**Ads:** You can have multiple promoted Tweets (“Ads”) in a single ad group. The system will auto-optimize to the best performing creative within an ad group. You can view performance for each ad, filtered by creative type:

- **Tweets:** Promoted Tweets (including promoted video)
- **Display creatives:** Creative used on the Twitter Audience Platform
- **In-stream videos:** Video used in Amplify pre-roll



## Section 13

# The Future of Twitter Ads

Twitter is constantly evolving, adding new features and tools that make it easier for brands to share their messages, reach the right people, and tell their stories.

From finding the right people to targeting them, creating great content, and tapping into new trends and features that enable interaction and engagement, brands can innovate and update their strategies. The platform grows with changing customer preferences and new storytelling opportunities for brands.

### Helpful links:

Create your Twitter Ads at [ads.twitter.com](https://ads.twitter.com).

We add new resources to [business.twitter.com](https://business.twitter.com) regularly.

Our blog publishes new marketing and Twitter-focused posts nearly every day. It's at [business.twitter.com/en/blog.html](https://business.twitter.com/en/blog.html)



**Find your people on Twitter.  
Connect with your audience,  
promote your brand, and join the  
conversation by launching your  
Twitter Ads campaign today!**

