

Step #1: Awareness

It all starts with awareness

Your audience can't consider your brand and convert if they've never heard of your business. There are plenty of brands out there finding creative ways to stand out on Twitter.

Twitter Ads campaigns for the Awareness stage of your sales funnel:

Reach

Reach campaigns increase a brand's awareness by getting as many people to see your ad as possible.

Expert tips:

Be clear

Being transparent about your offering, what your product is, and what people can gain by engaging with your ad increases the likelihood of engagement.

Optimize targeting

Remove low performing keywords, interests, handles, etc., and replace them with ones that are similar to the high performing ones.

Ask a question

Twitter is a great place for starting conversations. Asking your followers a question in your Tweet will help them feel part of a conversation and can compel them to engage with your ad.

Give it some time

Try to let the initial launch of your campaign serve for 3-4 days before making changes. This allows the system to surface enough data to base your decisions off of.

Twitter is the #1 platform for discovery.

Internal Twitter data

79% of people on Twitter like to discover what's new.

Kantar, "News Discovery & Influence on Twitter", Global, 2017

Tweet inspiration

Beverage company, Spindrift, launches the return of a beloved flavor with a link to buy it directly.

