

Step #2:

Consideration

Build trust with the customers considering your brand

Once your audience is aware of your brand, you're able to encourage them down the sales funnel towards consideration. This is a trust-building phase, so you'll need to keep a pulse on your ideal customers' wants, needs, and values.

Know your audience — speak to them and their interests directly.

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

Video views

Twitter video makes your message memorable, shareable, replay-worthy, and drive the highest recall and emotional connection on any digital platform.

Pre-roll video views

Build brand relevance and align with consumers' passion points by running targeted pre-roll ads before videos your customers are watching.

Engagements

Engagement campaigns attract more people to engage with your Tweets.

A brand's cultural involvement makes up 25% of a consumer's purchase decision

MAGNA & Twitter: "The Impact of Culture", US, 2019

Tweet inspiration

VacationRenter generates buzz and increases consideration with clever, engaging Tweet copy.



VacationRenter
@VacationRenter



A chair for me and a chair for you 🐾. Reply by tagging a friend who you'd take on a trip to this #PerfectRental. <https://bit.ly/2Gk8nBp>



Expert tips:

Experiment with a video campaign

Tweets with video attract 10x more engagement than Tweets without video.

Internal Twitter data. Based on an analysis of 3.7 million accounts.

Go big on branding

Displaying your brand for more than half of the video can result in a 25% increase in aided brand recall and a 21% increase in message recall.

GroupM + Twitter, MetrixLab, Video Optimization, October 2019, USA

Incorporate a sound-off strategy

Using captions ensures your message still gets delivered to on-the-go mobile viewers and can drive a 28% longer view time.

Nielsen, DAN + Twitter Video Content Best Practices Research, May 2015