

Step #3: Sales

Bring buyers over the finish line

If your audience is aware of and considering your brand, it's time to implement tactics to bring them further down the sales funnel.

Twitter offers multiple objectives, ad formats, and targeting capabilities that can help you encourage people interested in your business to buy or use your product or service.

Twitter Ads campaigns to help drive sales:

App re-engagements

App re-engagement campaigns target your existing users to drive even more conversions and loyalty.

Website clicks

Website clicks campaigns are optimized to drive traffic and generate conversions on your website from Tweets targeted to specific audiences.

Expert tips:

Convey a sense of urgency

Why visit your site right now? Is your offer for a limited time? Twitter is real-time, so give a reason to take immediate action.

Use website tags

Website tags measure how many people convert on your site after viewing or engaging with your Tweet.

Use a Website Card

Promoted Tweets with Website Cards have 43% higher engagement rates than Tweets with links.

Twitter Internal Data.

53% of people on Twitter are more likely to be the first to buy new products

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

Tweet inspiration

Food delivery company Daily Harvest uses a Video Website Card to showcase their product and send traffic to their landing page.



Daily Harvest
@DlyHarvest



Skip the shopping, chopping, and prepping and stock your freezer with delicious, good-for-you food built on organic fruits and vegetables. Delivered & ready in minutes.

- ✓ \$25 OFF your first order
- ✓ Plant-based
- ✓ Dairy-free & gluten-free



Stock Your Freezer With Clean Food
daily-harvest.com