



Digital Marketing

Creation Guide For Twitter Ads

Focussed On eBooks



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Types of Twitter Ads:

- **Promoted Tweets:** If your primary goal is lead generation, you'll definitely want to put your money toward Promoted Tweets. They are just like regular tweets that an advertiser pays to display it to the people who are yet not following them, except that they have a label that says 'Promoted'.
- **Promoted Accounts:** If you're simply looking to grow your follower base and build up your audience, Promoted Accounts is a good choice. They are also known as follower campaign. They are target to users who are don't yet follow you but may find your content interesting.
- **Promoted Trends:** Trending topics on Twitter are the most talked about subjects on the social network, appearing on users' timelines, on the Explore tab, and on the Twitter app. Promoted Trends allow you to promote a hashtag at the top of that list.



The screenshot shows a Twitter home page with several elements highlighted by colored boxes and arrows:

- Promoted Account:** A green box highlights the 'Samsung TV USA' account in the 'Who to follow' section, with a green arrow pointing to it.
- Promoted Trend:** A blue box highlights the 'Watch Katy Perry' trend in the 'Trends' section, with a blue arrow pointing to it.
- Promoted Tweet:** A red box highlights a tweet from 'NFL @nfl' about Dexter McCcluster's return, with a red arrow pointing to it.
- Promoted Tweet:** Another red box highlights a tweet from 'Mashable @mashable' about the iPhone 5S, with a red arrow pointing to it.

Setting up Campaign

1) Set up your Twitter ads account

If you've never used Twitter ads before, you'll need to set up an account. Just log into your Twitter account, then head to ads.twitter.com. Follow the steps to complete the setup. Now you are all set to create your first ad campaign.

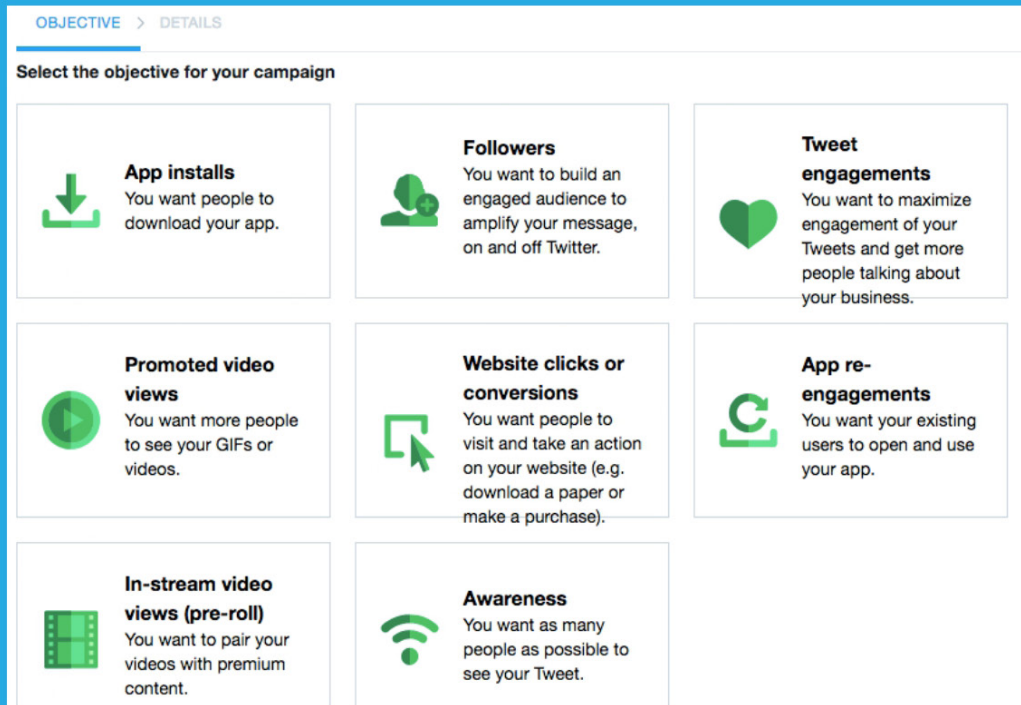
4

2) Choose your objective

Twitter ad campaigns are based on specific business objectives, so the first thing you need to do is decide what you want to achieve with your Twitter ads. You can choose from the following:

- **Awareness:** You want the maximum number of people to see your Promoted tweet.
- **Tweet engagements:** You want to maximize engagement with your Promoted tweets.
- **Followers:** You want to build your Twitter audience.
- **Website clicks or conversions:** You want people to go to your website and take action.
- **App installs:** You want people to install your app.
- **App re-engagements:** You want people who already have your app to open and use it.
- **Promoted video views:** You want people to watch your videos or GIFs.
- **In-stream video views (pre-roll):** You want to run a short video ad at the start of videos from Twitter's premium content partners.

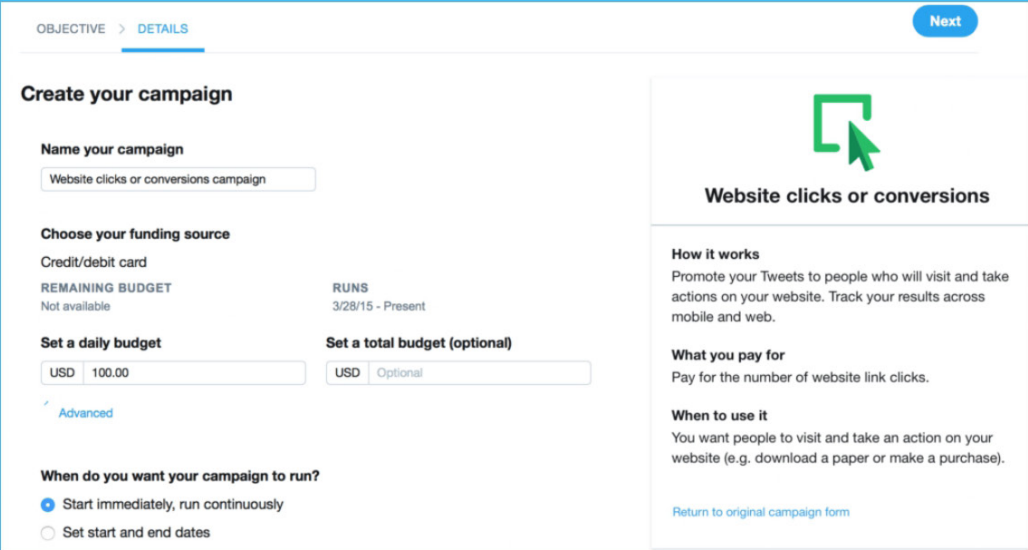
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3) Set up your ad group

Ad group is a subcategory of a campaign. There can be single or multiple ad groups within an ad campaign. As a beginner stick to a single ad group. Further when you get the hang of it, you can have multiple ad groups to target different audience. Choose the duration of the campaign(start date and end date). Set a daily and/or total budget, and schedule your campaign.

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4) Choose your creative and ad placement

As a beginner you will have to create a new tweet specifically for your ad. Twitter also shows you a list of all your existing tweet that you can choose to promote. After choose the tweet that you want to promote. From the right section, select where you want your ad to be placed.

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The screenshot displays the Twitter Ads creation interface. At the top, a breadcrumb trail reads 'CREATIVES > TARGETING > BID & BUDGET > REVIEW & COMPLETE', with a 'Next' button on the right. The main section is titled 'Choose your creatives' and shows '1 selected' tweet. A search bar contains '@sproutsocial'. Below, a list of tweets is shown, with the third tweet selected. The right sidebar, titled 'Where your promoted Tweets appear', includes 'Ad placements' (Users' timelines, Profiles and Tweet detail pages, Search results, Expand your reach on the Twitter Audience Platform) and 'Select which category best describes your ad' (Marketing).

5) Target your audience

Twitter offer various targeting options to help you choose the right audience for your ad. There are eight targeting options that you can combine as needed:

- **Location:** Target users by country, state, region, metro area, or ZIP code.
- **Gender:** You can target only male or only female users or both.
- **Languages:** By default, Twitter delivers campaigns to all languages, so make sure to target only people who understand your message.

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- **Devices:** Target users who use specific mobile devices (e.g. iOS, Android, Blackberry) and mobile phone carriers (e.g. AT&T, Verizon) to access Twitter.
- **Interest:** Twitter identifies user interests based on what content users engage with and what usernames they follow.
- **Followers:** Provide Twitter with a list of usernames and your ad will reach users who have similar interests as those who follow any of the accounts you have listed.
- **Keyword:** Reach users based on the keywords of their search queries, recent Tweets, and Tweets they recently engaged with.
- **Behavior:** To target users based on their online and offline behavior (e.g., product or shopping preferences), Twitter utilizes user data that third-party data providers have shared with them.
- **Tailored Audiences:** With tailored audiences, you can target existing customers, leads or website visitors. To do this, you have to upload a list of emails, Twitter IDs or mobile advertising IDs.

The screenshot displays the 'Find your audience' section of the Twitter Ads setup process. It is divided into three main sections: Demographics, Locations, devices, and platforms, and Audience features. The Demographics section includes 'Select gender' with buttons for 'Any gender', 'Male', and 'Female', and 'Select age ranges' with a dropdown menu. The Locations, devices, and platforms section has a search bar and a 'Location' dropdown set to 'United States'. The Audience features section includes a search bar with 'marketing' entered and a list of interests: 'Marketing', 'Entrepreneurship', 'Advertising', and 'Small business'. On the right, the 'Audience summary' section shows a green bar representing the audience size, labeled '6.11M-9.17M' and 'RECOMMENDED'. Below this, there is a note: 'Defining your own audience is optional. In many cases, providing fewer targeting parameters may improve your results. Either way, Twitter will continually optimize your campaign for high performance in the marketplace.' and a button 'Return to original campaign form'.

6) Set your bid and budget

Select the total amount that you want to spend on the ad. After that, you can choose to have your ads run automatically based on Twitter's algorithm (Automatic bid), run based on an average cost per bid (Target cost) or pay for maximum visibility (Maximum bid).

CREATIVES > TARGETING > **BID & BUDGET** > REVIEW & COMPLETE Next

Set your bid and budget

Set a total ad group budget (optional)

USD

Bid type

Your budget summary

Dynamic

AUTOMATIC

Automatic bid
Your bid will be optimized to get the best results at the lowest price (within your budget).

[Return to original campaign form](#)

7) Launch your campaign


Finally, review the ad that you have created and then launch your campaign. Be sure to check your campaigns on a regular basis and optimize them for better results.

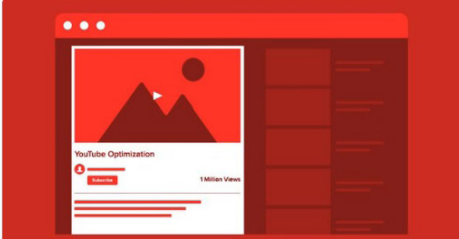
CREATIVES > TARGETING > BID & BUDGET > **REVIEW & COMPLETE** Launch campaign

IAB categories
Marketing

Domain name
sproutsocial.com

Tweet creatives

 **Brent Barnhart** @brentwrites · Nov 03
Dude! Is your @YouTube channel optimized for views? Not sure? We've got you covered: [sproutsocial.com/insights/youtu...](#) @SproutSocial #videomarketing



YouTube Optimization: How to Score More Views & Subscribers
sproutsocial.com

Your ad group is ready to go

Congratulations, you've created an ad group, and your campaign is ready to launch. You can use ad groups to organize different targeting, creative, or bidding strategies.

[Clone this ad group](#)

[Return to original campaign form](#)

Why You Should Engage With Social Media Marketing Tools

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements.

The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest, SnapChat and YouTube.

Twitter content creators generate more and more different types of content every day! To advertisers, both small and big time, this means that it is becoming extra challenging to distribute and get their content in front of their target audience if they depend solely on organic reach.

Twitter ads keep your audience engaged. It also helps your marketing strategy reach a new audience or market you never knew existed.

