Business
## Social Media
Twitter

HOTEL BUSINESS DIGITAL MARKETING

TWITTER

Create a Twitter profile for your business

How to use Twitter for your business?

It's important to establish your brand and business presence on Twitter. First impressions count, and your profile is your chance to make a lasting, positive one. Each element of your profile should accurately reflect your brand's purpose and values, and persuade a potential customer to follow you.

We'll break down the four key parts of a Twitter profile, along with tips and suggestions for each field.
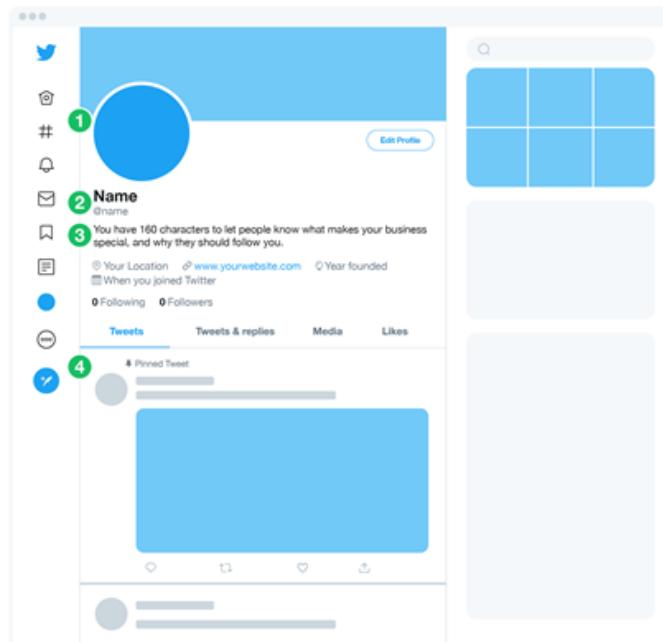
1. Your profile and header photos

Choose a profile photo that visually represents your brand and fits well in a small, circular space — typically your logo. This doesn't just appear on your profile — it's the icon associated with every Tweet you post. Recommended dimensions are 400x400 pixels.

Your header photo should be an ever-changing billboard showcasing what's new. This can be an upcoming launch or campaign, or a new photoshoot that nails your current vibe. Update it each quarter to keep things fresh and interesting. Recommended dimensions are 1500x500 pixels.

Make sure both photos are clear, high-quality, and create visual consistency. Upload photos in JPG, GIF, or PNG formats.

## 2. Your display name and account @name

Your account @name is what comes after the "@". It's unique to you, appears in your profile URL, and is tied to everything you do on Twitter. It can contain up to 15 characters and should be directly associated with the name of your business.

Your display name appears right above your @name and can be changed at any time. A best practice is to have this be the name of your brand or business. It can contain up to 50 characters.

3. Your bio

Channel your go-to elevator pitch here. In these 160 characters, you'll be introducing yourself to the world. Tell people what you do, what value you bring, and why they should follow you.

- Add a direct link to your website. Include a link to what you want people to see now. It might not be your homepage — consider your "About" page or the landing page of your latest campaign. Use a unique link to track visitors to your site from Twitter.
- Add your location, even if your presence is purely online. You can add your HQ and/or founding city, or places you ship to. This helps you reach and connect with local followers.
- If you have a brick-and-mortar store, be sure to include your current hours.

4. Your pinned Tweet

This is what you want your followers to focus on — your biggest, latest news. It's ok if you have the same focus for several months in a row (e.g. if you're raising money over a six-month period, then the same Tweet will do), but you should check in each month and ask yourself if you have a more pressing message to highlight. This can be:

- Your ongoing sale or promotion. Start promoting and teasing it a few days in advance to stir up buzz.
- Your latest product launch. Reinforce the excitement and keep the momentum going.
- A cause or charity you're supporting. Showcase your company's latest humanitarian efforts and show how you give back to the community.
- To pin a Tweet, simply click the down arrow at the top-right corner of the Tweet and select "Pin to your profile".

Additional resources

Twitter followers

The power of Twitter's audience

People come to life on Twitter and they drive what's happening. They're real, straightforward, and unfiltered. Passionate and plugged-in. Brave, bold, and dynamic.

Twitter Ads can connect you to that audience when they're most receptive. When people follow you on Twitter, you've locked in their attention and you get the chance to convert them from loyal followers to devoted customers. There's many ways you can increase your following — here's just a few of our top, tried-and-true tips.

79%

of people on Twitter like to discover what's new*

53%

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

How to get more Twitter followers

Follow these tips to build up your audience and grow a community of engaged and valuable followers:

Tap into trending topics. Find keywords and hashtags that relate to your industry and audience, and use them in your Tweets to get noticed.

Create valuable content. People choose to follow others based on the content they put out. Make sure yours is meaningful, unique, and adds value. Be sure to add a variety of visuals and videos to your Tweets.

Tweet consistently. It's important to have a regular cadence of content that your audience can count on and look forward to. Create a content calendar to plan out your ideas.

Engage with thought leaders in your community. Follow influential people in your field, or interact with or Retweet their posts to build connections.

Promote your @name everywhere. Add a follow button to your website, include a link to your Twitter profile in your email signature, and promote it on offline collateral such as business cards.

Tap into your existing customer base. Upload your email contacts and let your customers know you're ready to have a conversation by following them on Twitter.

*Source: Kantar, "News Discovery & Influence on Twitter", Global, 2017
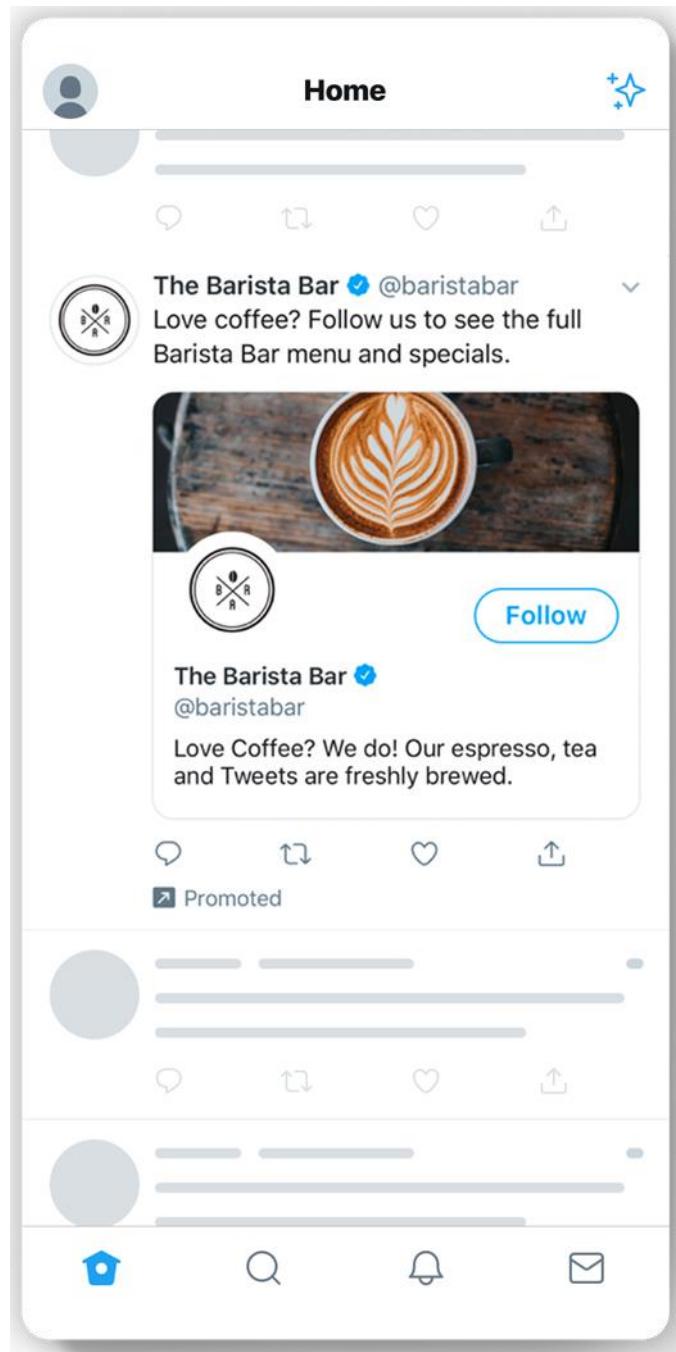
Twitter Ads

Run a followers campaign

Running a followers campaign is an easy way to accelerate your follower growth. Followers campaigns promote your account on Twitter, and your ad will render just like what you see to the right. So make sure your Twitter bio and header image are compelling and up to date.

You only pay for new followers who converted through your ad. You are not charged for clients who found and followed your account organically, nor any other non-objective benefits.

"**Twitter is such an amazing platform for building awareness and reaching new audiences.**"

Jay Maldonaldo, Senior Marketing Manager at MailChimp

What to Tweet

## Learn best practices to help you Tweet

Everyone knows good content yields great results. But what makes one Tweet outperform the next?

We compiled years of internal research to identify core, top-performing strategies that work well across the board. Incorporate these tips into your Twitter strategy to spark conversation and keep your audience engaged.

Don't forget to add your own spin and test a variety to learn what resonates best with your specific audience. Remember that digital advertising is extremely fluid, so the best content strategy is one that is also constantly changing and improving.
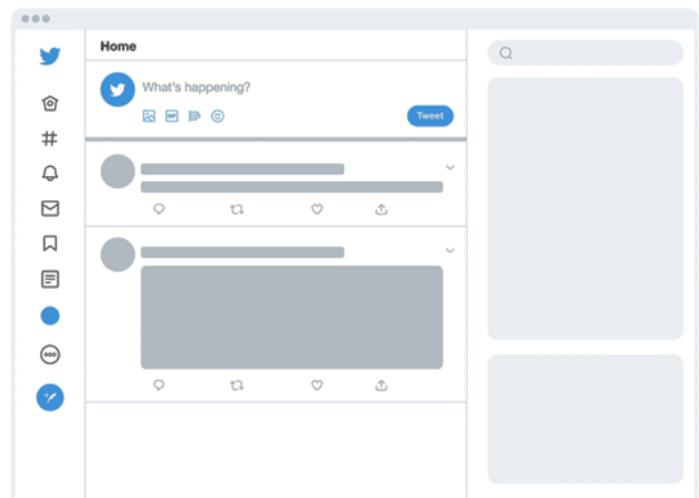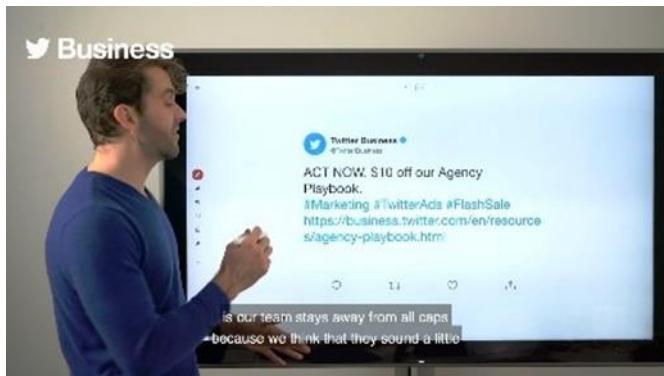
Quick Twitter tips:
- Limit to 1-2 hashtags per Tweet
- Be conversational
- Keep your copy short and sweet
- Use images, GIFs, and/or videos whenever possible
- Test, test, test (and use analytics to see what works)
- Monitor events and trending conversations

Keep it short

Tweets can contain up to 280 characters, but being concise is in Twitter's DNA and it's good for marketing. Aim to keep every Tweet focused on one specific message, rather than trying to communicate multiple ideas. If you have more to say, link out to your website or start a Tweet thread.

Make clear calls-to-action

Every time you Tweet, ask yourself "*what do I want people to do when they see this?*" and then write it out. Tell your audience to comment below, or to follow you, or to sign up today. If there's something urgent, emphasize it. Don't be shy and always make the next steps clear.

Add visuals, especially video

Bold images, GIFs, and videos add a touch of personality and increase results. Twitter internal data revealed there's over 2 billion video views per day on the platform. For effective, memorable videos — remember to include your company's logo, add subtitles so people don't need headphones, and keep the video short (6-15 seconds is the sweet spot).

Curate and connect with Retweets and replies

Retweeting relevant content and replying to Tweets are great ways to maintain a robust Twitter presence. Retweet. positive customer feedback, helpful articles, and ideas that align with your business's authentic voice. Be responsive to mentions and switch to Direct Messages to resolve complex issues.

Ask questions and run polls

hashtags

Twitter is all about conversation. Asking questions is an effective way to interact with your audience, show your brand's personality, and gather feedback. Get feedback on new products, ask a playful question, or have your followers be the tiebreaker on a decision.

Hashtags allow you to expand your reach and tap into relevant conversations. Focus on keywords that are relevant to your business and stick to one or two hashtags per Tweet. Track daily trends on the "Explore" tab to identify popular topics you can tie your brand to in an authentic way.

Tweet your launches

Twitter is the best platform for brands to launch something new. And it doesn't have to be as big as a new (re)brand or product. Launching a seasonal promotion, sale, or event? How about a new partnership? Broadcast it on your timeline. Break your news on Twitter.

Test your voice

Twitter is the place to be bold for audiences and businesses alike. Evolve your voice on Twitter by testing your creativity and taking a few risks. Add in emoji or a touch of sass or silliness — and let the engagement be your guide.

Planning your future Tweets? We've outlined a month's worth of weekday Tweet ideas to get you started. Throughout the month, pay attention to which Tweets get the most engagement. Do your followers engage most with the educational Tweets? Silly Tweets? Tweets asking a question?

Use these insights to shape your future content and overall Twitter voice.

A Month of Tweets

Monday	Tuesday	Wednesday	Thursday	Friday
FAQ	Retweet	Pro-tip	Retweet with comment	Behind-the-scenes pic
#MotivationMonday	Key piece of content	GIF	Statistic	Meme
Twitter poll	Ask a question	#WednesdayWisdom	Successful past Tweet	Shout out
Positive brand news	UGC	Video	Go live!	One-liner

Looking to plan your Tweets for the month? Download our editable month of Tweets PDF. We've outlined some ideas to get you started — use the extra space to add your notes.

Tweet an answer to an FAQ about your business

Don't have any FAQs coming to mind? Check your @mentions and most-trafficked help pages to identify common points of confusion.

Retweet

Retweeting an existing Tweet can be just as valuable as Tweeting something original. Not sure where to start? Look at Tweets from customers, partners, and thought leaders in your industry.

Pro tip: Create a Twitter List for each of these groups so you can easily browse their Tweets in the future.

Tweet a pro tip

Is there a feature or best practice that makes your product or service more efficient? More enjoyable? Let your followers in on the shared wisdom and benefits.

Retweet with comment

To get started, consider looking for @mentions where it makes sense to amplify your reply. Are you answering a question other followers could benefit from seeing? Is there a humorous element they would enjoy?

Take your Twitter followers behind the scenes

Give your followers a look into the people and places behind the brand. This type of content is easy to create and instantly adds a human element to your Tweets.

Tweet some #MondayMotivation

Get in on this popular, recurring hashtag with an inspiring note or picture of your own.

Tweet a link to a key piece of content

Whether this is a landing page, a whitepaper or a downloadable guide, give an existing piece of content some love (and traffic).

When it comes to adding the link, consider using a Website Button. You'll need to set up a Website Card to do this! This streamlined format displays a fully-clickable picture, headline, and CTA of your choice and, according to an internal study, saw 43% higher engagement than Tweets with links.

Tweet a GIF

GIFs are a great (and easy) way to infuse humor into your content mix. Start by thinking of a clever one-liner, or take the reverse course and look through the GIF library to see what inspires you.

For more inspiration, check out these 6 ways to use GIFs in your Twitter strategy.

Tweet a statistic

Look for data points that valuable to your audience, whether it's about your industry, your customers, or your brand in particular. Bonus: add a simple graphic to make it easily interpretable by even the fastest scrollers.

Tweet a meme

If you aren't familiar with the memes of the moment, take some time to look through Tweets from other accounts (fast food Twitter is a good place to start) to see what's popular. For more, check out this article on incorporating memes into your marketing strategy.

Run a Twitter Poll

Twitter Polls are a great way to engage with your audience. For inspiration, check out these engaging Twitter Poll ideas for businesses.

Tweet a question

Just like in real life, questions are a great way to start conversations on Twitter. After you Tweet one, continue to actively participate by engaging with replies.

Share your #WednesdayWisdom

Give your audience some food for thought. As you think about what to share, consider both practical, brand-specific tips and broader, more general words of motivation.

Tweet a Tweet that was successful in the past

One way to create a successful Tweet is to recreate it. Look through your profile or Twitter Analytics dashboard to identify evergreen Tweets that performed well in the past. Choose the one that feels most relevant and give the Tweet a second round of engagement.

Give a shoutout

Whether it's a standout customer, employee, or partner, turn the spotlight outward to recognize the one(s) who make it all possible.

Tweet about positive brand news

Let your customers share a recent 'win' by letting them know about the exciting things happening at the company level.

Tweet user-generated content

The best content about your business may not actually come your business — oftentimes, it can come from customers. Leverage user-generated content (UGC) to show the human side of your brand and fit in naturally with your followers timelines.

Tweet a video

For a lighter lift, look for video you can repurpose (ideally, into a 6-15 second clip) or check out these ideas for creating video content with your phone.

Pro tip: keep in mind that most video views on Twitter occur on mobile devices, so make sure you have a "sound off" strategy.

Go live on Twitter

Engage with followers in real-time with live video. Some ideas: share an announcement, give a 'sneak peek', or do a Q&A with someone on your team.

Tweet a one-liner

Keep it simple with a text-only Tweet. This can be a statement, an observation, or a simple greeting like "Happy Friday everyone!"

Recurring Twitter hashtags for every day of the week

Every day brings a new opportunity for brands to connect to their audience and the current conversations happening on Twitter. For the times when it's difficult to find something relevant to jump into, turn to day-of-the-week recurring hashtags. These trends have become standard and are something people look forward to. They're also evergreen and can be easily adaptable to your existing content.

Here's a rundown of each day's top recurring hashtag, creative examples from all types of businesses, and tips on how your brand can tap into these conversations.

Monday: #MotivationMonday

Participating in this hashtag kicks off the week with inspirational content for your audience. Share a healthy dose of positivity on #MotivationMonday by sharing uplifting content, productivity tips, or well wishes for the work week ahead.

Athletic shoe brand @topoathletic shares a video from their blog on how to stay active at home.

People management platform @LatticeHQ partnered together with another tech company to share tips on work productivity.

Bedding company @nanusleep shares a motivational quote from their branded sleep guru.

Tuesday: #TransformationTuesday

#TransformationTuesday takes effect with before-and-after photos that show improvement over time. Originally used in the fitness community, this trend is most easily adaptable for the home improvement industry. It can also be used to show brand evolution over time, and feature success stories from happy customers.

Window and door manufacturer @AndersenWindows shares a before-and-after post of their client's home transformation, featuring their products.

Pet food company @PrimalPet shares photos of one of their happy, healthy, and furry customers.

Snack company @FarmRichSnacks takes a creative spin on this hashtag by sharing inspiration for transforming your salad bowl.

Wednesday: #WednesdayWisdom

#WednesdayWisdom is a weekly opportunity to share tips, best practices, and general words of wisdom with your audience. It's also a chance to highlight quotes, data, and thought leadership pieces.

Coffee connoisseur @tradecoffeeco highlights educational content on their website.

Banking service @MoneyLion jumps into the trend to share expert advice.

Thursday: #TBT

#TBT (short for 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.

For brands, it's a chance to highlight important firsts or innovations in your company's history or share fun facts about your company's past.

Christmas tree company [@balsamhill](#) stays relevant in their off-season by sharing some Christmas spirit and magic in a throwback post.

Organic yogurt brand [@Stonyfield](#) shares a piece of their past and founding story in this [#TBT](#) tribute.

Beauty brand [@boxycharm](#) engages its followers by crowd-sourcing throwback makeup selfies.

Friday: **#FridayFeeling**

Everybody loves the weekend, and this recurring hashtag gives your brand the chance to tap into those happy feelings and weekend vibes. Share your plans for the weekend or share a GIF to express your true #FridayFeeling.

Beauty brand @TheCremeShop shares a lighthearted GIF to celebrate the end of the work week.

Chocolate company @seedandbean gets their followers thinking of the weekend by sharing their must-haves, starting with chocolate of course.

Tech company @MiroHQ joins this trend by plugging their service as the solution to someone's request.

Saturday: **#Caturday**

Saturdays are for the cats in this hashtag trend. For those of us lounging at home with our furry friends, this couldn't be more relatable. For brands, this is a great opportunity to showcase your office pets, pet-themed products, or a twist on how your products can be used by furry companions.

Furniture company @roomandboard showcases a pet-friendly use of one of their products.

Sock brand @sockshopuk features their adorable line of cat-themed socks.

Weighted blanket brand @gravityblankets shares a photo of a happy, furry customer napping on their product.

Sunday: **#SundayFunday**

The weekends are always over too soon. #SundayFunday represents one last hurray to the weekend before returning back to Monday. It's a great chance for brands to get creative and share their final weekend thoughts, plans, and wishes -- until next week.

Hot sauce company @saucy_mahi shares their favorite weekend treat, featuring their products.

Organic soap brand @Little_Soap_Co shares their top tips for an enjoyable weekend.

Children's entertainment brand @carebears shares a positive, family-friendly message.

Now it's your turn! Download our **hashtag worksheet** to start brainstorming your own content, and follow us @TwitterBusiness for more tips and best practices.

Need Tweet inspiration?: 20 creative ideas for your brand to Tweet

It can be tough to create fresh and engaging content every single day. We've all been there. That's why we've gathered these 20 Tweet ideas for when your creative juices aren't following.

Tweet a Twitter Poll. Encourage your audience to engage with your brand by asking them to weigh in on a topic.

Tap into trending topics. Participate in larger conversations by seeing what's trending on Twitter and connecting your brand to the current conversation.

Give a holiday greeting. From Christmas to National Donut Day, there's always a holiday you can Tweet about.

@luby's celebrates #NationalCheeseLoversDay with s picture.

Market a product. Tweet a photo of your product, announce new product lines or features, or talk about the problem your products help solve.

Spotlight an employee. Show your own staff — and your customers — that you value your employees. People love hearing insider tips and seeing who's behind the screen.

Ask your audience for feedback. Give your followers the opportunity to help shape your brand by asking what they love most (and dislike most!) about your products, and any suggestions they have. Some of your best ideas can come straight from your customers.

@burstoralcare highlights their family of products while asking customers what they'd add.

Showcase a customer. Whether they're a brand loyalist or recently accomplished something incredible, give a shout-out to your top customers, or share a success story from your audience.

Share industry news. Find an article about your industry you find interesting. Tag the author and ask your followers to weigh in with their opinion.

Start a contest. Have some fun by starting a friendly Twitter competition. Have customers Tweet a photo of themselves using your product or give customers a chance to name your next pro

Mobile finance app @HelloDigit shares positive news about their company.

Demonstrate a tutorial. Show your customers how easy-to-use your products or services are. This is especially useful for less-intuitive ideas and is a great idea for a video Tweet!

Share your achievements. Have you hit 10,000 followers? Are you celebrating a work anniversary? Acknowledge your success and thank your followers for their ongoing support and loyalty.

Answer FAQs. If you're repeatedly getting asked the same questions by your customers or can anticipate the need for information, be proactive and answer them in a quick Tweet or blog post.

@DCHHS knows they'll be many questions about the vaccination process and gets ahead of them with a step-by-step graphic.

Spread positivity. Toss some humor and fun into the mix by telling a joke or sharing a meme.

Share a fun fact. From company history to professional milestones, help your customers learn more about your business. Type it out or use Voice Tweets to tell the story.

Tease an upcoming event or product. If you're planning to release a new product or update, drop some hints to build suspense.

Update your followers. If an item is back in stock, your website crashed, or your store hours change — Tweet about it to keep your customers in the loop and let them know they can rely on your Twitter for the latest news.

Share "behind-the-scenes" content. Give your followers a quick glimpse of how your products are made.

Advertise a new promotion. Create a Twitter-exclusive coupon, or enter everyone who Retweets your Tweet in a raffle. Consider creating a Twitter Ad to reach new customers.

@nalgene water bottle company Tweets a limited-time offer.

Highlight your company culture. Share photos of your latest work party or go Live on Twitter and have a coffee chat with your followers in real time.

Respond to mentions. If your customers have been talking about your brand, make sure to acknowledge what they're saying. This is also a great way to answer questions and start a conversation. Find more community management tips here.

With these Tweet ideas as inspiration, you'll be on your way to building a dynamic Twitter presence that resonates with your customers. Get started with a Twitter Ads campaign today to engage with your audience.

4 engaging Twitter Poll ideas for businesses

Asking questions is a great way to engage your online audience. And Twitter Polls make it easier to collect answers. Get inspired by these four uses of polls:

Learn from your customers

Your followers can be experts too. Ask industry-specific questions that can help guide how you frame your product(s) or content in the future.

@IntoTheGloss, @glossier's beauty news page, created a Twitter Poll to learn about their audience's skin care routines.
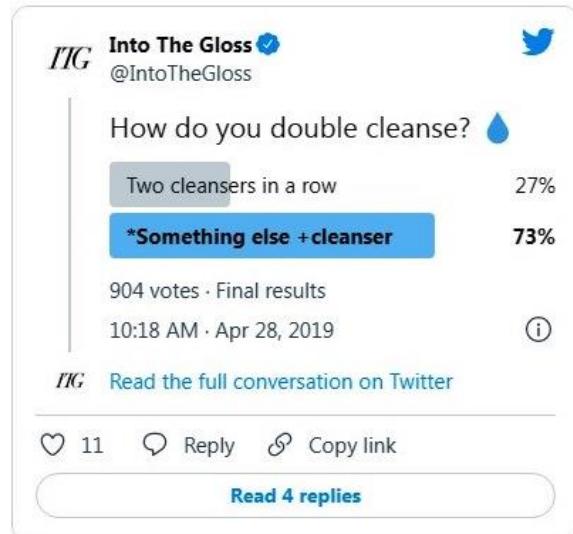
Play with your audience

Polls don't have to be serious. Get fun feedback from your followers.

Online dating app @bumble asks what their audience thinks about trying a new filter on profiles.

Enter an on-going conversation

Dunkin joins the #NationalCoffeeDay conversation by asking who their followers like to get coffee with.

Dunkin' ✔
@dunkindonuts

Today, 9.29.18, is #NationalCoffeeDay!!
So there's one question... who do you run
with? ☕☕

Shopping BFF	31.7%
No Shame Dance Partner	9.3%
Game Day Go-To	25.1%
Binge Watching Buddy	**33.9%**

1,213 votes · Final results

7:01 PM · Sep 29, 2018

♡ 69   Reply   Copy link

Read 14 replies

Refine your content marketing strategy
Use polls to get instant feedback on the types of content your followers want in the future. Ask your followers what

they want to read and what products they love.
@HonestPro_ asks their audience what they like to see in their Twitter feed.

Once a Twitter Poll has closed, all participants get a notification about the results, which can lead to even more conversation.

5 creative ways brands can use Tweet threads

Sometimes a single Tweet is just not enough. Whether you want to tell a larger story, connect your campaigns, or resurface related Tweets, Tweet threads are the perfect way to give your audience a bigger picture.

Take a look at five different and creative ways businesses have used Tweet threads.

Host a giveaway and announce the winner

Are you Tweeting a giveaway? When it's time to announce the winner, post your congratulations Tweet as part of the original thread. You'll draw attention back to your original giveaway, and allow your audience to see the winning announcement in context.

The game-based learning platform, [@GetKahoot](), hosted a giveaway and linked the winning announcement back to the original thread.

Connect your campaigns and content

Some campaigns work better as collections than as separate ads. Post each piece as part of one larger, coherent thread. Each time you publish a new addition, it will draw attention back to the entire campaign.

Subscription-based toothbrush company, @getquip, matches their product colors to Rihanna's outfits.

Extend your character count

We've already extended the allowed character count to 280, but sometimes you have more to say than that. Whether you need to include terms and conditions or want to direct your audience to further reading, connect your posts to tell one seamless story.

The financial technology company, @RevolutApp, posted a giveaway, followed by their terms and conditions as part of the original Tweet thread.

Provide background information

Is there more to the story? Provide your audience with background information, context, and research. Whether you're threading a tutorial video to a new product release, or industry articles to your current business landscape, Tweet threads are a great way to connect customers to additional resources.
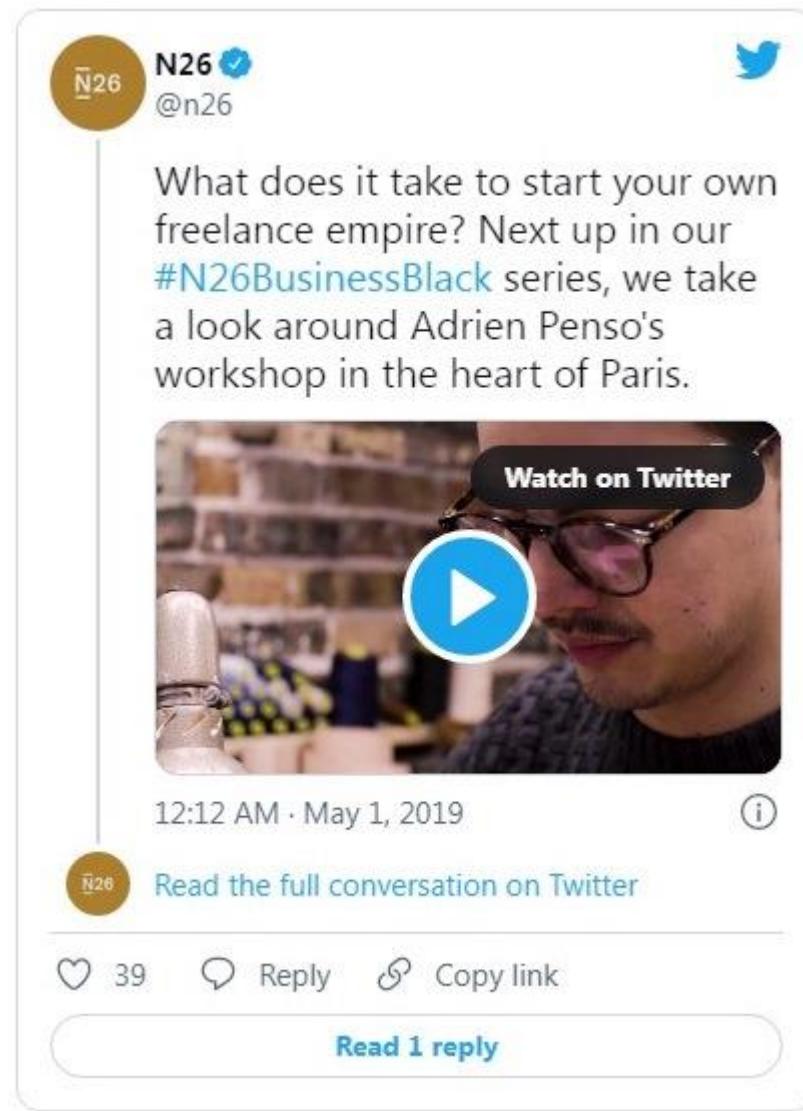
After posting a video of Adrien Penso's leatherwork, @n26, a European banking app, published an article featuring Adrien Penso's freelance business as part of the same Tweet thread.

Follow up on events

Since Tweet threads bring your followers back to the original Tweet, they're a great way to remind your audience about webinars, pop-up shops, or upcoming sales. Or, if an event has already ended, use a thread to thank your customers for attending and let them know what's coming up next.

Cryptocurrency startup, @argentHQ, used a Tweet thread to follow up on their #CogX19 event in case some followers missed the live show.

Not sure how to create a thread? Read our article "How to use Tweet threads" for a step-by-step tutorial on how to start threading your Tweets.

4 ideas for creating video

content with your phone

On Twitter, brands need to create fresh and engaging visual content on a near-daily basis. Why? Because that's what your audience wants. Tweets with video attract 10X more engagements than Tweets without video, Tweets with images attract 150% more Retweets than Tweets without images, and even Tweets with a GIF gain 55% more engagement than Tweets without a GIF.

But what if your brand doesn't have an in-house multimedia team or a Hollywood budget? The good news is that all you need is your creativity and your cell phone.

Your phone is a fully capable multimedia studio in your pocket, giving you everything you need to create compelling content on the go. If you want to build up your visual library, here are a few ideas to get you started.

Create GIFs

Along with emojis, GIFs are one of the primary ways people communicate online. While it's easy to use an existing GIF to complement your Tweet copy, many marketers don't realize how simple it is to create their very own original,

branded GIF.

Depending on the type of effect you're trying to capture, you may want to use a Time Lapse video, a Live Photo, or a series of static photos. While it's possible to create a GIF from within the iPhone's Photos app, GIF-making apps simplify the process and make it easier to add stickers and text.

Phone, accessories, action!

While the iPhone camera and microphone are great for capturing impromptu shots, they don't have the ability to capture commercial-grade content on their own. However, there are a wide variety of accessories you can buy to help

your iPhone create professional-quality video content.

Attachable lights and flashes help capture the best visuals possible without requiring a studio lighting setup. You can also get a microphone that attaches to your iPhone to capture ambient sound, or a clip-on microphone for conducting on-camera interviews. To make your shots smoother, a gimbal can stabilize your iPhone or provide crane-like sweeps right from your hand.
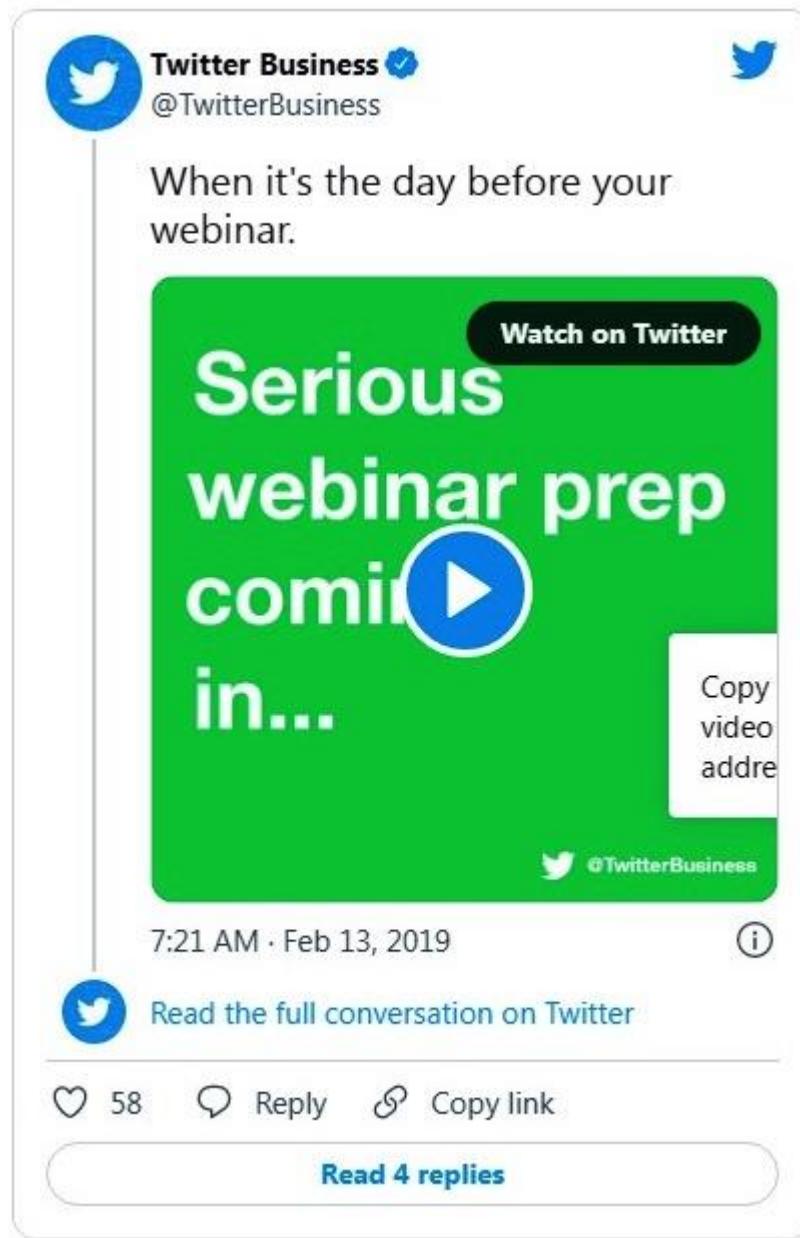
Turn your screen into content

Another feature that's often overlooked is the phone's video screen capture ability. This is handy if you want to post a demo of your app or show people how to use certain features.

To do a video screen capture, make sure you enable the function in Settings > Control Center. When you swipe your

screen up to reveal the Control Center, push the Record button to start. You'll get a three-second countdown, and then your phone will start capturing video of whatever you do. It will also record sound, so have your narration ready!

Start with stop motion

Stop motion is the foundation for animation. With your phone, creating a stop motion video is as simple as taking a photo, moving the object slightly, taking another photo, and repeat.

Here are a few ideas to get you started:

- - Move the camera around the object
- - Keep the camera on a tripod and move the object instead
- - Add details to the object like drawings or text
- - Take the object apart to show how the parts fit together

Ready to create your video? Get started with [best practices and video resources](best-practices-and-video-resources) straight from Twitter.
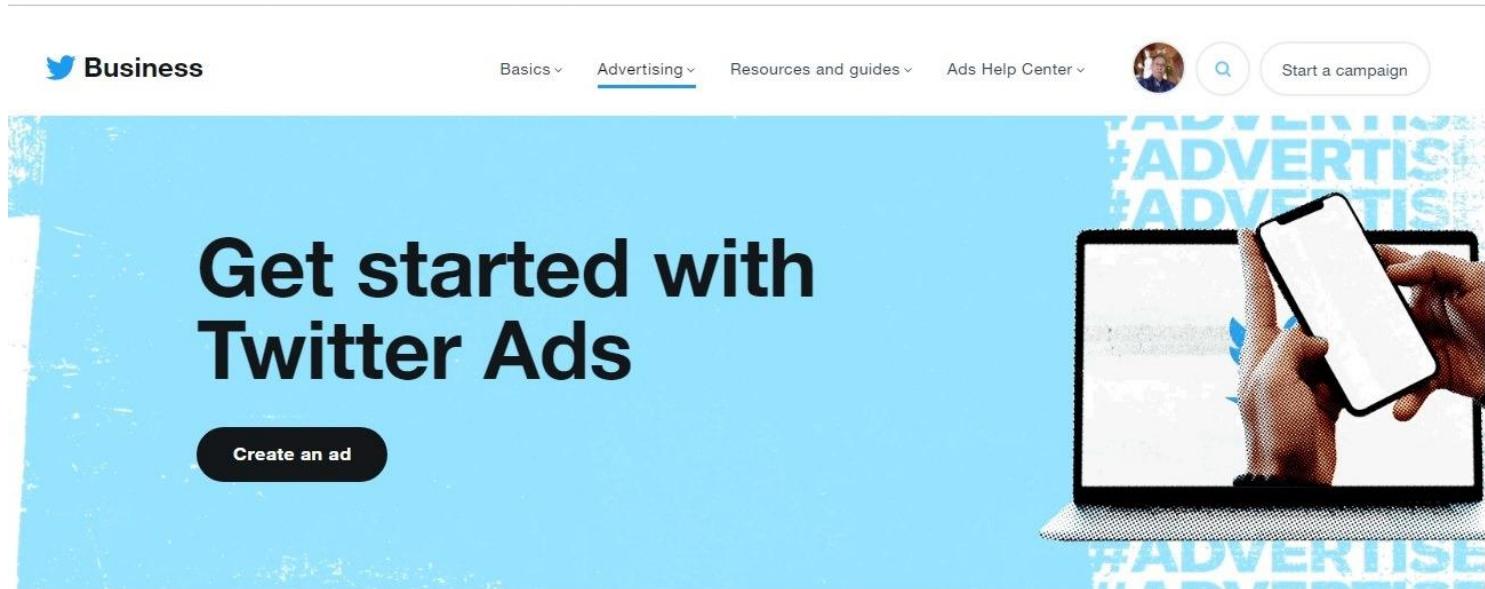
1. Access your ads account

Visit ads.twitter.com and login using the credentials for the account you want to run a campaign from.
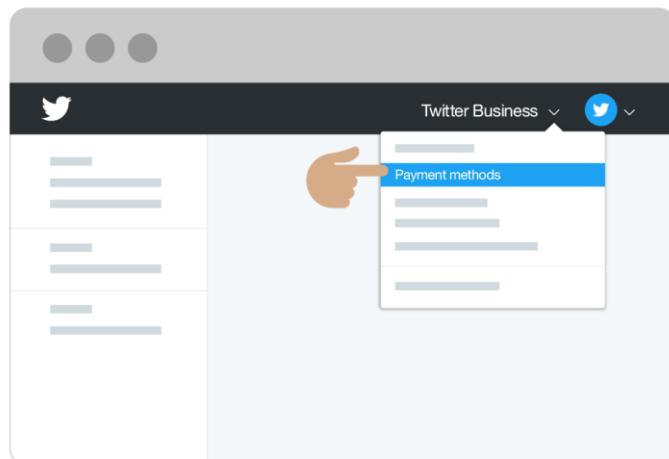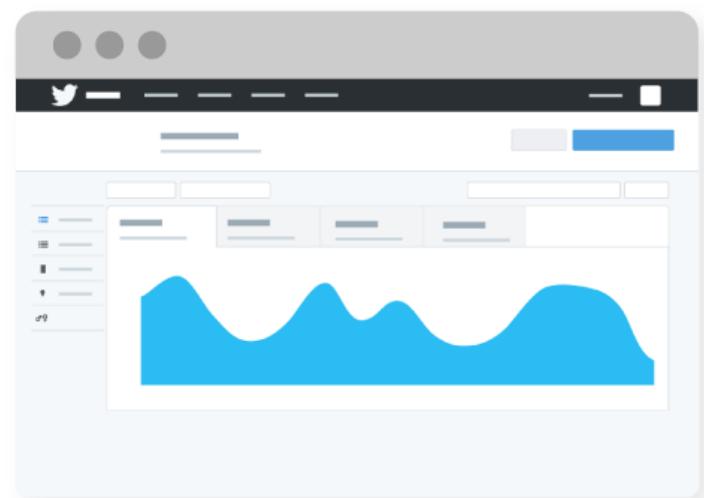
2. Add a payment method

Before you can run a Twitter Ads campaign, you need to add a payment method. You will <u>not</u> be billed unless you launch a campaign.

3. Create your ads

Select "Tweet composer (New)" from the "Creatives" menu.

Create your Tweet, **keep the Promoted-only box checked,** and hit "Tweet." Repeat until you've created all of the Tweets you'd like to promote.
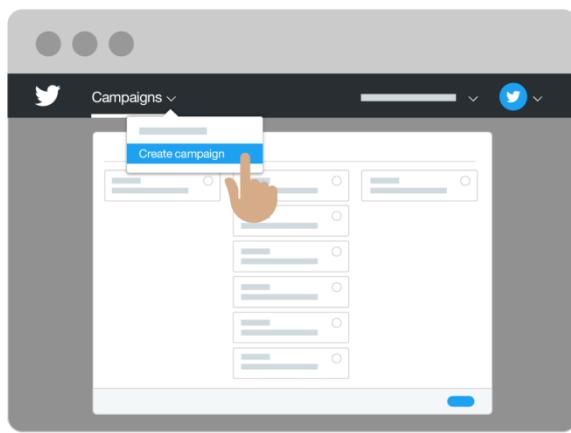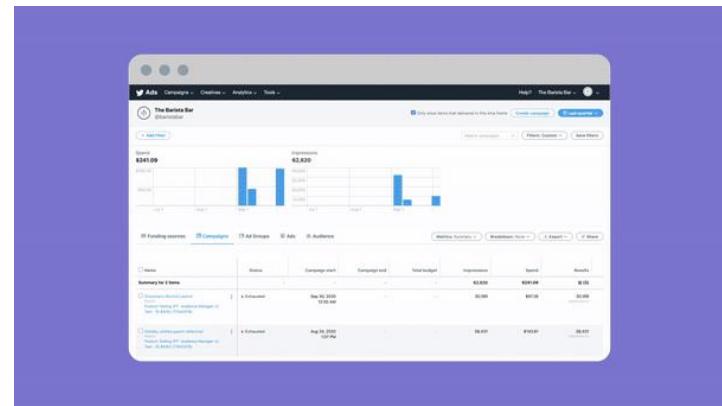
4. Build your campaign

Select "Create campaign" from the "Campaigns" drop-down menu in your Ads Manager. Follow the prompts to choose your objective and fill in your campaign details.

Click the dots below to see our tips:

Targeting: Unless your objective is app Installs or app re-engagements, we recommend un-selecting the "Extend Twitter Audience Platform" option under "Placements".

Budget: There is no minimum spend, and you can adjust your budget as you go.

5. Launch and optimize!

Once your campaign is live, you'll be able to track results in real-time from your Ads Manager dashboard.
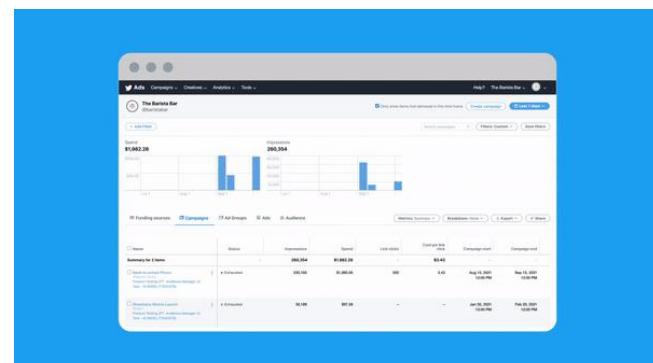
Twitter Ads campaigns are objective based, meaning they are optimized towards the objective you select, and you are only billed for actions aligned with that goal.

See Twitter's available campaign objectives below.

Awareness

Reach more people with your ads

The reach objective maximizes the number of people who see your ad within a set period of time. Select this objective when you want to build brand awareness, improve brand perception, or get as many people to see your ad as possible such as when you're launching a new product or brand message, or trying to build relevance around a certain occasion, topic, or event. This campaign objective also gets your name out there, drives awareness, and connects you with potential new customers.

Twitter Objective Playbook

Broaden Your Reach

**Get more people
to see your ads.**
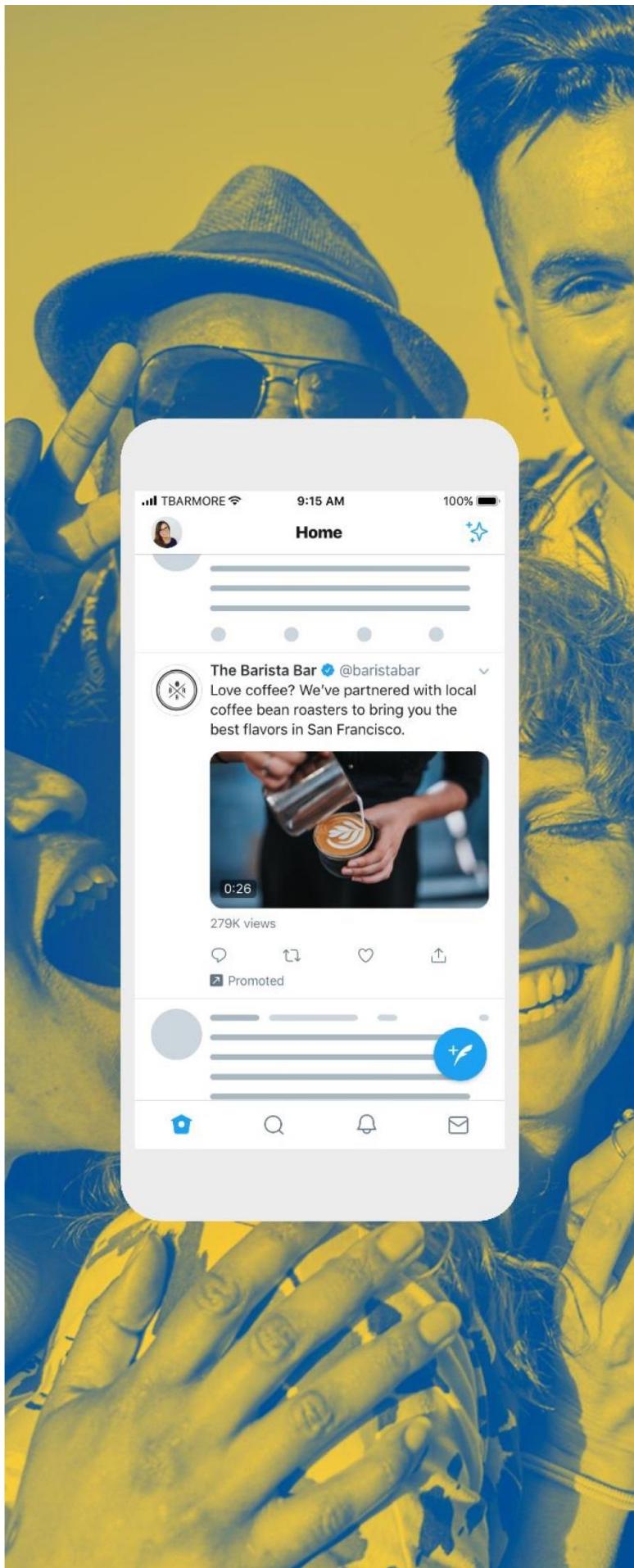
What's covered

Overview

The *Reach* objective is all about maximizing the number of people who see your ad.

Use this objective when you want to show your ad to as many people as possible and also build brand awareness or change brand perception. Consider Reach when you're launching a new product or brand message, or trying to build relevance around a certain occasion, topic, or event.

Reach campaigns maximize (you guessed it) the unique reach of your Tweets. Not only are you able to drive awareness from lots of people, but you can do it cost effectively. Plus, Reach is flexible, so you can set campaigns to focus on unique reach or reach-plus-engagements (likes, clicks, replies, and Retweets).

Looking to maximize video views or engagement instead?

Focused on increasing your Tweet engagements of video views instead? We got you! Check out the Video Views and Engagement Objectives.

Benefits

Drive Efficient Reach
A cost-effective way to raise awareness of your brand's message.

Optimized Results
Campaigns auto-optimize for maximum reach or reach-with-engagements. Just select your preference, set up your campaign and we'll take care of the rest.

Spend What You Want
Enable predictable pricing by setting a cap on the CPM you're comfortable paying.

Flexible
The Reach objective is compatible with all of Twitter's targeting & ad formats.

Overview

Twitter's cost-per-action pricing means you only pay for the results you're looking to drive.

Here's how it works.
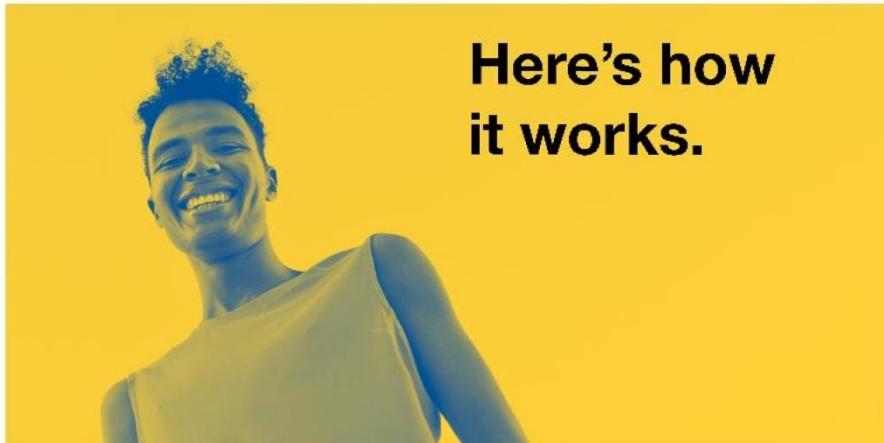
For the Reach objective this means you'll only be charged for impressions.

Promoting a video? Keep in mind that Reach is the best objective for achieving reach and impressions. Not necessarily video views. This means videos will receive lower view rates than if you ran on the Video Views objective, but will be served to more people.

In a Reach campaign, you're only charged for every 1,000 Tweet impressions.

What you pay per 1,000 impressions depends on your budget, bid, and the targeting you select. As part of this offering, you'll get real-time bid guidance based on your targeting goals. We'll get into more details on these in the coming pages.

Pro Tip #2

Lower bids have less unique reach and a higher frequency rate (average number of times a person sees your ad).
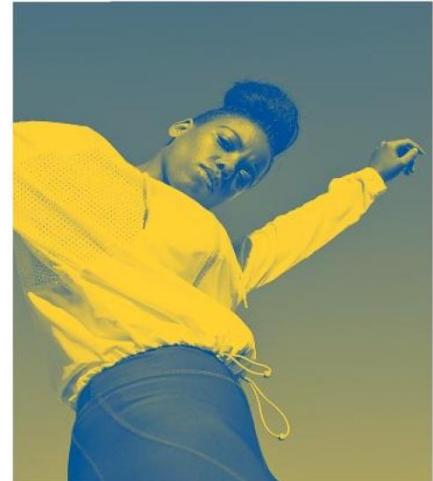
Pro Tip #1

Higher bids receive more unique reach.

How to get started

Before you start, make a plan. Here's a checklist of considerations that'll help you refine your objectives and achieve the best results.

What is your end goal?

(Max reach, affordable CPMs, moving specific brand metrics?)

Who are you targeting?

Core Audience,
Existing Connections,
or Lookalike audience?

What type of reach are you looking for?

Mass reach (takeover products) or target reached (various ad formats)?

What creative assets do you have?

Do you have images, videos or a GIF? Are your assets optimized for the feed?

Where your ads appear
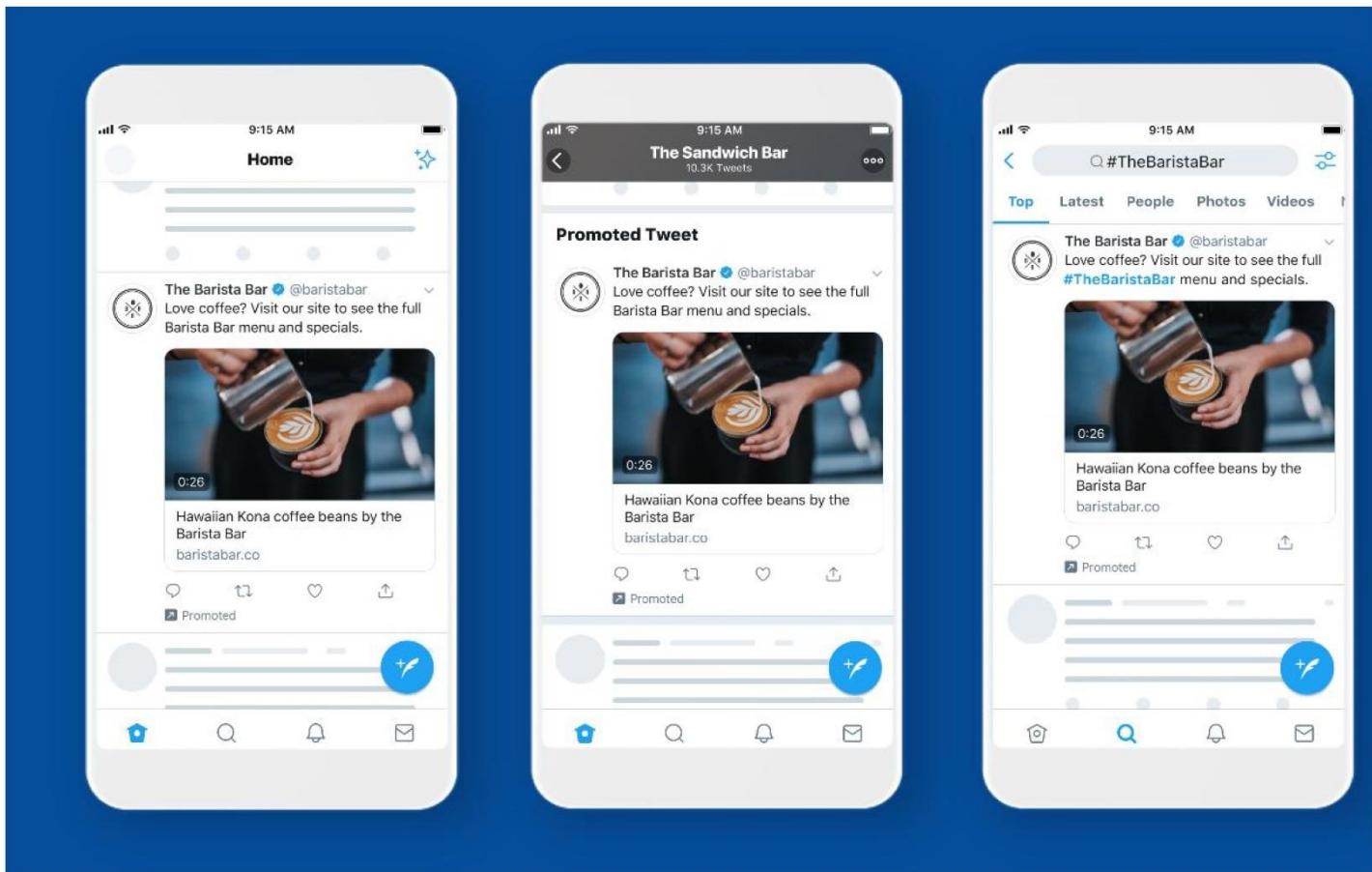
Home timelines

Your campaign may be visible within a person's timeline if you have a Promoted Tweet relevant to them (based on your audience targeting).

Profiles + Tweet detail pages

(Optional) When someone you've targeted visits a Twitter profile or Tweet detail page, they may be eligible to see your ad.

Top of search results

(Optional) Campaigns appear in select search result pages on Twitter.com & partner products. You can always customize where & if you want your Tweets to appear in search.

Ad formats

Recommendations

Selecting Ad Formats for your Reach Campaign

Twitter offers a wide selection of Image, GIF and Video ad formats that can help your creative and campaigns stand out. Each format comes with its own unique features that can be used for different purposes.

Some for example, can help drive longer video views, others give you the ability to add question and answer polls to your image or video ads, while others can take customers directly to your website. Whatever your goal is, we have an ad format that can help. Best of all they can be used together to amplify your message and maximize the value of your creative.

In fact, using the same single ad creative (let's say a teaser video for your new product launch) with three or more ad formats can help your message stand out in feed, driving greater awareness and down funnel impact.

On the next page you will find a list of the top performing ad formats we recommend for the Reach objective. We suggest you test them out when building your campaigns to see which helps drive the best performance for the goals you care about.

Using multiple ad formats increases the probability of campaign success

Recommendation:

When possible use

3+
Ad Formats to drive the best results
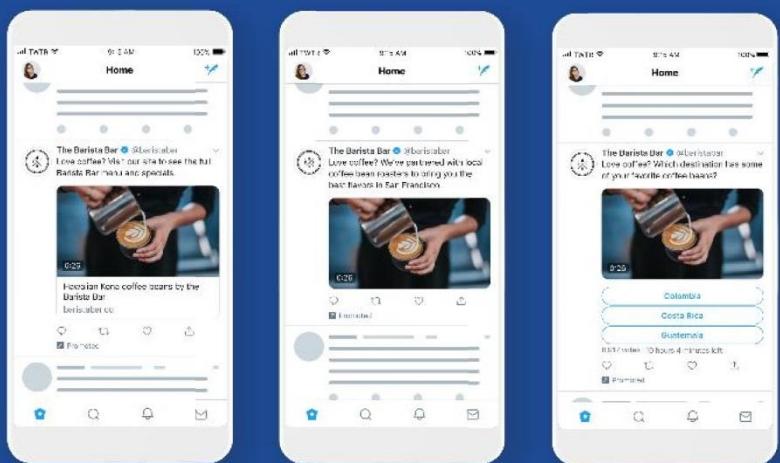
Ad formats

Video Ads

Video Ads lets you promote a video from a brand's Twitter account. The video autoplays when shown in a person's timeline. 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 additional features to achieve specific goals.
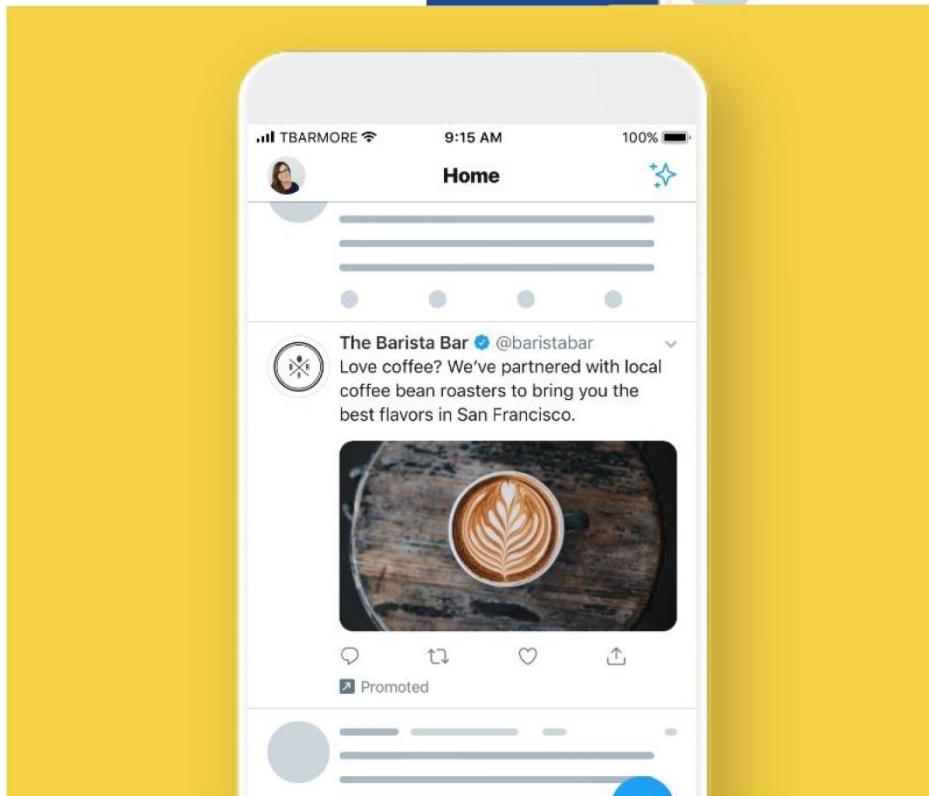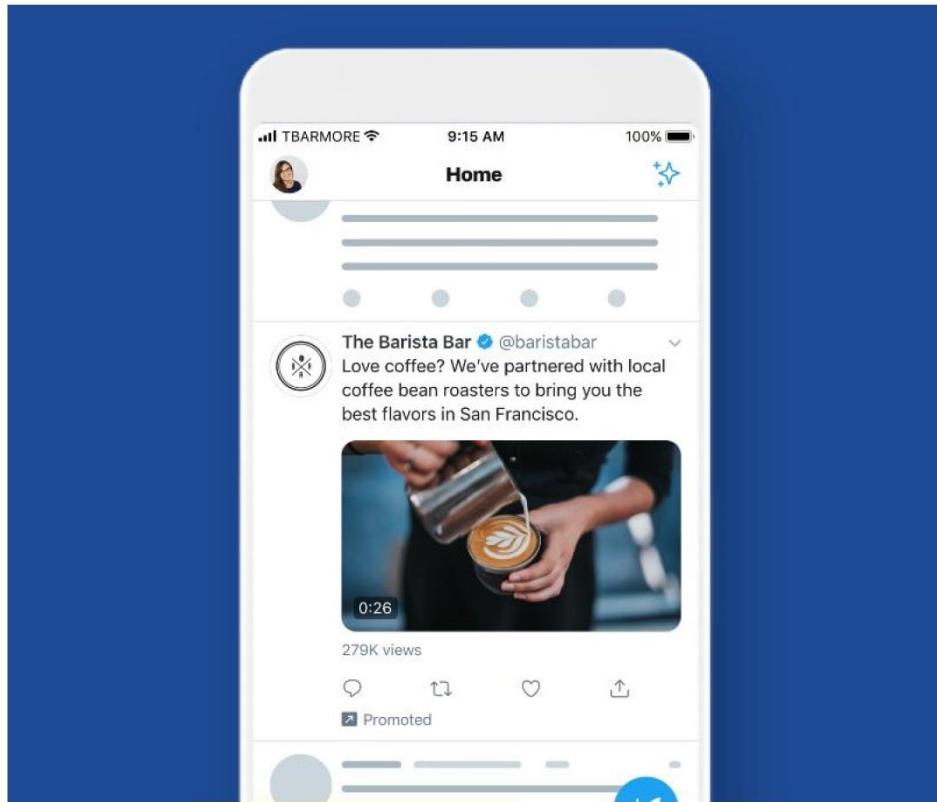
Image Ads

Reach a wider group of people or spark engagement from existing followers.

Image Ads are Tweets that are paid for by our advertisers to reach a wider group of users or to spark engagement from their existing followers. These appear in your Home timeline, at the top of search results on Twitter and elsewhere on the platform, and are clearly marked as "Promoted", but act just like regular Tweets and can be Retweeted, replied to, liked, and more.

Ad formats

Video Ads

Capture attention with your best video or image content and drive people to your site or to take an action in the moment.

Video Ads enables marketers to promote their website with video creative, creating a rich experience for the user, a continuation of the conversation started in the video, and more qualified site visits. Upon clicking on the video unit, the destination URL loads and the video shifts to the top of the screen and continues to play. The video then scrolls with the page.
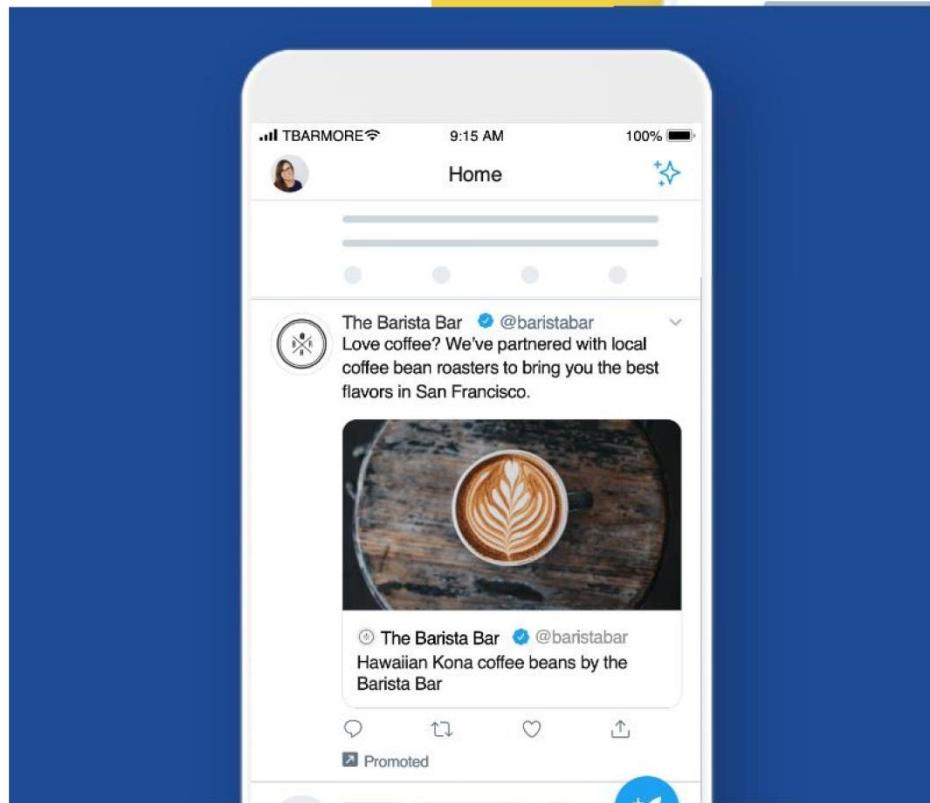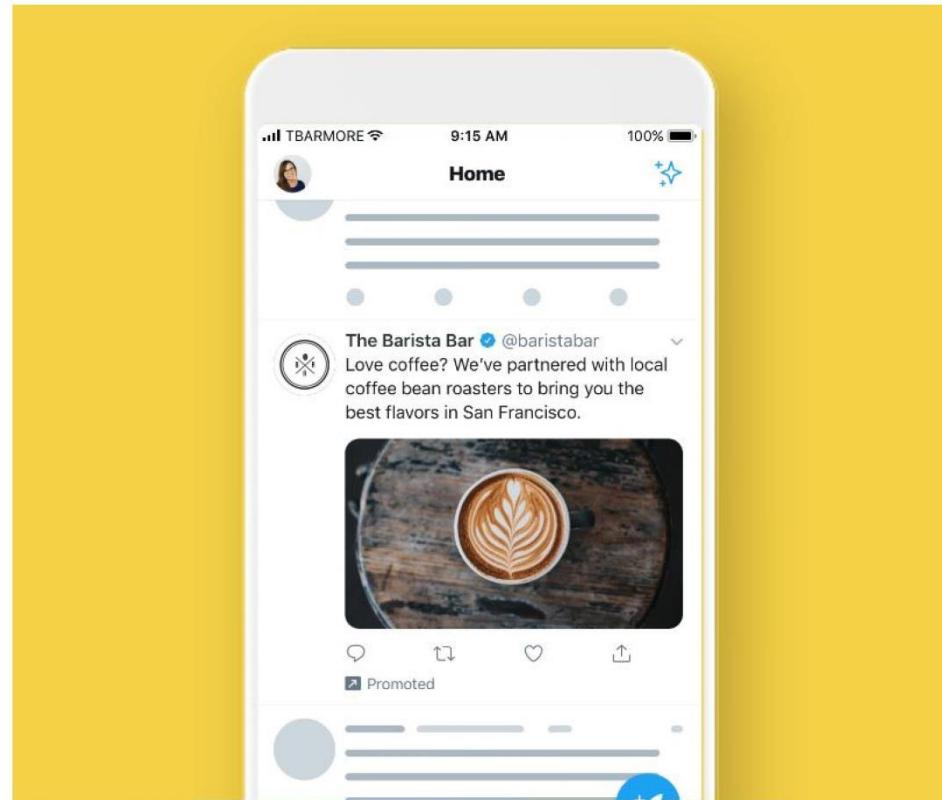
Moment Ads

Moment Ads are a collection of Tweets you can place together in a storytelling canvas that's immersive and engaging. The format allows brands to tell a story beyond 280 characters.

Image Ads leverage Twitter's unique data signals and cross-device identity to reach key audiences and deliver cost-efficient clicks to your website and onsite conversions, across platforms.

Ad formats

Carousel Ads

Engage your audience with new edge-to-edge media.

The new Carousel Ads on Twitter help marketers reach new audiences and drive people to their website or app through multiple images or videos. Share a brand story, show off different products, or highlight more features - all within a single ad.
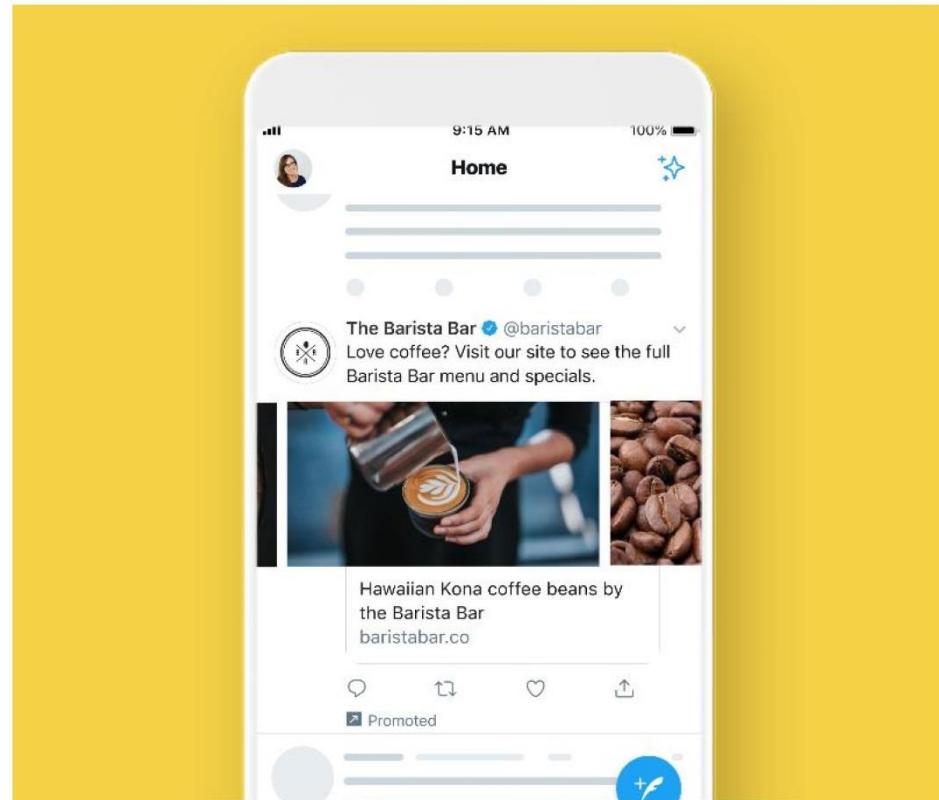
Takeover products

Let's say your brand's about to have a big moment: launching a new product, brand message, or looking to reach a massive audience on a specific day (like a holiday or event). Time to tell e-v-e-r-y-o-n-e.

When you want to reach a lot of people in a short amount of time, we recommend our takeover products. This is the best way to achieve quality reach at scale.

Friendly Reminder: These must be purchased through your Twitter Account Manager and are not part of the the Reach Objective.

Here are the takeover products we offer.

- Timeline Takeover
- Trend Takeover/Trend Takeover+
- Twitter Takeover (*bundled offering of Timeline & Trend/Trend Takeover+*)
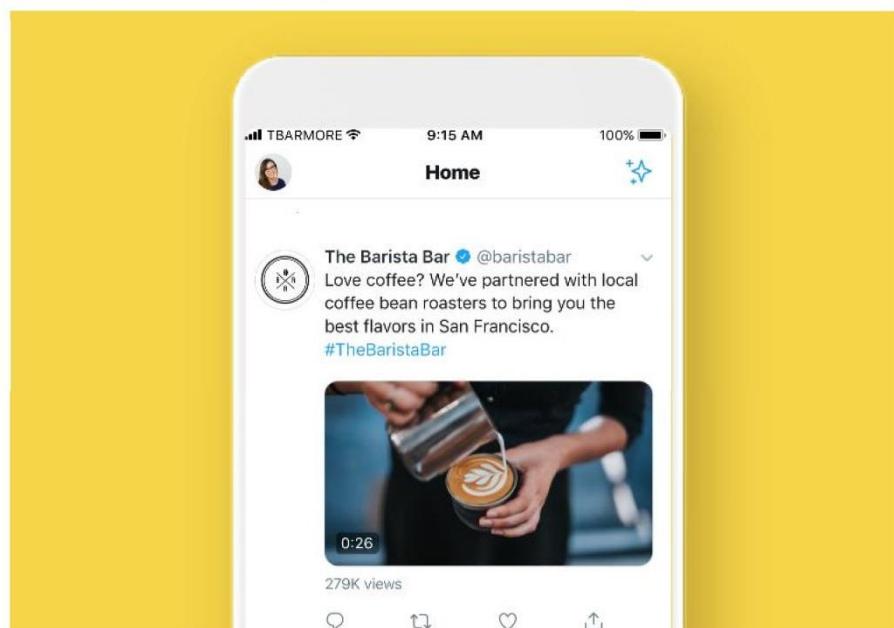
Timeline Takeover

Timeline Takeover puts your brand at the top of the conversation as the first ad of the day. People come to Twitter to discover what's happening. With Timeline Takeover, your ad is the first ad that will appear when someone opens Twitter for the first time that day.

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🐦 **Takeover products**

Trend Takeover

Trend Takeover puts your ad alongside what's trending. Displayed alongside what's trending, Trend Takeover puts your message where the conversations starts—the Explore tab.

The Explore tab puts what's trending on Twitter in one spot.
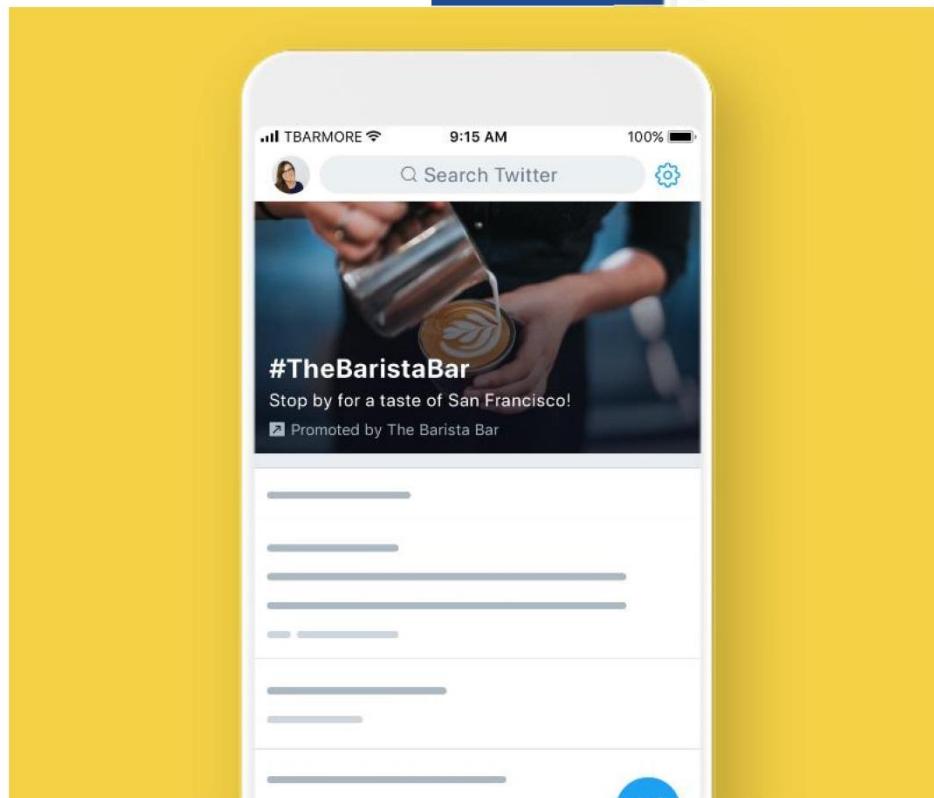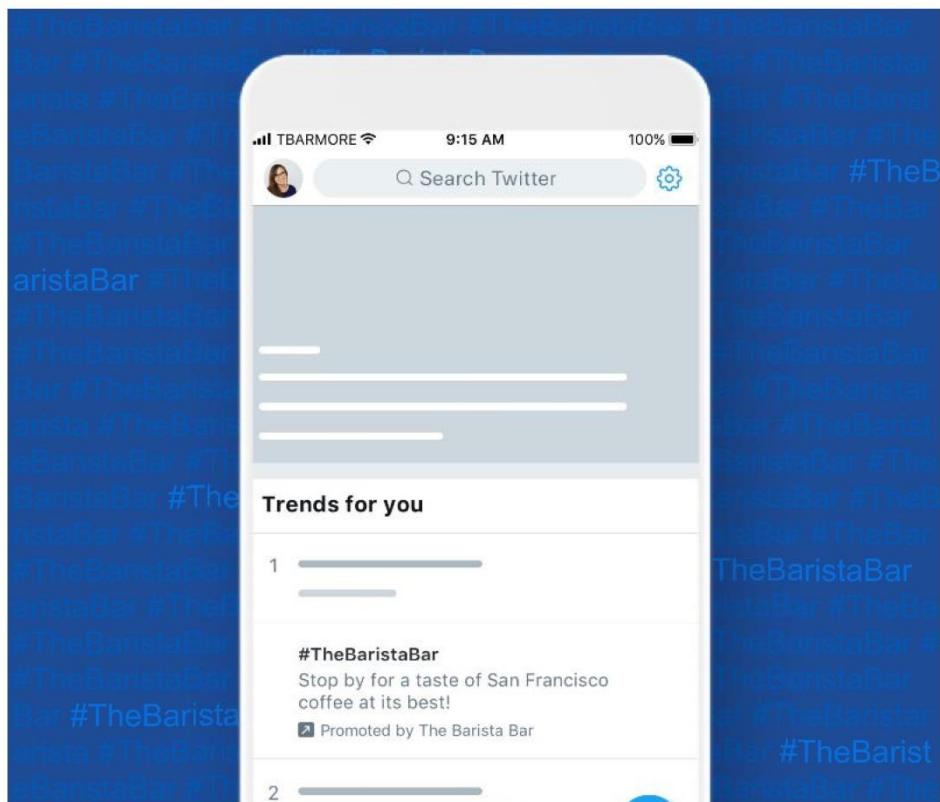
Trend Takeover+

Trend Takeover+ adds immersive creative to your message.

Don't just be a part of what's happening, be what's happening with Trend Takeovers.

Ad creative & copy

The Reach objective can work with most of Twitter's creative formats including images, GIFs, and videos.

So what's the secret to a good Tweet Ad? It's quite simple... People respond best to compelling Tweets. As you build your campaign, we recommend you brainstorm creative ways to develop interesting Tweet content and engage your audience. We've included three good questions to ask yourself.

A simple formula

1. What do you want consumers to think? →
2. What do you want them to do? →

3. How do you want them to feel? →

Your Brand
@YourBrandHandle

[— — —   **Active Statement**   — — —]

Call to Action, link.com or #Hashtag

Video or Image

Ad creative & copy

🎨 Creative best practices

Ad creative is the top factor in driving sales. In fact, according to Nielsen, 47% of sales performance can be attributed to creative alone. After reviewing thousands of campaigns, we've put together a list of ways you can drive the best return for ads.

Keep in mind, people also read text on Twitter (more so than other platforms) so it's important to think through your copy and CTAs as well.

Keep It Brief

Aim to keep videos at 15 seconds or less to maximize branding impact. (15 second video ads tend to see 3x higher completion rates vs 30 second ads)

Grab Attention Quickly

There should be movement in the first few seconds of your video.

Strong Visuals

97% of people focus on visuals on Twitter so make sure it's eye-catching and features your product or key message.

Persistent Branding

Video ads with clear logo placement drive 36% higher brand recall. Clear branding should be included within the first 3 seconds of the ad, and preferably stay on-screen the entire time.

Captions + Sound Off

Include captions or text-overlay so that your message comes through without sound. Closed captions and text overlays create 28% longer view times on Twitter.

Short Copy

90% of people read copy on Twitter. The sweet spot are Tweets with 50-100 characters.

Source: Nielsen Catalina Solutions, 5 Keys to Advertising Effectiveness, Oct 2017

Bid types

Let's talk campaign bidding

You have two options when it comes to bid types: automatic cost or target cost. We recommend automatic cost bidding because it's more flexible, cost effective, and updates based on real-time auction conditions.

When entering your bid, consider the value of 1,000 impressions and let that dictate what you'd like to pay. We provide a recommended bid (informed by past successful campaigns) which indicates the amount that will best help you reach your goal. Just note that if your bid is not competitive relative to other advertisers, your campaign may not serve.

Once your bid is set, you will never be charged more, and often times will be charged less. In addition to controlling the amount you pay per action, you can also

control the daily budget you're willing to spend on each campaign.
Once your daily budget has been reached, the campaign will temporarily stop serving until the following day (or until the daily budget is increased). You can also set a total budget for the campaign.

You're encouraged to test your objective with a CPM bid in the suggested range. This range varies based on your optimization preferences. It may also be higher during heavy traffic events (like the Holidays).

Keep in mind

A higher bid means you are more likely to win the auction, which will then lead to more reach.

But don't forget, the more detailed your targeting is the narrower your reach will likely be.

Audience targeting

Getting views is great. Getting views from people your ad will resonate with is even better.

We're all about finding the right audiences for your campaign.

People come to Twitter to discover what's happening in the world, to share information instantly, and to connect with people and businesses around the globe. Twitter is where hundreds of millions of people post more than 500 million Tweets every day. This gives us a window into people's lives, interests, wants, and what they're doing right now.

With the Reach objective, you get access to Twitter's industry-leading targeting features. Configure accordingly and you're all set to go.
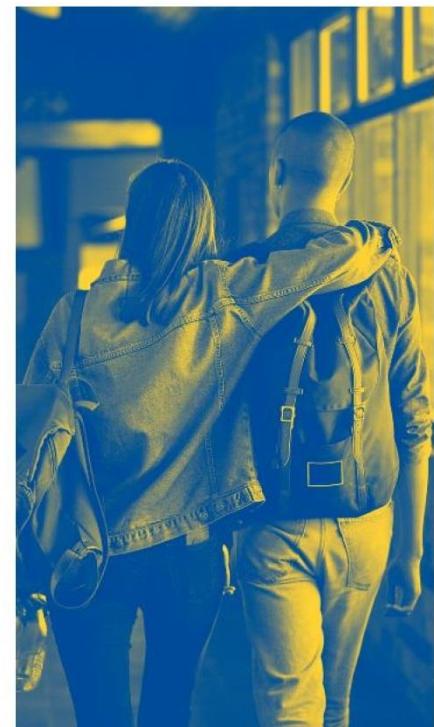
Targeting types

Here are 3 targeting strategies we offer:

Core audience
People targeted based on designated factors like demographics, location, interests, and keywords.

Existing connections
Reach people who are already familiar with and have expressed interest in your brand on or off Twitter.

Look-alikes
Discover brand new people with habits, interests, and backgrounds similar to your existing followers or customers.

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Audience targeting

Core audience targeting

Looking for mass reach? Start here. Core Audience targeting allows you to set parameters to find your ideal audience.

Demographics

Set preferences on age, gender, language, device, and more.

Location

Make selections based on country, state, region, metro area, or zip code.

Keywords

Target or exclude people who searched for, tweeted, or engaged with Tweets containing keywords.

Conversations

Find people talking about your brand (or relevant topics) in real time to drive conversation across Twitter.

Followers

Reach people who follow your brand on Twitter.

Look-alikes

Connect with people based on the types of handles they follow and interact with.

Interests

Choose based on what they're into: hobbies, sports, movies, and more.

Movies + TV

Target people who Tweet about or engage with movies and shows in a specific market.

Events

See who's interested in select festivals, concerts, holidays, etc.

Pro Tip #1

While it's always smart to target by location and device, we advise using only one type of audience targeting with each campaign. In other words, choose whether to target by keyword, interest, followers, behavior, and so on. This makes it much easier to track what works and optimize accordingly.

All of our Demographic Audience Targeting tactics including Age, Gender, Location, Device, Language, and Carrier will apply to every person targeted in your campaign. For our Interest and

Action based targeting tactics, including Keywords, Interests, Follower Look-alikes, and Conversations, a person can only be targeted by your campaign based on a single parameter, not multiple.

Audience targeting

Existing connections targeting

Yes, Core Audience Targeting is a big help in finding a large and relevant audience. But maybe you're looking for a more specific group of people? Here's where you find people who have already shown interest in your brand.

People who've visited your website

Target individuals who have already visited your website. All you have to do is install Twitter's pixel.

For detailed instructions on how to do this, visit our Tailored Audiences for Web page that has step-by-step instructions.

People who've seen or engaged with past Tweets

Now you can retarget anyone who's watched your video, liked a Tweet, or engaged with your organic/promoted content within a certain timeframe.

People or customers you already know

These are the people you already know are interested. Identify them based on emails, Twitter IDs, or mobile advertising IDs. You can also work through an Audience Partner to import existing customer audiences directly into your Ads account. Reconnect with them or exclude them to focus on new acquisition.

Look-alikes targeting

Expand the audience you've created using Core Audiences and Existing Connections using Look-alikes. These are brand new people that like, act, and engage the way your existing customers do. This is the best way to scale your campaigns.

Core audience & existing connections

Look-alike audiences
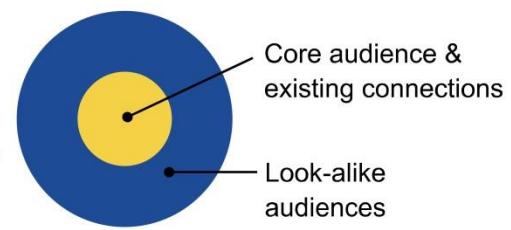
Pro Tip #2

Have more questions about targeting? Visit our detailed Q&As on: Device targeting | Geo, gender, and language targeting | Interest and follower targeting | Keyword targeting | Tailored Audiences

Audience targeting

Other Targeting Tips to optimize your campaign

Target with focus

Creating campaigns with focused, relevant targeting means you have a higher chance to serve to audiences who are interested and likely to engage with your ad. Too large an audience will decrease the chances of the ad being relevant to users. That being said, targeting too small an audience will limit the users who are eligible to see your ad. Use the campaign forecaster tool within the campaign setup form to see if your targeting parameters are focused but not limited.

Increase your reach

Target people who are similar to your followers, who are Tweeting with specific keywords, and who have visited your website.

Vary targeting between campaigns

If you have more than one campaign targeting very similar audiences, your performance can suffer since your campaigns are essentially competing between each other for serve.

Align Tweet copy with targeting

For example, if you have one Tweet copy targeting males, and one targeting females, make sure the copy you use aligns with the different targeting parameters.

Break out mobile vs. desktop targeting

Mobile is a fundamentally different medium than desktop, characterized by frequent quick sessions and spur-of-the-moment spikes in purchase intent. Because of this, we recommend running separate campaigns each targeting mobile and desktop separately. This lets you test and learn the nuanced behaviors for each.

Play around!

One of the most important things you can do to drive continued campaign performance is to test what works for you and your campaigns. While it makes sense to run always-on campaigns, you'll want to continually refresh and optimize your campaigns, given Twitter's ever-changing, real-time nature. Remove low performing keywords, interests, and handles, and replace them with ones that are similar to the high performing ones.

Campaign pro tips

The best way to know if your campaign's working? Try things out. Start a few campaigns, one for each marketing initiative, so you can get a sense of what works best. Test, iterate, win.

Below are some insider tips for maximizing your campaign's performance.

Start with auto bidding

Start with auto-bid to see how ads perform in the auction.

Test various creative

Follow creative best practices and, when possible, vary creative (3-5 pieces), copy and CTAs to see what works best.

Experiment with targeting

Expand your audience targeting using: Look-alikes, Keywords, Interests, Conversation Topics, and Retargeting.

Focus on the winners

Replace under-performing Tweets and targeting with fresh alternatives

Monitor Your bidding

Update bids for campaigns that are doing well & merit a higher spend, or that are close to but not quite meeting your goals.

Out with the old

Pause or delete campaigns that continue to under-perform after you've tried optimizing.

Don't over optimize

Resist temptation to over-optimize. After edits, wait 2-3 days to allow learnings to progress.

We've got your back.

Our technology automatically serves your best performing ads to the people you want to see them. Resist temptation to over-optimise. After edits, wait 2-3 days to allow learnings to progress.

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How to get started

Launching a
Reach Campaign

01

Log into your
Twitter ads account.

02
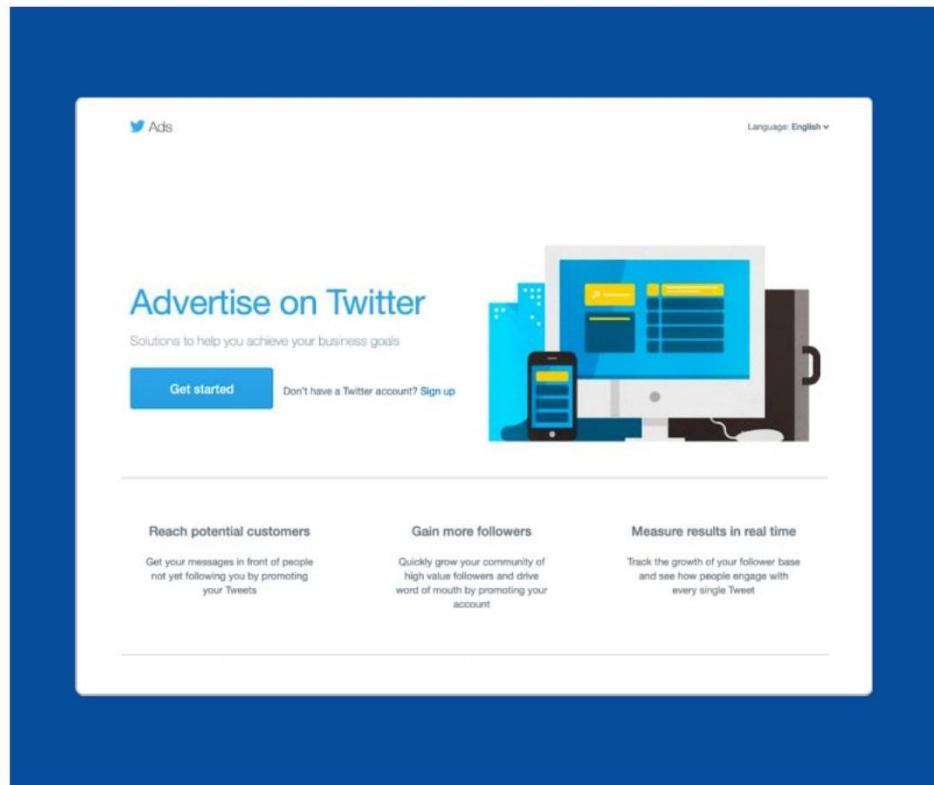
Click "Create campaign"
in the top right corner of
your Ads Manager.
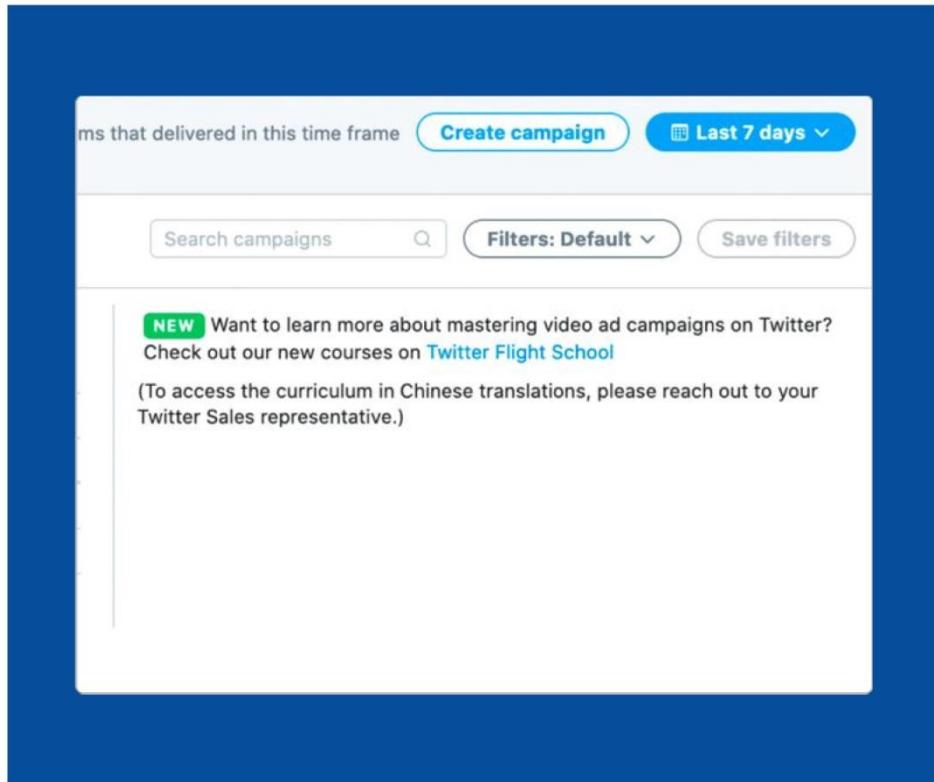
 How to get started

03

Select the "Reach" objective
when creating a new campaign.
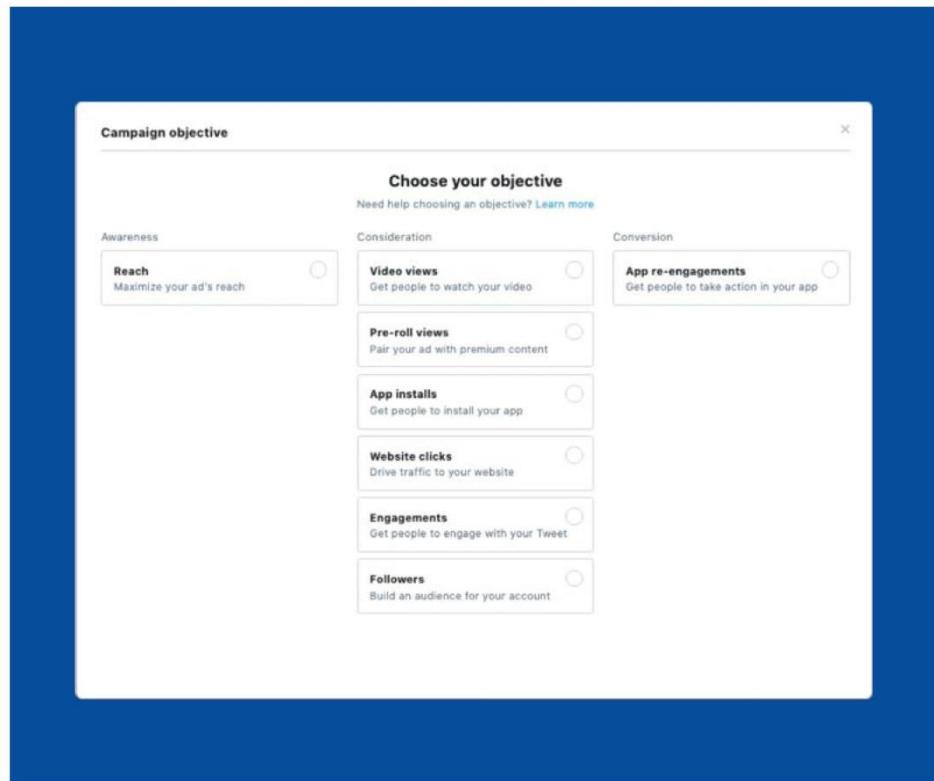
04

Create a campaign name.
This won't be public.
We recommend you use a
descriptive name for ease in
reporting, ie: audience
targeted, creative, etc.
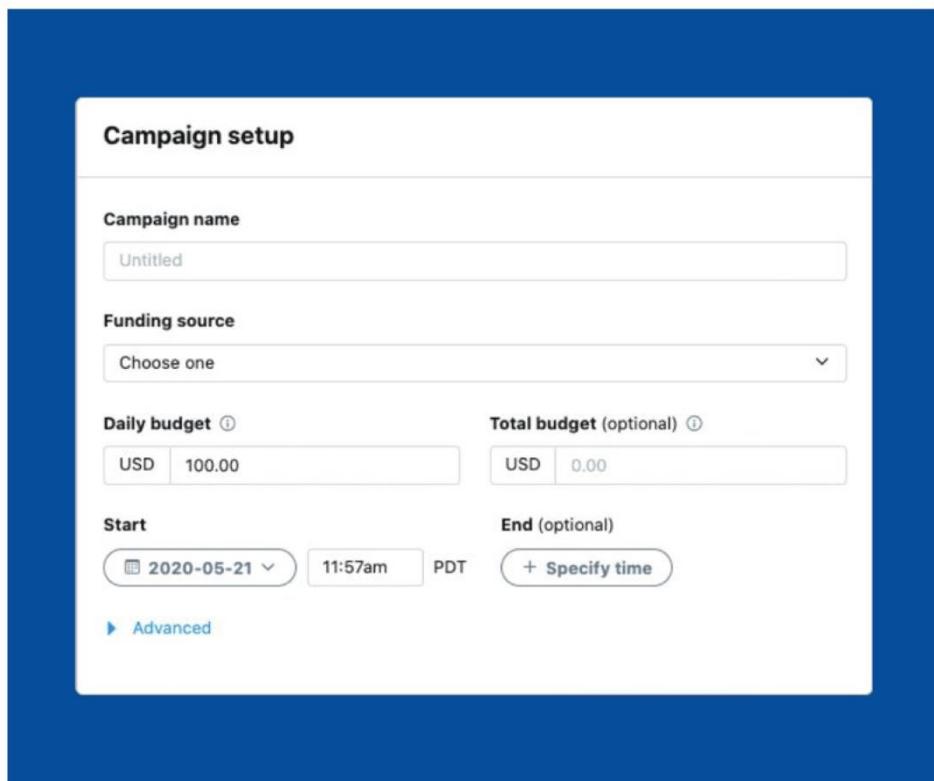
05

Choose the proper Funding
Source and input your Daily
and Total campaign budgets.

**Set start date and
(optional) end date.**

- We recommend longer
  flights to achieve greater
  CPM efficiencies.

**Set parameters for your
ad group(s).**

- Ensure to only select
  "Accelerated Pacing" if
  you have a very short
  flight with more flexible
  cost ranges

🐦 **How to get started**

06

Set a total ad group budget (optional).

Select CPM bid type and bid amount. Target Bit or Automatic Bid.
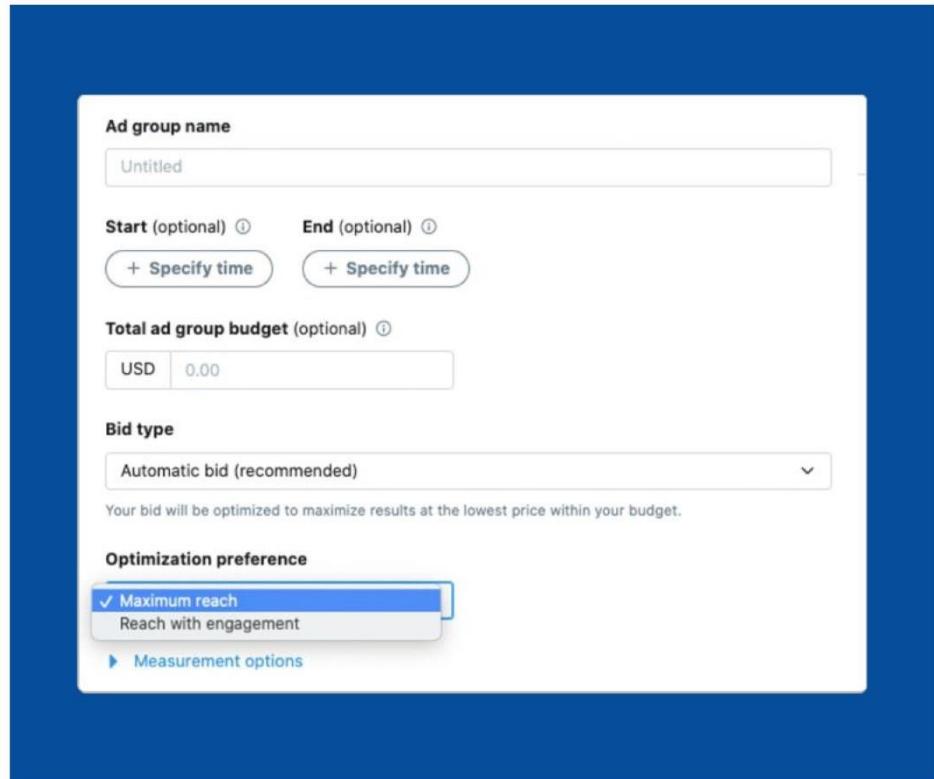
Select your optimization preference. Max Reach or Reach with Engagement.*

*Note: Campaigns optimizing for Reach with Engagements can be slightly more expensive than max reach since you are optimizing toward a dual objective.

Set up measurement tracking if applicable. (Check with your local Twitter sales rep to see what measurement tracking is available in your area)

Measuring results

Key Metrics to track

- CPM
- Total Impressions
- Total Spend
- Total Audience Reach
- Average Frequency

Measurement Studies

Additionally, you may be able to run measurement studies depending on the goals you want to achieve and campaign spend. Here are some examples of deeper measurement we have run for Reach campaigns.

Get Your Results in Real Time

Once your campaign is live, you will be able to track results from your Ads Manager dashboard. There you can explore metrics like total spend, impressions, cost per impression, audience reach and average frequency. Keep in mind an impression is any time your ad is shown on Twitter.

The default view will show results at a campaign level. Click on a campaign to see results by ad group, ad, or audience. Here are some things to look for at each level.
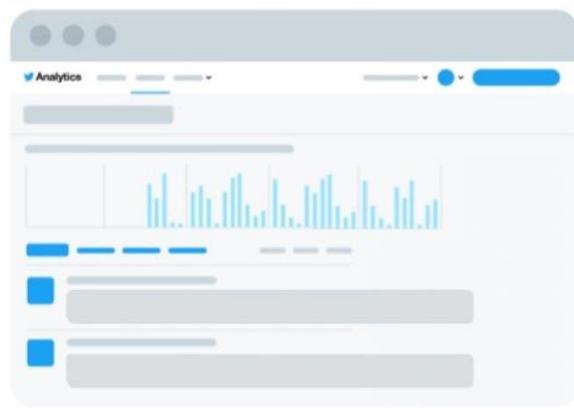
Campaign level:

- Number of results
- Results rate
- Cost per result

Ad group level:

- Is there an ad group performing better than others? Why is that?

Ad level:

- What Tweets are performing best? Are there any common themes around creative and/or copy? If so, consider creating more Tweets like these to add to the campaign.
- What Tweets are underperforming? Consider turning these off.

Audience level:

- What audiences are your Tweets resonating with most?

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Sources

Nielsen Catalina Solutions, 5 Keys to Advertising Effectiveness, Oct 2017.

Neilsen Brand Effect Data, 2017-2018. Figures represent percentage point lifts from Engaged group versus control group, and are from a minimum of five studies per brand metric.

IPG Media Lab.

"Why Twitter" Competitive Research, Kantar Millward Brown, 2017.

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

Kantar Millward Brown "Why Twitter" Competitive Research, 2017; Twitter internal data, "What's In a Tweet: Text Analysis", 2018.

Business   Basics ⌄   Advertising ⌄   Resources and guides ⌄   Ads Help Center ⌄   🔍   Start a campaign

Twitter Amplify
Pre-roll Views campaign

Leverage premium publisher content to promote your videos

Nearly half of people who come to Twitter daily follow our Amplify pre-roll publishers*, and using Twitter Amplify to connect with what's happening drives **+68% campaign awareness** and **+24% message association****.

Your target audience is already watching videos — tons of them. Amplify campaigns help you build brand relevance and align with consumers' interests, while providing customizations and integrated brand safety measures along the way. Your pre-roll video or branded sponsorship will be paired with some of the best video content from the world's most-watched and rising publishers.

Availability of Twitter Amplify solutions vary by region and market. Please reach out to advertiserhelp@twitter.com to confirm availability.

Twitter Objective Playbook

Amplify Your Videos

Promote your brand by aligning with top publishers that your target audience is already watching.
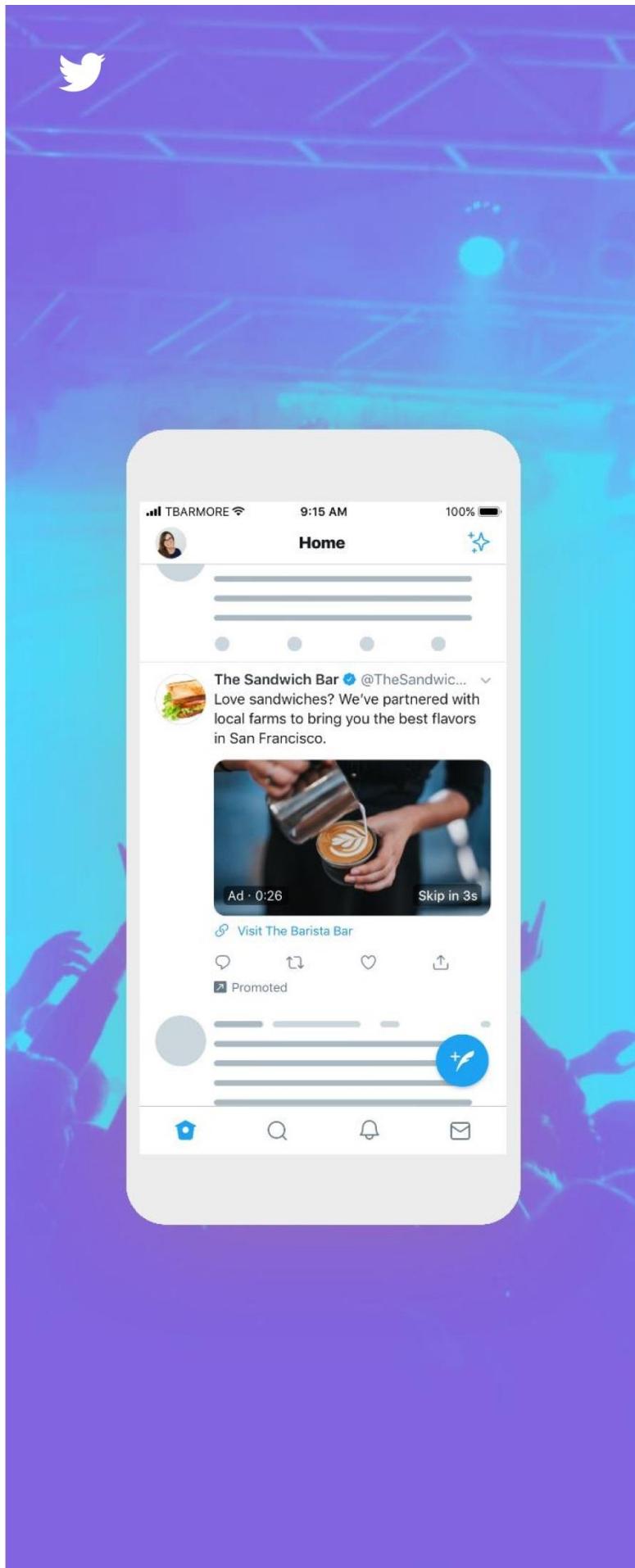
What's covered

Overview

Pre-roll Views campaigns increase your relevance by allowing you to run video ads on brand-safe, premium content your customers already love.

No one does video quite like Twitter. When something happens in the world, it's amplified on Twitter.

With premium video viewership on the rise, the Pre-roll Views objective gives you the tools you need to connect with the best video content from the world's most-watched and rising publishers.

Build brand relevance and align with consumers' interests by running pre-roll ads or branded sponsorships on the videos that your target audience is already watching.

Pre-roll clips will run before premium video content from our 200+ partners across 15 industry standard content categories, with select Twitter Curated Categories available for even tighter topical alignment.

The Pre-roll Views objective is compatible with all Twitter Amplify products, which provide customizable ad-to-publisher pairing to make sure your ad is served in the right place at the right time.

Prefer to do a standalone ad? No problem, we recommend checking out the [Video Views objective](#).

Benefits

Increase brand lift
Pairing your brand with premium publisher content has been proven to increase key brand metrics.

Brand safety
100% of content goes through multiple levels of review prior to monetization.

Your choice, your way
Our suite of Twitter Amplify product offerings allow you to choose how and when your ad will run, as well as the level of control you'll have over ad-to-publisher pairing.

Extending reach on TV spots
Twitter is an important layer to your linear plan and has been shown to drive incremental reach to TV at a more efficient cost per reach point.

High attention rates
Research has shown that viewers of our premium publisher content are exceptionally active and attentive, even among the already engaged and discover-oriented Twitter user base.

03

How to get started

Things to consider

Before you start, make a plan. Here's a checklist of considerations that'll help you refine your end goals and achieve the best results.

What is your primary KPI?

(Max reach, completion rates, affordable CPVs, moving specific brand metrics)?

What kind of content are you looking to align with?

(I.e. coverage of a specific moment, a content category aligned to your brand, or a broad run across publisher types)

What video assets do you have (if any)?

Short video? Long video? GIF?

Do your video assets work as short-form / is the main information clear within 15s or less?

Do you have a sound-off strategy for pre-roll clips?

What type of pre-roll views are you looking for?

How much control do you need over publisher / Tweet pairing?

Where your ads appear

Tweets in Pre-roll Views campaigns appear in a number of locations on Twitter.
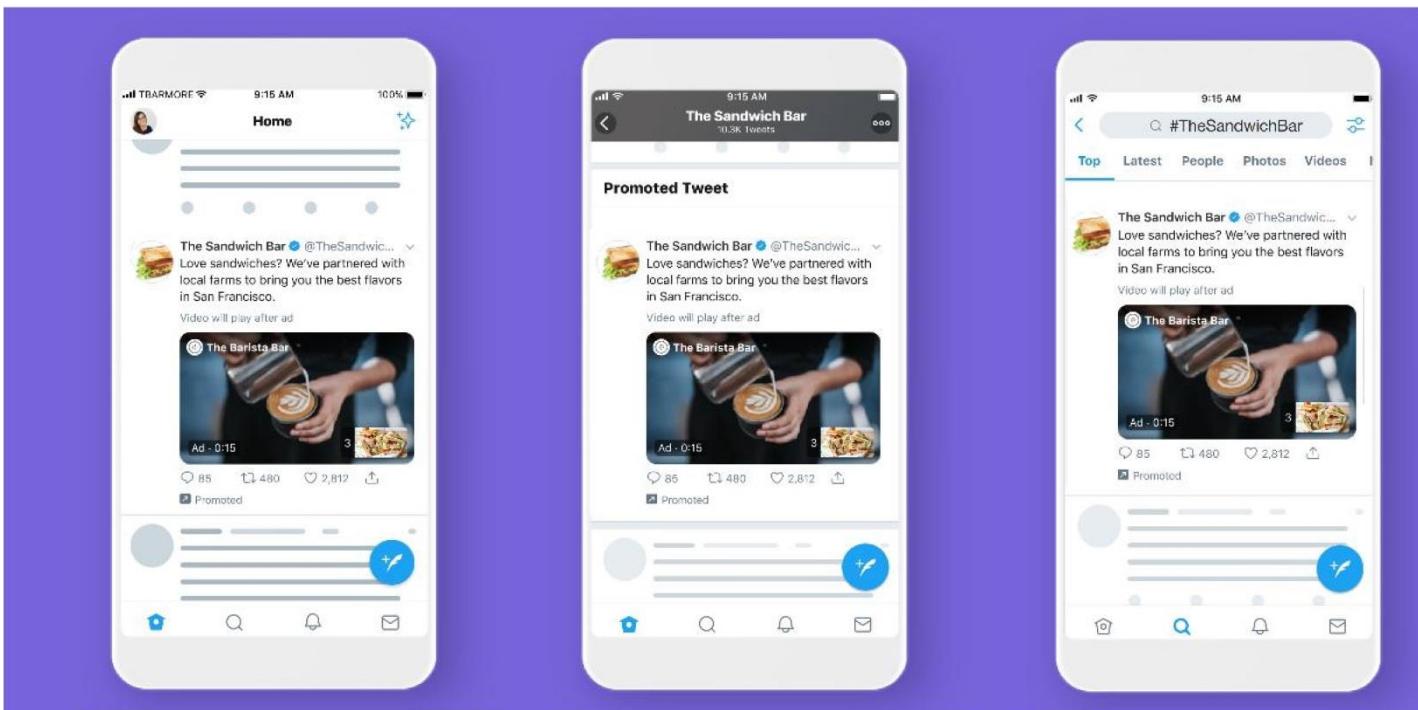
Home timelines

Your campaign will be visible within a person's timeline if your ad runs on a Promoted Tweet relevant to them based on your chosen audience targeting, or if they organically follow the publisher whose content your ad was paired with.

Profiles + Tweet detail pages

When someone you've targeted visits a Twitter profile or Tweet detail page, they may be eligible to see your ad.

Search results (Optional)

Campaigns appear in select search result pages on Twitter.com & partner products like HootSuite.

Pro Tip

If someone on Twitter views a Tweet that your pre-roll has been paired with, they may be shown your video if they fit the targeting criteria you specified. If someone views the publisher Tweet but does *not* fit your targeting criteria, they will not be shown your pre-roll.

Amplify ad formats

Recommendations

Choosing between Amplify Pre-roll & Amplify Sponsorships

Twitter Amplify (our product suite for Pre-roll Views campaigns) is designed to provide you with a variety of ways to run your pre-roll and make sure your brand gets noticed in the timeline. Each option comes with its own unique features and benefits.

The various offerings within Twitter Amplify allow you to determine the level of control that you'll have over publisher and Tweet pairing to ensure that your ads are always running on *your* terms.

In this section you will find a breakdown of of the full suite of these offerings as well as the primary features and use cases for each.

Amplify Pre-roll is our standard pre-roll offering. With Amplify Pre-

roll, you can select the content categories of the videos that your ad will be served on from our offering of 20+ categories — including a brand new set of Twitter Curated Categories.

Curated Categories are an elevated pre-roll offering that allow you to align with a more specific topic or audience (like US football or gamers). They also allow you to see the full list of included publishers in advance of your launch.

Amplify Sponsorships are our most premium offering that give you a 1:1 pairing with a single publisher during a moment of your choice and Tweet-level control for the duration of the campaign.

Pairing Amplify Pre-Roll with other ad formats increases the probability of campaign success

When possible use

3+

Ad Formats to drive the best results

Amplify ad formats

Amplify Pre-roll

Run pre-roll ads to align your brand with brand-safe, premium content your customers are already watching — including highlights and top clips.

Amplify Pre-roll aligns your brand with in-feed video content from 200+ premium, brand-safe video publishers, including top TV networks, major sports leagues, and professional news outlets. Get in front of your audience with pre-roll ads that kick off the videos they're interested in. We offer 15 industry standard publisher content categories to choose from, plus a select supply of Twitter Curated Categories that are specialized publisher lists put together by our team for you. Full lists available under Audience Targeting.
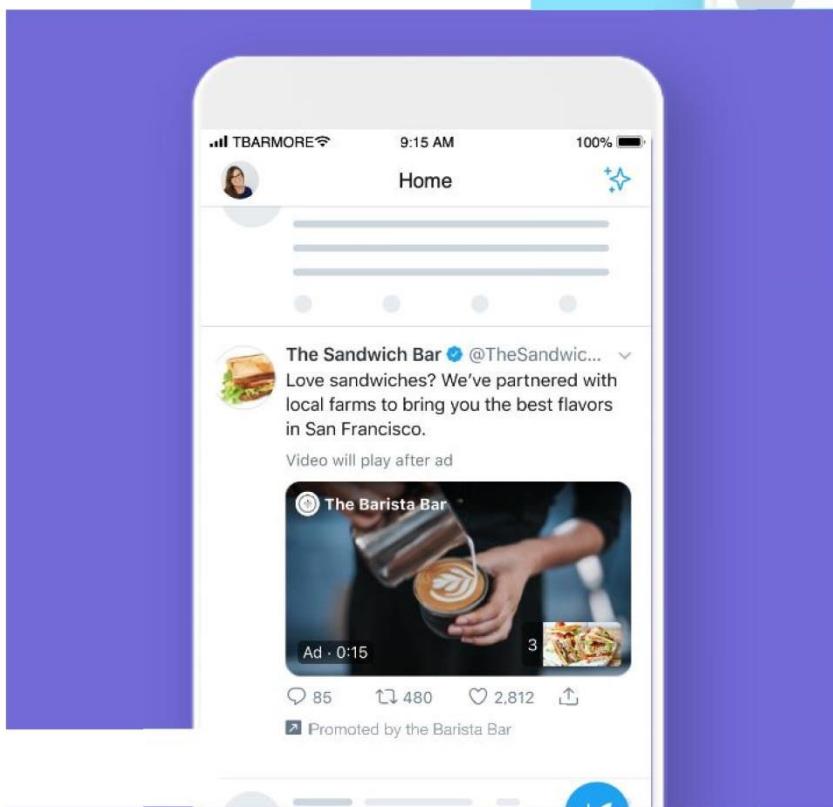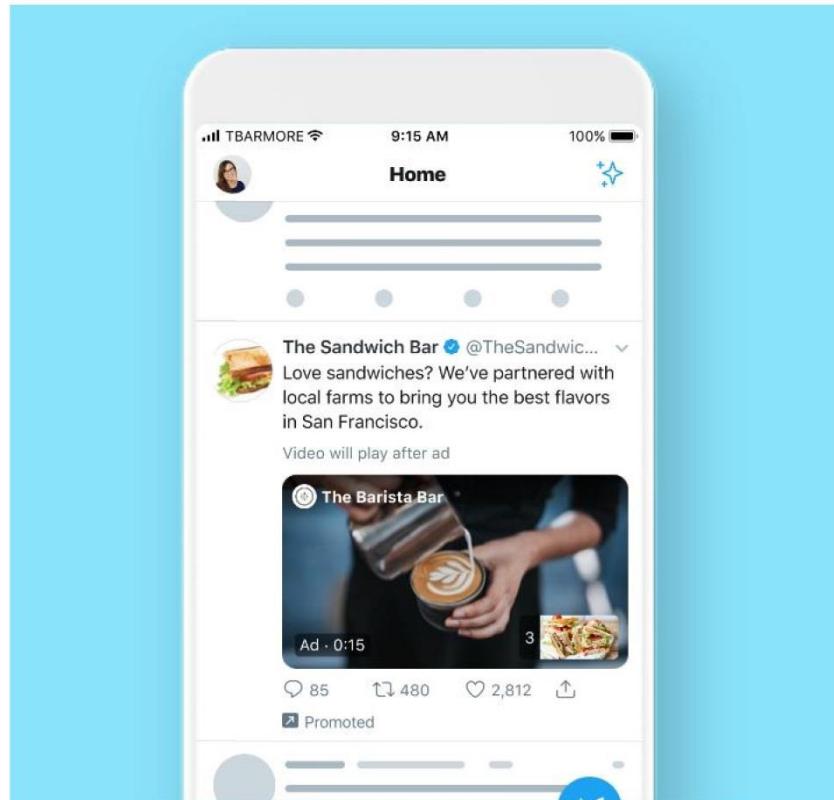
Amplify Sponsorships

These are a customizable 1:1 alignment between you and the publisher partner of your choosing, which can include pre-roll, Sponsored Moments, and/or integration of your brand into the publisher content.

Every sponsorship is unique. When you sponsor an event, moment, or show on Twitter, we work with our publisher partners to create packages that are right for you, such as pre-roll ads before video clips of your choice, pre-roll ads before live video, and branded content integrations. When the crowd cheers and the world celebrates, your brand can be right there, connected with what's happening.

Video creative best practices

You're halfway through setting up your campaign!

We've discovered video creative is the #1 factor in driving sales.

According to Nielsen, 47% of sales can be attributed to creative alone. Plus, according to EyeSee research, videos optimized for Twitter using these best practices drive a double digit increase across key metrics such as brand awareness, purchase intent, and message association.

They also contribute to an average increase of *+33%* in your audience's emotional engagement with your content.
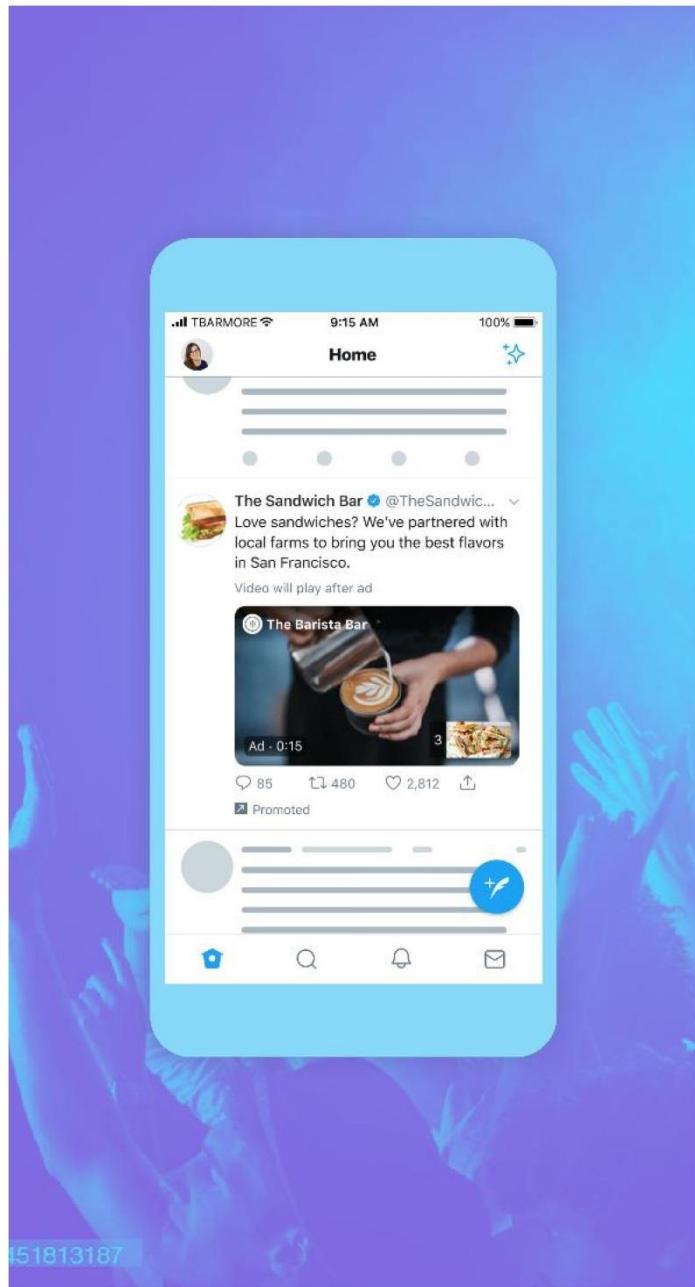
Source: Nielsen Catalina Solutions, 5 Keys to Advertising Effectiveness, Oct 2017

Ad creative & copy

🎨 Creative best practices

After reviewing thousands of campaigns, we've put together
a list of ways you can drive the best return for your ads.

Keep it short

Aim to keep videos at 15 seconds or less to maximize branding impact. 15 second video ads tend to see 3x higher completion rates over 30 second ads.

Grab attention quickly

Use movement and show talent in the first few seconds of your video. Keep in mind that the video can be skipped after 6 seconds.

Persistent branding

Video ads with clear logo placement drive 36% higher brand recall. Clear branding should be included within the first 3 seconds of the ad, but preferably stay on-screen the whole time.

Strong visuals

97% of people focus on visuals on Twitter, so make sure it's eye-catching and features your product or key message.

Captions + sound off

Include captions or text-overlay so that your message comes through without sound. Closed captions and text overlays create 28% longer view times on Twitter and Average ROI is 1.8x higher for videos that don't require sound to be understood.

Keep automatic pre-roll treatment in mind

Pre-roll videos display a publisher thumbnail (and skip option for creative longer than 6s) in the bottom right-hand corner of the player frame, a countdown bottom left, and your handle's logo in the top left corner of the player frame.

Brand safety

We've got the brand safety piece handled.

You've got the control you need to tackle the next level — brand *suitability.*

Every piece of Twitter Amplify publisher content goes through both algorithmic and manual review before it's deemed monetizable. We continue to invest in a combination of technology, people resources and serving controls to provide a safe environment for your ads. Beyond that, our Amplify formats allow you to choose the level of additional control that you need — from content category selection and individual publisher exclusions all the way to specific Tweet review and collaboration with Amplify Sponsorships.

👍 **With the Pre-roll Views objective, you can be sure that your video ads are running in front of publisher content that is always premium, brand safe, and in-line with your unique brand & message**

Brand safety & suitability measures

Here are the checks and controls central to Twitter Amplify:

👁 **Algorithmic & Manual Review**
Guaranteed for every publisher video in our global Twitter Amplify video marketplace that your video ad may be eligible to be paired with.

✅ **Premium Assurance**
Twitter is uniquely hands-on with its publishers. We work together, and we proactively provide guidance on best practices and brand safety.

⚙ **Basic Content Pairing Control**
You can choose the categories that you do or don't want to be paired with — and can exclude specific publishers that don't match your brand.

🔬 **Custom Control and Review**
If you need an even higher level of visibility & control, you can run against a specific list of pre-disclosed publishers with Curated Categories or get Tweet-level control with Amplify Sponsorships.

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Bid types

Let's talk video bid types

With the Pre-roll Views objective, you're paying for reach via new views on your videos. But all view counts are not created equal — so we offer a variety of video bid types to ensure that you're driving the views you want.

Here's how it works.

Twitter's cost-per-action pricing means you only pay for the results you're looking to drive.

Twitter offers four video bid types, each with their own distinct tradeoffs and benefits:

These bid types differ in factors like how they are charged, the duration the video is watched (often referred to as 's' or 'sec'), what percent of the video needs to be in view onscreen (often referred to a flat %) for the view to be counted, and what results they drive.

6s/50%	Only get charged for video views that are at least 6 sec with the video player 50% or more in view.	**+ Pay for a longer, more premium view**
2s/50%	Only get charged for video views that are at least 2 sec with the video player 50% or more in view.	**+ Maximize your reach at a lower cost with a standard view**
3s/100%	Only get charged for video views that are at least 3 sec with the video player 100% in view.	**+ Ensure complete viewability of your creative & its elements**
15s view	Get charged on a CPM basis for impressions that have been optimized for longer view length and higher completion rates	**+ Drive your highest completion rates on Twitter***

*Note: this is currently only recommended for pre-roll 15s or longer

Bid types

Next let's talk billing types

There is no minimum budget for Twitter Ads, but setting competitive bids and budgets for your campaigns allows them to win auctions and serve.

Use these tips to help set a bid and budget that maximizes your campaign results within your price range:

Utilize auto bid. Your bid is one of the factors that determines how frequently your ad is displayed. We provide a recommended bid (informed by past successful campaigns) which indicates the amount that will best help you reach your goal.

For new advertisers, we recommend automatic bidding because it's the most flexible and cost effective, and updates in real-time are based on auction conditions to fit your campaign budget. Once your bid is set, you will never be charged more.

Set your bid based on the value you place on each extra video view
When entering your bid, consider the value of each view your video will receive and let that dictate what you'd like to pay. With a small budget, it's easy to set a low bid, but remember, even if you set a high maximum bid, you'll only pay slightly more than the second highest bidder.

Match bid to targeting size. If your campaigns are targeting very specific audiences, you may have to increase your bid in order to serve. For example, advertisers targeting specific geographic regions may need to bid more to win the same number of auctions as advertisers targeting less specific audiences, as there are less people in that audience.

In addition to controlling the amount you pay per view, you can also control the daily budget you're willing to spend on each campaign. Once your daily budget has been reached, the campaign will temporarily stop serving until the following day (or until the daily budget is increased). You can also set a total budget for the campaign.Find more information on bids and budgeting in our bidding and auctions FAQ.

Keep in mind

A higher bid means you are more likely to win the auction, which will then lead to more views. A bid below competitors' bids may not serve.

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Campaign targeting

Getting seen is great. Getting seen by people your ad will resonate with is better.

We're all about finding the right audiences for your campaign.

People come to Twitter to discover what's happening in the world, to share information instantly, and to connect with people and businesses around the globe. Twitter is where hundreds of

millions of people post more than 500 million Tweets every day. This gives us a window into people's lives, interests, wants, and what they're doing right now.

👍 **With the Pre-roll Views objective, you get access to Twitter's industry-leading targeting features. Configure accordingly and you're all set to go.**

Targeting types

Here are 4 targeting strategies we offer for Amplify Pre-Roll

Core audience
People targeted based on designated factors like demographics, location, interests, and keywords.

Existing connections
Reach people who are already familiar with and have expressed interest in your brand on or off Twitter.

Look-alikes
Discover brand new people with habits, interests, and backgrounds similar to your existing followers or customers.

Publisher content categories
Pair your content exclusively with publisher content from the categories that are best aligned with your brand or message.

13

Targeting

Core audience targeting

Ready to hone in on your perfect target group? Start here. Twitter's Pre-roll audience targeting allows you to set parameters to find your ideal audience.

Demographics

Set preferences on age, gender, language, device, and more.

Location

Make selections based on country, state, region, metro area, or zip code.

Keywords

Target or exclude people who searched for, tweeted, or engaged with Tweets containing keywords.

Conversations

Find people talking about your brand (or relevant topics) in real time to drive conversation across Twitter.

Followers

Reach people who follow your brand on Twitter.

Look-alikes

Connect with people based on the types of handles they follow and interact with.

Interests

Choose based on what they're into: hobbies, sports, movies, and more.

Movies + TV

Target people who Tweet about or engage with movies and shows in a specific market.

Events

See who's interested in select festivals, concerts, holidays, etc.

Pro Tip #1

While our publisher partners garner a lot of organic attention, audience targeting determines who your the Tweet + your ad will be Promoted to in-feed. You set the criteria for who you'd like to reach, we serve them the pre-roll and premium publisher content.

All of our Demographic Audience Targeting tactics including Age, Gender, Location, Device, Language, and Carrier will apply to every person targeted in your campaign. For our Interest and Action based targeting tactics, including Keywords, Interests, Follower Look-alikes, and Conversations, a person can only be targeted by your campaign based on a single parameter, not multiple.

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Targeting

Publisher content categories

Find your most engaged audience by pairing your content exclusively with publisher content from the category or categories that are best aligned with your brand or message. Or take it to the next level by trying one of our new Curated Categories, which are created manually by our team for close alignment with the top voices on a given topic. Full publisher lists for Curated Categories are shared prior to launch.

Standard content categories

- Automotive
- Comedy
- Digital Creators
- Entertainment & Pop Culture
- Financial & Business News
- Food & Drink
- Lifestyle
- Music
- News & Current Events
- Politics
- Science & Education
- Sports
- Television
- Technology
- eSports & Video Games

Twitter curated categories

- Football
- Basketball
- Baseball
- Soccer
- Women's Lifestyle
- Men's Lifestyle
- Light-hearted Content
- Gaming Personalities
- & more to come

Pro Tip #2

When running on standard content categories, you can exclude up to 100 individual publishers who you know may not be the right fit for your brand to make sure they're not included in your targeting. With Curated Categories, you can't layer on any exclusions but you *can* see the full list of Twitter-selected and approved publishers in your Ads Manager (not available for standard categories).

Targeting

Existing connections targeting

Yes, Core Audience Targeting is a big help in finding a large and relevant audience. But maybe you're looking for a more specific group of people? Here's where you find people who have already shown interest in your brand.

People who've visited your website	**People who've seen or engaged with past Tweets**	**People or customers you already know**
Target individuals who have already visited your website. All you have to do is install Twitter's pixel. For detailed instructions on how to do this, visit our Tailored Audiences for Web page that has step-by-step instructions.	Now you can retarget anyone who's watched your video, liked a Tweet, or engaged with your organic/promoted content within a certain timeframe.	These are the people you already know are interested. Identify them based on emails, Twitter IDs, or mobile advertising IDs. You can also work through an Audience Partner to import existing customer audiences directly into your Ads account. Reconnect with them or exclude them to focus on new acquisition.

Look-alikes targeting

Expand the audience you've created using Core Audiences and Existing Connections using Look-alikes. These are brand new people that like, act, and engage the way your existing customers do. This is the best way to scale your campaigns.

Core audience & existing connections

Look-alike audiences

Pro Tip #3

Have more questions about targeting? Visit our detailed Q&As on: Device targeting | Geo, gender, and language targeting | Interest and follower targeting | Keyword targeting | Tailored Audiences

Targeting

Other targeting tips to optimize your campaign

Target with focus

Creating campaigns with focused, relevant targeting means you have a higher chance to serve to audiences who are interested and likely to engage with your ad. Too large an audience will decrease the chances of the ad being relevant to users. That being said, targeting too small an audience will limit the users who are eligible to see your ad. Always check in on your campaign and make sure it's serving — no serving likely means there's an issue with targeting or bidding.

Vary targeting between campaigns

If you have more than one campaign targeting very similar audiences, your performance can suffer since your campaigns are essentially competing between each other for serve.

Break out mobile vs. desktop targeting

Mobile is a fundamentally different medium than desktop, characterized by frequent quick sessions and spur-of-the-moment spikes in purchase intent. Because of this, we recommend running separate campaigns each targeting mobile and desktop separately. This lets you test and learn the nuanced behaviors for each.

Consider overlap between publishers and your target group

When you're considering a content category for Amplify Pre-roll or a single publisher for an Amplify Sponsorship, think about which kinds of publishers your intended audience would be interested in engaging with. Plus, keep in mind that performance data has shown that ads perform better when they're contextually aligned with the videos they run in front of.

Play around

One of the most important things you can do to drive continued campaign performance is to test what works for you and your campaigns. While it makes sense to run always-on campaigns, you'll want to continually refresh and optimize your campaigns, given Twitter's ever-changing, real-time nature. Try new categories or publishers, remove low performing keywords, interests, etc. and try a fresh take. Pay attention to what works best for you!

Want the largest possible reach?

Plan to run your pre-roll across a wide range of content categories and stick to just a few key audience targeting criteria.
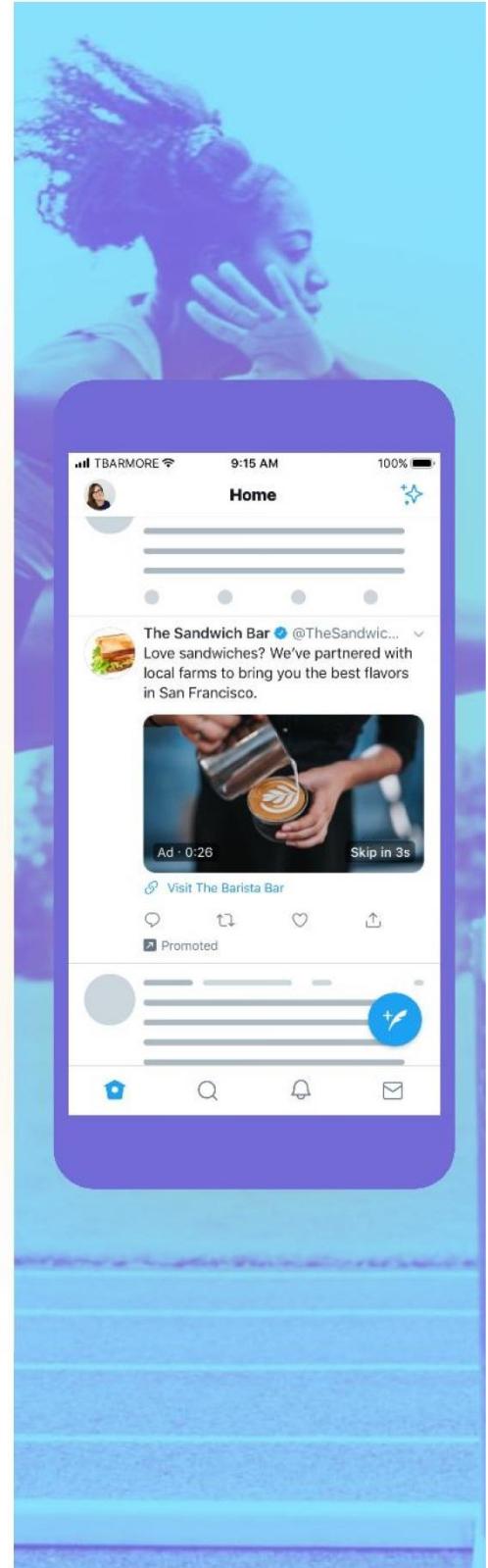
Campaign pro tips

The best way to know if your campaign's working? Try things out. Start a few campaigns, one for each marketing initiative, so you can get a sense of what works best. Test, iterate, win.

Below are some insider tips for maximizing your campaign's performance.

Auto-bid

Start with auto-bid to see how ads perform in the auction.

Follow creative best practices

A great way to maximize your results.

Try different videos

Vary your video creative to see what's working.

Vary ad formats

Using 3-5 different ad formats drives the best brand lift. Remember, the same creative from a standard Tweet can be turned into a website card.

Align Your Brand

Consider running against publisher content that aligns with your brand and message to drive higher view rates and brand metrics.

Don't over optimize

Resist temptation to over-optimize. After edits, wait 2-3 days to allow learnings to progress.

We've got your back.

Our systems will automatically serve your best performing ads to the people you want to see them. Plus, we're here to talk campaign strategy and effective ways to reach your key demo.

How to get started

How to set up
a Pre-roll
Views campaign.

01

Log into your
Twitter ads account.

02
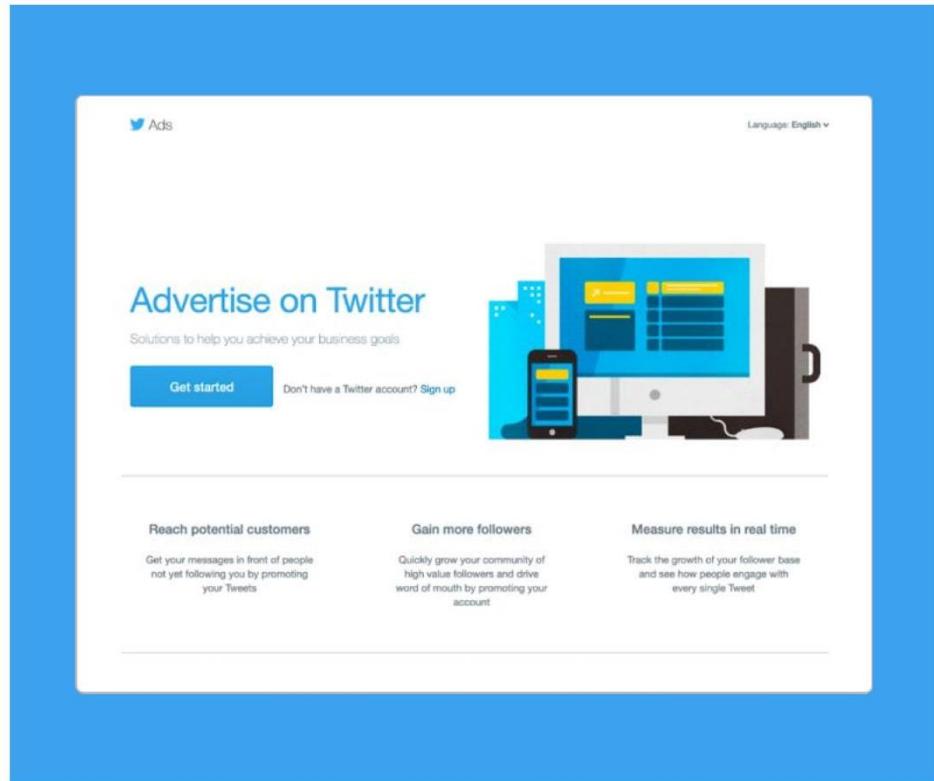
Click "Create campaign"
in the top right corner of
your Ads Manager.
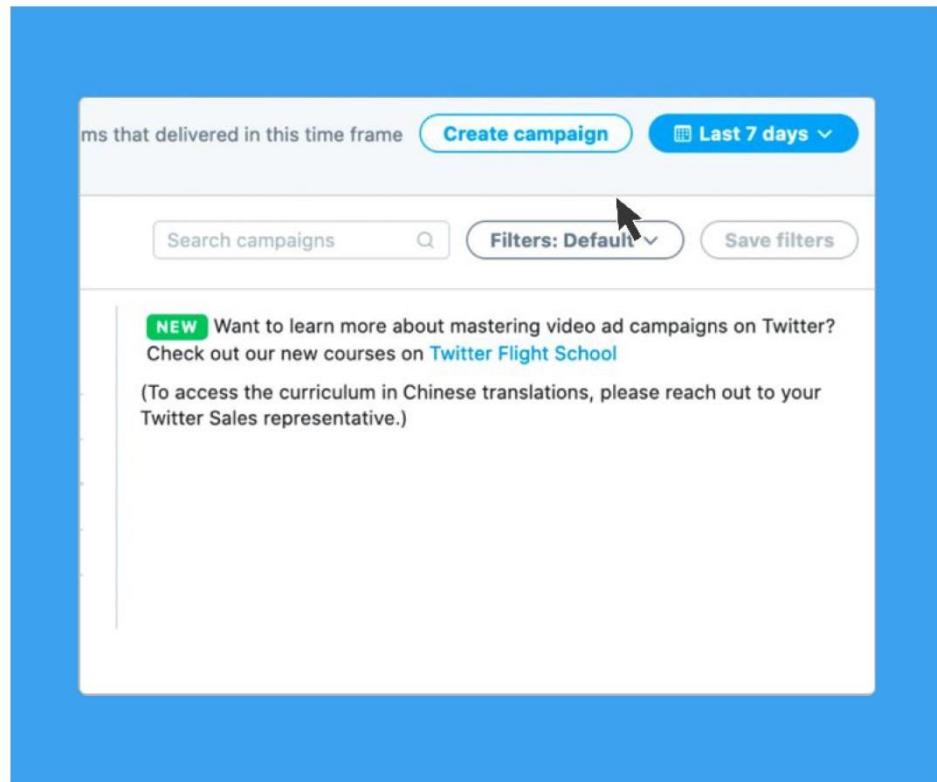
How to get started

03

Choose "Pre-roll Views" from the list of campaign objectives.
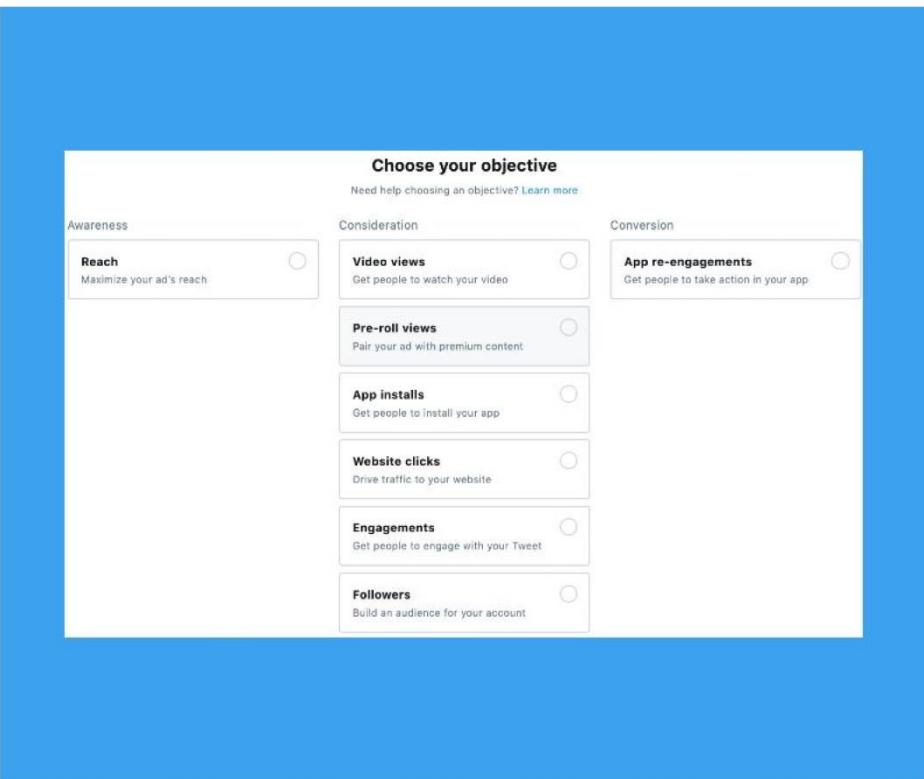
04

You'll be brought to the "Campaign Details" tab of the campaign setup form. Here you will name your campaign, choose your funding source, and set campaign dates and budget.

- We recommend longer flights to achieve greater cost efficiency.

Additional setting for your campaign.

- **Advanced (pacing):** Ensure to only select "Accelerated Pacing" if you have a very short flight with more flexible cost ranges
- **Brand settings (your brand's categorization):** This information helps us better pair you with publishers
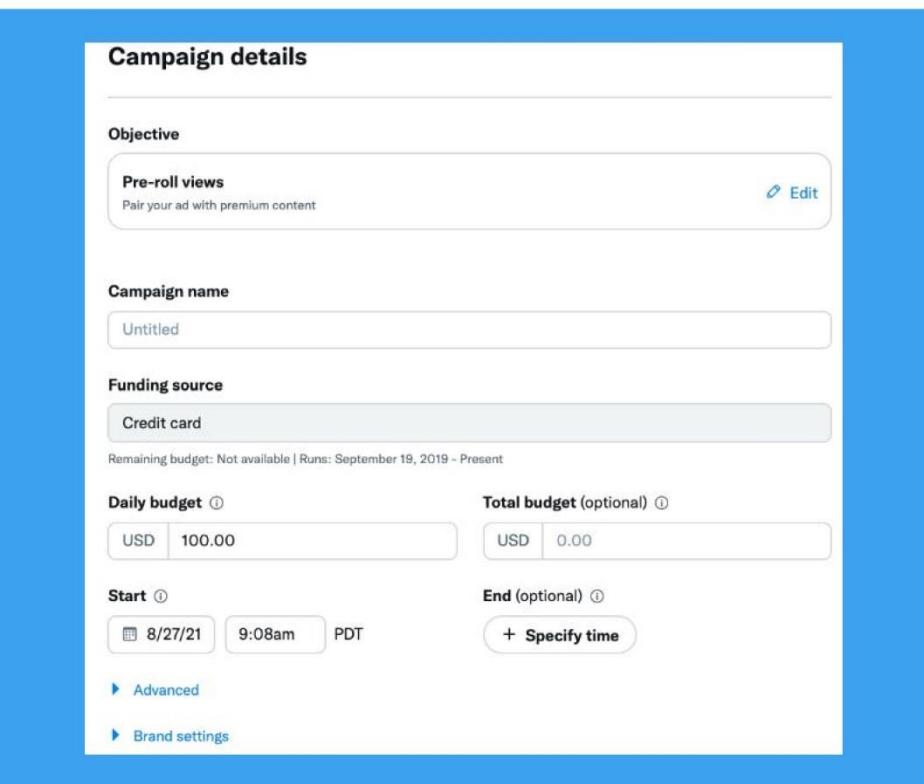
How to get started

05

Next, you'll set up your first ad group. You can also set ad group start and end time.

06

Specify the total budget you plan to use in this ad group (optional, and important if there will be multiple ad groups within a single campaign).

 How to get started

07

Select the bid unit you'd like to use in your campaign:
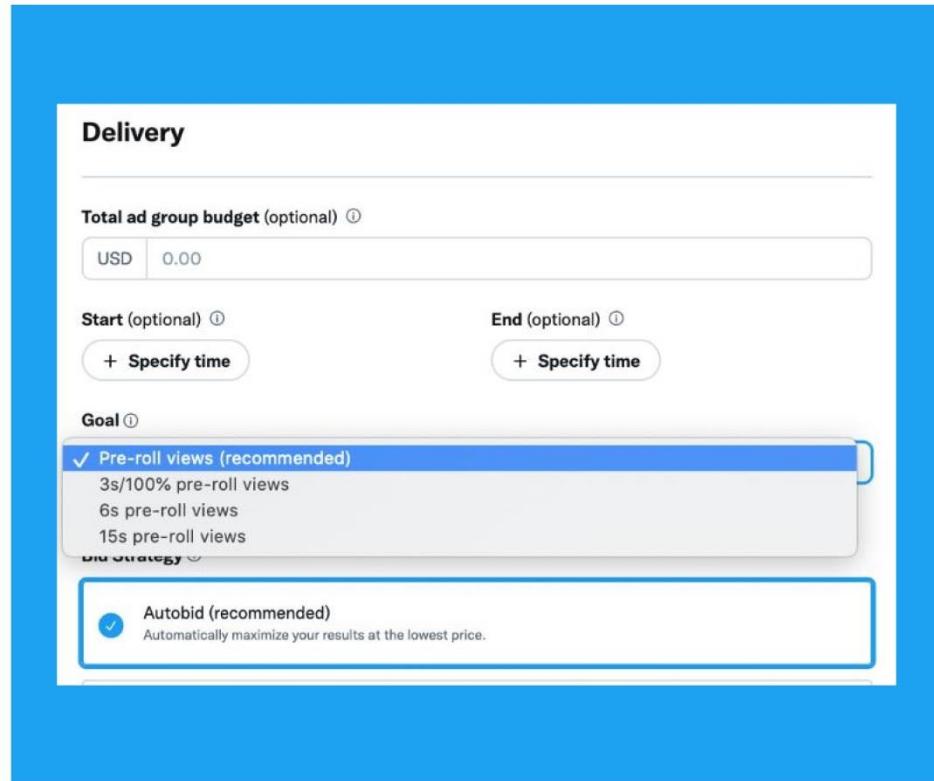
A

Per pre-roll view (Recommended):

A "pre-roll view" is when your video is watched in 50% view for 2 seconds or more, or when someone clicks to expand/unmute your video. This is considered an industry standard view.

B

Per 6s pre-roll view:

A "6s pre-roll view" is when your video is watched at 50% view for 6 seconds or more, or when someone expands or unmutes your video.

C

Per 3s/100% pre-roll view:

A "3s/100% pre-roll view" is when your video is watched in 100% view for 3 seconds or more, or when someone expands or unmutes your video.

D

15s pre-roll view:

"15s pre-roll view" bidding uses a prediction model to try to deliver 15s or completed views, whichever comes first, and you're charged for them on CPM.

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How to get started

08

Select your bidding strategy, and choose a frequency cap if desired (maximum number of deliveries per individual targeted user):

Bid Strategy ⓘ

✓ Autobid (recommended)
Automatically maximize your results at the lowest price.

○ Maximum bid
Set a maximum you'll never bid over. Bidding higher helps your ad display more often.

Pay by ⓘ

Pre-roll view

Frequency cap ⓘ
● Automatically optimize ad frequency (recommended) ⓘ
○ Set a custom cap ⓘ

▶ Measurement options
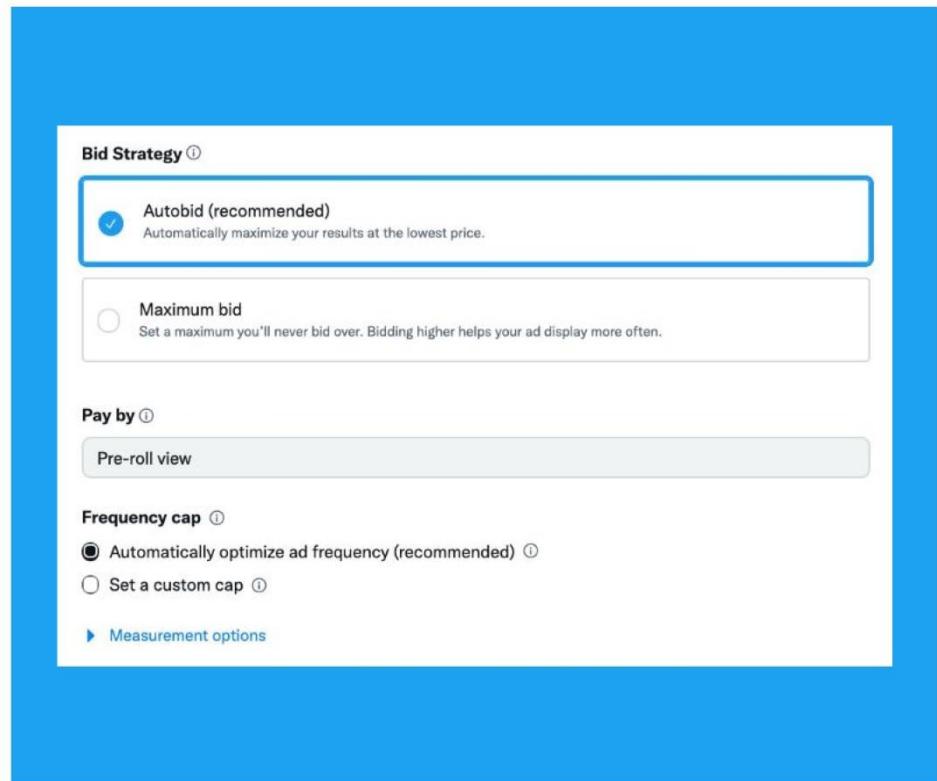
A

Automatic bid:

Your bid will auto-optimize to get the best results at the lowest price (within your budget). Automatic bid is the easiest way to quickly get your campaigns live and serving impressions on the platform

B

Maximum bid (not available for '15s pre-roll view'):

This type provides greater control over how much you pay per video view. In this bid type you can choose exactly how much you are willing to pay for a video view (your maximum bid), and your results will not be charged over this price. This bid type is helpful for experienced advertisers who know exactly how much they're looking to pay per video view at scale.

🐦 **How to get started**

09

You will also be able to enable any additional measurement features at this stage. [Audience measurement tagging](#) and [DoubleClick tracking](#) are compatible with Pre-roll Views.
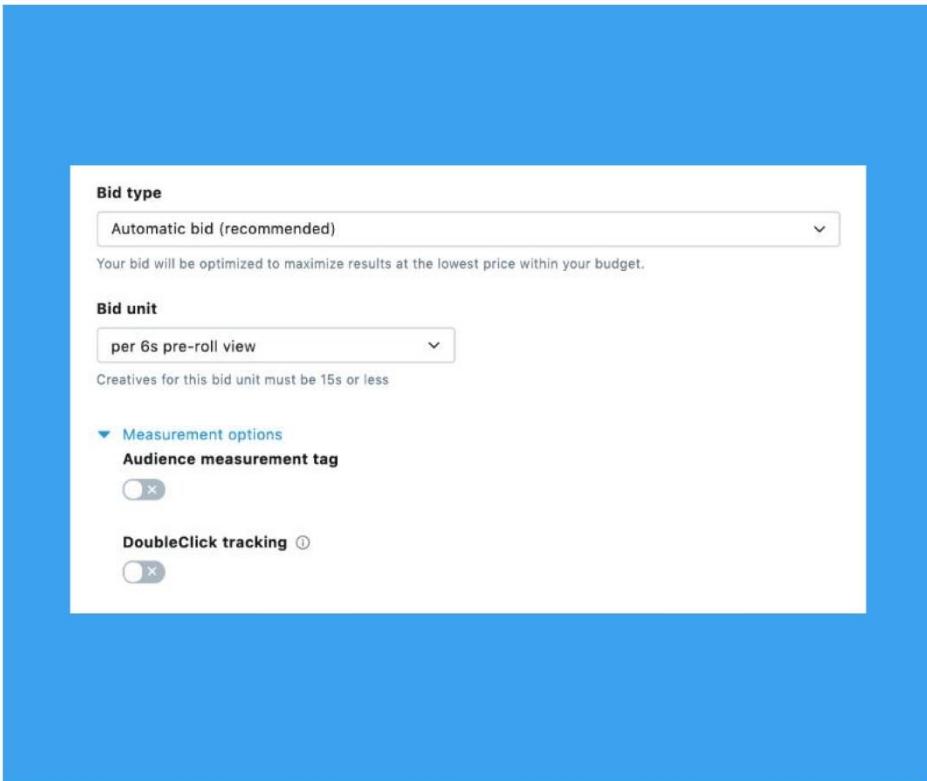
10

Select the audience you'd like your ads to be served to in the following tabs of Campaign Setup (Demographics, Custom audiences, Targeting features, Publisher exclusions). Learn more about our [targeting options](#).
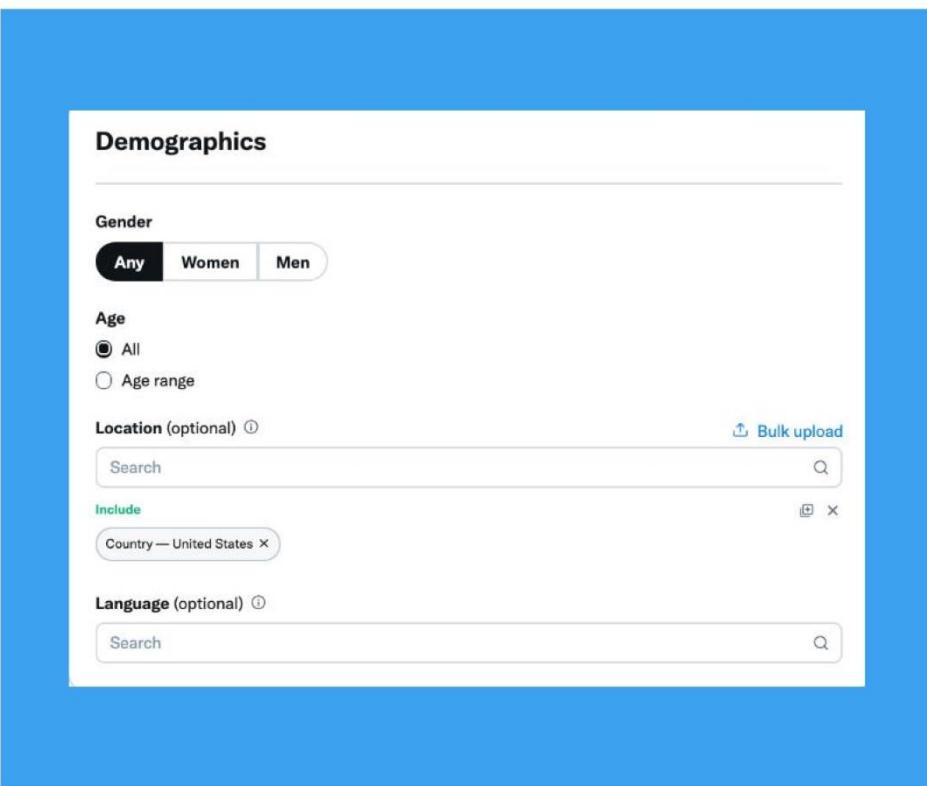
How to get started

11

Under "Publisher content," you can choose the publisher content categories that you'd like your pre-roll to run on.

You can also input specific @handles that you do *not* want your pre-roll to be paired with.

Note: if a publisher is not in your selected categories, they will not appear in search.

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Choose the video you want in your campaign. This will be the pre-roll that runs before publisher content.

How to get started

13

Review your final campaign setup on the "Campaign Review" tab. If you'd like to add additional ad groups to your campaign, you can do that here.

Campaign

Untitled   ✎ Edit

Objective	Pre-roll views
	None
	None
Start	Oct 12, 2020, 4:14 PM PDT
End	None
Daily budget	$500.00
	None
Funding source	Credit/debit card
Pacing	Standard

Ad groups   + New ad group

14

Launch your Pre-roll Views campaign!

🙌

Exit   **Launch campaign**

26

Measuring results

Use the metrics in ads manager

Get real-time results any time by visiting Ads Manager. There, you can filter the date range to see key metrics such as total spend, results, cost per result, and result rate. Your "result" will be either pre-roll views, 3s/100% pre-roll views, or 6s/50% pre-roll views, depending on what you chose during campaign setup.

Discover all the things you can do in our Ad Manager.

Key metrics to track

- Pre-roll views
- Video Views
- Cost-per-view

Additional metrics

- Video completions

Ad level:

What Tweets are performing best? Are there any common themes around creative and/or copy? If so, consider creating more Tweets like these to add to the campaign.

What Tweets are underperforming? Consider turning these off.

Ad group level:

Is there an ad group performing better than others? Why is that?

Audience level:

What audiences are your Tweets resonating with most?

Measurement studies:

Additionally, you can run measurement studies* depending on your goals. Here are examples of deeper measurements we have run for Pre-roll Views campaigns.

Viewability Reporting helps you understand how many impressions were actually seen by a user. Metrics include In-View Ads, Viewability by Quartile, and more.

Incremental Reach Measurement helps you understand the incremental reach of Twitter beyond TV and illustrate the added frequency or media impact of Twitter and TV. Metrics include Incremental Reach on Twitter, Cost per Reach Point, and more.

Brand Surveys help you understand if your campaign is driving mass awareness by understanding the brand lift between those who have seen your ad and those who have not. Metrics include Awareness, Recall, Consideration, and more.

Marketing Mix Modeling helps you quantify your ROI across channels by using multiple marketing inputs on sales and market shares. Twitter can help support the data transfer from your campaigns. Additionally, we can interpret, contextualize, and analyze client results to identify recommendations to improve performance.

*You can find all of Twitter's measurement solutions here. Study feasibility, minimum spend and availability of solutions and partners vary by market. Please chat with your Twitter Client Partner for more details.

Troubleshooting + FAQs

Can I include a CTA URL for my pre-roll video?

Yes. This can be done via the Creatives tab of Campaign setup, using the "Add a call to action (optional)" dropdown.

Are there different CTA options for my brand to include?

Yes. You can choose from the following options:
- Visit
- Watch
- Shop
- See
- Go to

What are the video creative spec requirements?

Aspect ratio:
A 1:1 aspect ratio is recommended as it will always render as square on desktop and mobile. This and 9:16 (traditional vertical size) will take up the same amount of real estate onscreen — which is more than 16:9. Upon being clicked, a full screen player will open and fill any extra space with black bars. For vertical videos, desktop players will have black bars on the sides once the video begins playing. Mobile will crop the top and bottom of the video, center, and autoplay without bars.

Any aspect between 2:1 and 1:1 is acceptable, but after 1:1, creative will be automatically cropped to 1:1 aspect ratio.

Size:
Recommended video size is 1200 x 1200 pixels. Minimum accepted sizes are 600 X600 for 1:1 videos and 640 x 360 for all other aspect ratios. Note: If the height exceeds the width, the video will be cropped to 1:1 in the feed and will expand upon being clicked.

Max file size is 1GB.

How can I be sure my ad is paired with brand safe content?

We proactively vet and educate our publishers to ensure that only top quality, brand safe content is shared on the platform and every piece of publisher content goes through multiple rounds of review before they're deemed monetizable. See more below:

Algorithmic check
Our first layer of defense is advanced algorithms to ensure your ads are only showing before brand safe videos. We scan the videos and/or the Tweet text for any potentially unsafe content.

Manual review
Next, our human reviewers look through every single video in real time to ensure they meet our strict brand-safety requirements. If the content is deemed unsatisfactory, it will be removed from monetization immediately.

Premium assurance
To maintain the most brand safe environment possible, we take the additional step of proactively training our publisher partners on best practices and brand safety guidelines, and any potentially offending publishers are immediately penalized through our strike system by showing up at the right time in the right place on Twitter will drive big picture results for your brand.

Can I blacklist/exclude publishers I don't want my ad to run against?

Yes. This can be done on the Targeting tab of Campaign setup. You can exclude individual @handles that you specify, or can select entire content categories that you don't want your ad to be paired with.

Can I choose which Tweets my ad runs on?

Before your campaign goes live, you can review your targeting, content category selections/exclusions, and any @handles that you specified to exclude. Publisher + Tweet level pairing will be determined dynamically in real time based on content and active audience availability, and the ads auction. This cannot be predetermined without purchasing a Sponsorship (ask your Twitter partner).   28

Twitter offers a variety of formats for advertisers to showcase their content.

Learn about our five main advertising categories, and the corresponding suite of features that can be applied across them all.

Promted Ads:

Promoted Ads can support a variety of media formats through the following sub-categories:

- **Image Ads** allow you to showcase your product or service with a single photo.

- **Video Ads** help bring products to life and drive people to a website, app, or simply to engage with your brand's message.

- **Carousel Ads** give advertisers up to six horizontally-swipeable images or videos to showcase multiple products or promotions. Learn more about Carousels.

- **Moment Ads** allow you to create, curate and promote a collection of Tweets to tell an immersive story that goes beyond 280 characters.

- **Text Ads:** With all the elements of a standard Tweet, these simple and native Text Ads feel like the rest of Twitter content and allow you to expand the reach of your Tweets beyond your followers to your desired target audience.

Text-only Ads

.ıll TBARMORE 🤝   9:15 AM   100% 🔋

Home

The Barista Bar ✔ @baristabar ⌄
Love coffee? We've partnered with local coffee bean roasters to bring you the best flavors in San Francisco.

↗ Promoted

Image Ads

Video Ads

Carousel Ads

Moment Ads

Follower Ads

The Follower Ads format are designed to increase visibility and can be used to promote an account to a targeted audience to build awareness and attract new followers.

Twitter Amplify

Twitter Amplify allows advertisers to align their ads with premium video content from the most relevant publishers. Amplify offerings are broken out into two ad formats:

Twitter Amplify allows advertisers to align their ads with premium video content from the most relevant publishers. Amplify offerings are broken out into two ad formats:

- **Amplify Pre-roll** allows advertisers to select the content categories of the videos that their video ad will be served on from 15+ categories, including select Curated Categories in markets where they're available.
- **Amplify Sponsorships** give advertisers a 1:1 pairing with a single publisher during a moment of their choice and Tweet-level control for the duration of the campaign. Please note that Amplify Sponsorships are not available to self-serve advertisers at this time.

Amplify Sponsorship

Amplify Pre-roll

Reach the most influential and engaged audiences on Twitter

Reach the right people at the right time with Twitter's targeting tools

People on Twitter drive what's happening in the world. Our platform shows people relevant ads based on how likely they are to engage with the ad and the brand's goals. Further hone in on your audience by using our powerful targeting tools to get your brand and message in front of the right people, when they're most receptive.

From our exclusive conversation and event targeting capabilities, to remarketing campaigns and more, we'll help you connect with the people that matter the most to your business. Explore all of our offerings below and remember, you can use some, none, or all of the options from each section. Don't forget to experiment with different targeting approaches to find your best fit.

Demographics Targeting:

Use demographic targeting to reach people based on location, language, device, age, and gender.

Location targeting

Reach people in the countries, regions, metro areas, cities, or postal codes that matter most to your brand.

Language targeting

Speak to your audience in their primary language based on their own Tweets and those they engage with.

Device, platform, & Wi-Fi targeting

Layer in additional targeting based on phone model, new devices or carriers, or Wi-Fi connected devices.

Age targeting

Focus on reaching people in specific age ranges using broad (e.g. 18+) or narrow (e.g. 18-24) age targeting.

Gender targeting

Exclusively target males or females, or reach people of all genders.

Audience types Targeting

Use audience targeting to serve ads based on conversations, events, interests, movies and TV shows, keywords, follower look-alikes, and engagement.

Conversation targeting

Reach people based on the content of their everyday conversations across 25+ categories and 10,000+ topics.

Event targeting

Use event targeting to join the conversation around the biggest online and offline events in the world.

Tweet Engager targeting

Remarket to people who've already seen or engaged with your previous campaigns or your organic Twitter presence.

Keyword targeting

Target or exclude people who searched for, Tweeted, or engaged with specific keywords.

Movies & TV targeting

Target people who Tweet about or engage with movies & TV shows in a specific market.

Interest targeting

Reach people interested in any of our 350+ pre-set interests across 25 categories.

Follower look-alikes targeting

Target people who behave similarly to another account's followers.

Your audiences Targeting

Target ads to your known audiences, such as your followers and Custom Audiences.

Follower targeting

Include followers of your account @name to your target audience.

Custom Audiences

Message your most valuable audiences using a variety of secure data-sharing capabilities.

Best practices for your next Twitter Ads campaign

Twitter is where people go to discover what's happening and engage with the current conversation, making it a rich platform for brands to promote their products and connect with our active audience. Twitter's wide range of advertising products help businesses achieve their marketing goals, whether that's raising awareness or driving website traffic, or somewhere in-between.

But finding the keys to campaign success can be difficult, especially when you're doing it on your own with limited resources. We talked to Twitter Account Managers and ad experts to understand what the ultimate best practices are across all campaign objectives. Here are our top actionable tips to help you achieve success in your next Twitter Ads campaign.

Keep your Tweet copy short and sweet

We know you have a lot to say and up to 280 characters to express it (plus more with Tweet threads), but the best performing Tweets are only 50-100 characters. Make sure your Tweet is simple, gets straight to the point, and focuses on one clear message.

If you have more to say, do so visually or drive people to click-through to your landing page for more information.

In @Ruggable's website clicks campaign (now called website traffic), they cap their Tweet copy at 66 characters and drive people to their best seller collection to explore more.

Convey a sense of urgency

Twitter moves in real-time and your Tweets should too. Give people a reason to take immediate action and visit your site, download your app, or follow you. Do you have a limited time offer or sale you're promoting? Are you offering a discount to the first 20 people who reply to your Tweet or sign up for your newsletter? Should people follow you to stay up to date with the latest, breaking industry news?

Think about what unique value you're bringing to the table and narrow in on that.

In @perfectbar's reach campaign, they add urgency to their new seasonal product release with language like "don't miss out" and "for a limited time".

Include a strong call-to-action

Don't assume people will know what you want them to do when they see your ad. Be clear and straightforward with your desired action and explicitly say "follow us", "click to read more", or "reply with your favorite [insert here]". This practice is especially important for follower and engagement campaigns, but is a best practice for all campaign objectives.

If you're not sure what your desired action is, focus on that before starting your campaign. Consider what you want your target audience to feel, think, and do when they see your ad — and go from there.

In @Tiger_Balm_US' followers campaign, they explicitly say "follow us" and give their audience three good reasons why.

Avoid unnecessary exit points

Whenever possible, keep your ad free of #hashtags and @mentions. We know that it's tempting, but they're distracting, clickable opportunities that drive people off your ad and away from your content. Provide only one exit point, whether that's clicking through to your website or your app, to keep your message laser-focused.

Start with auto bid

Your bid is one of the main factors that determines how frequently your ad is shown to your audience, and starting with auto-bid will help ensure your bid is competitive in the auction and will be served. Make sure to monitor your bids and once you get initial learnings, increase your bid for well-performing campaigns or that are close to but not quite meeting your goals. Learn more about Twitter Ads bidding and auctions.

Purple Carrot
@PurpleCarrotXO

Your goal is to eat more plants. Purple Carrot meal kits are your hassle-free solution!
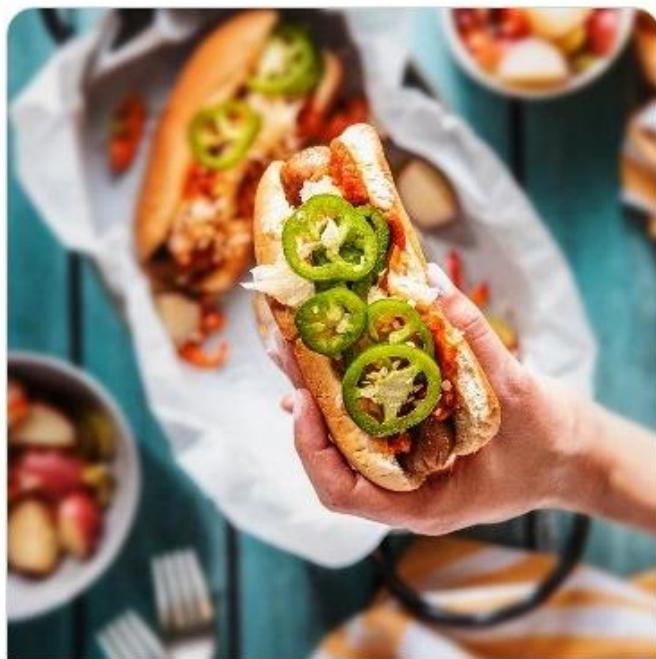
try.purplecarrot.com
The delicious and healthy meal solution you've been looking for.

4:07 AM · Jul 1, 2020

♡ 52   ◯ Reply   🔗 Copy link

Incorporate strong visuals

Creatives are one of the most important elements to any ad's success. 97% of people focus on visuals on Twitter, so it's important that yours is eye-catching and features your product or key message. And whether you're using an image, GIF, or video, make sure that there's a clear connection between your imagery and your Tweet copy.

In @PurpleCarrotXO's website clicks campaign (now called website traffic), they feature a mouth-watering close-up shot of one of their meal kits to entice readers to click-through to their website.

Play with video

Among all creative formats, video is one of the strongest and fastest-growing medium on Twitter. Wherever possible, aim to include at least one video in your campaign — even if you're not running a video views or pre-roll campaign.

Here's our top video tips:

- Cap your video at 15-seconds or less to maximize branding impact and higher completion rates. For pre-roll campaigns, remember that viewers have the option to skip your video after 6 seconds.
- Show movement in the first few seconds to grab attention quickly.
- Include captions or text-overlay so that you can still get your message across to mobile or sound-off viewers.
- Include clear branding within the first three seconds of the ad, if not for the full length. Video ads with clear logo placement drive 30% higher unaided brand recall[.]

n @P3Protein's reach campaign, they pack a bunch of action and intrigue in this quick 10-second video that doesn't need sound to convey the message.

Follower targeting

Include followers of your account @name to your target audience.

Custom Audiences

Message your most valuable audiences using a variety of secure data-sharing capabilities.

Run multiple Tweets and vary your creative

Having one super strong video ad is great, but it's not the best course of action for successful campaigns. As they say, don't put all your eggs in one basket. The best approach is having multiple Tweets in a single campaign and varying the creative. This means you can run a Video Ad, a Video Ad with a Website Button, a Tweet with an image (can even be a high-quality still from the video), and a plain-text Tweet. Using 3-5 different ad formats has been shown to drive brand lift, campaign awareness, and purchase intent.

Use this opportunity to also test your tone and overall aesthetic across your ads. Take a risk and get a little playful or witty in one of your Tweets to see how your audience responds.

Monitor and optimize your campaigns

Your work shouldn't stop once your campaign is up and running. Periodically check on your campaign performance while it's still in-flight and make adjustments to keep it on the path to success. Replace under-performing Tweets and targeting with fresh alternatives.

After making edits, wait two to three days to allow the learnings to process and see results. If it still continues to underperform after that, pause or delete the campaigns and try again.

Explore different targeting options to find your audience

Twitter is home to hundreds of niche audiences and fan groups. Especially if you're just starting out on the platform, we know it can be difficult to find your loyal customer base. For early campaigns, try keeping your targeting broad. After a couple weeks of initial learnings, you can see which audience groups your content is resonating most with and continue building off that. Use Tweet Engager targeting to remarket to groups who've engaged with your past content.

If your campaign ties into a larger conversation (i.e. connecting with an upcoming holiday or current trend), try using Twitter's unique conversation targeting to reach people who are active in those conversations. Learn more about Twitter's targeting options.

Hungry for more best practices?

Visit our Twitter Business blog to read our latest insights

Business   Basics ⌄   Advertising ⌄   Resources and guides ⌄   Ads Help Center ⌄   🔍   Start a campaign

Twitter Analytics

Test, learn, and optimize with Twitter Analytics

Ready to launch your Twitter Ads campaign?   **Create an ad**

How to use Twitter Analytics

Analyze your Tweet data to understand your followers. Every word, photo, video, and follower can have an impact.

Twitter Analytics shows you how your audience is responding to your content, what's working, and what's not. Use this data to optimize your future Twitter campaigns and get better results.

Overview of key dashboards
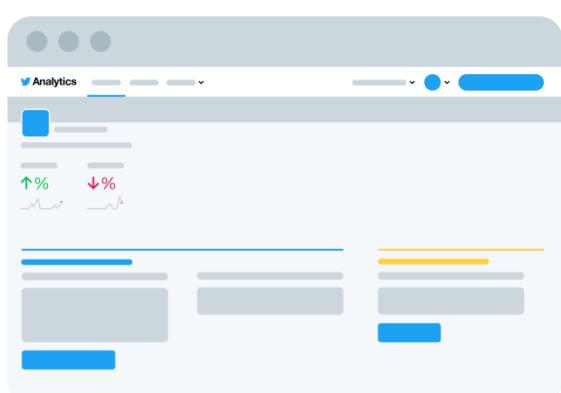
Account home

Your monthly Twitter report card

This dashboard features high-level statistics and is a gallery of your greatest hits. We'll spotlight your top-performing Tweets and introduce you to the influencers in your network.

Visit your account home   **Learn more**

Account home

Your monthly Twitter report card

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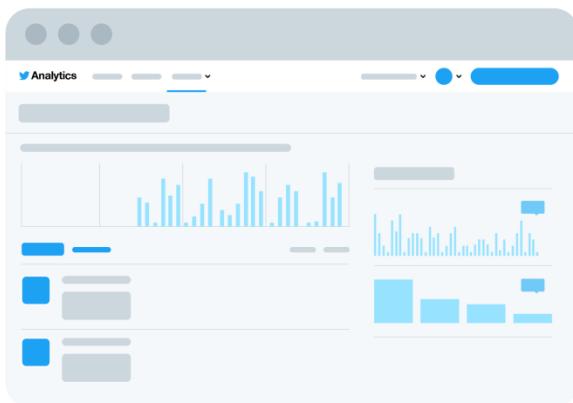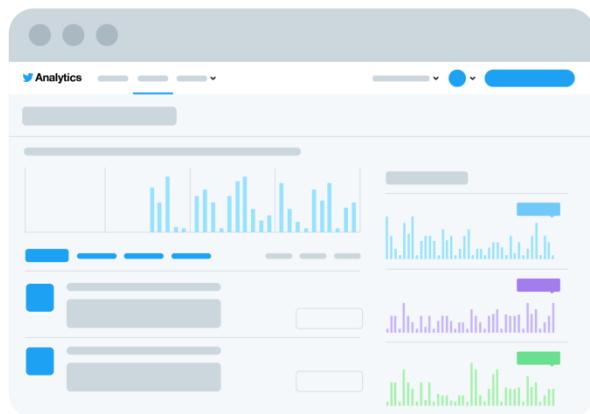
Video Activity Dashboard (VAD)

A deep dive into your videos

This dashboard displays retention, view rate, and completion rate for all of your videos on Twitter. You can also filter by promoted views on videos. You can adjust the date range and export the data as a .CSV file.

Visit your VAD **Learn more**

Measure outcomes that matter to you

Twitter provides transparency into campaign performance through measurement solutions and third-party studies based on your objectives. Our goal is to empower advertisers with measurement solutions to help you understand how your campaigns help achieve your broader marketing and business goals.

Watch this video and read below to learn more about our solutions.

Please note that the availability for these measurement solutions varies by market. Contact your Twitter Account Manager for more information.
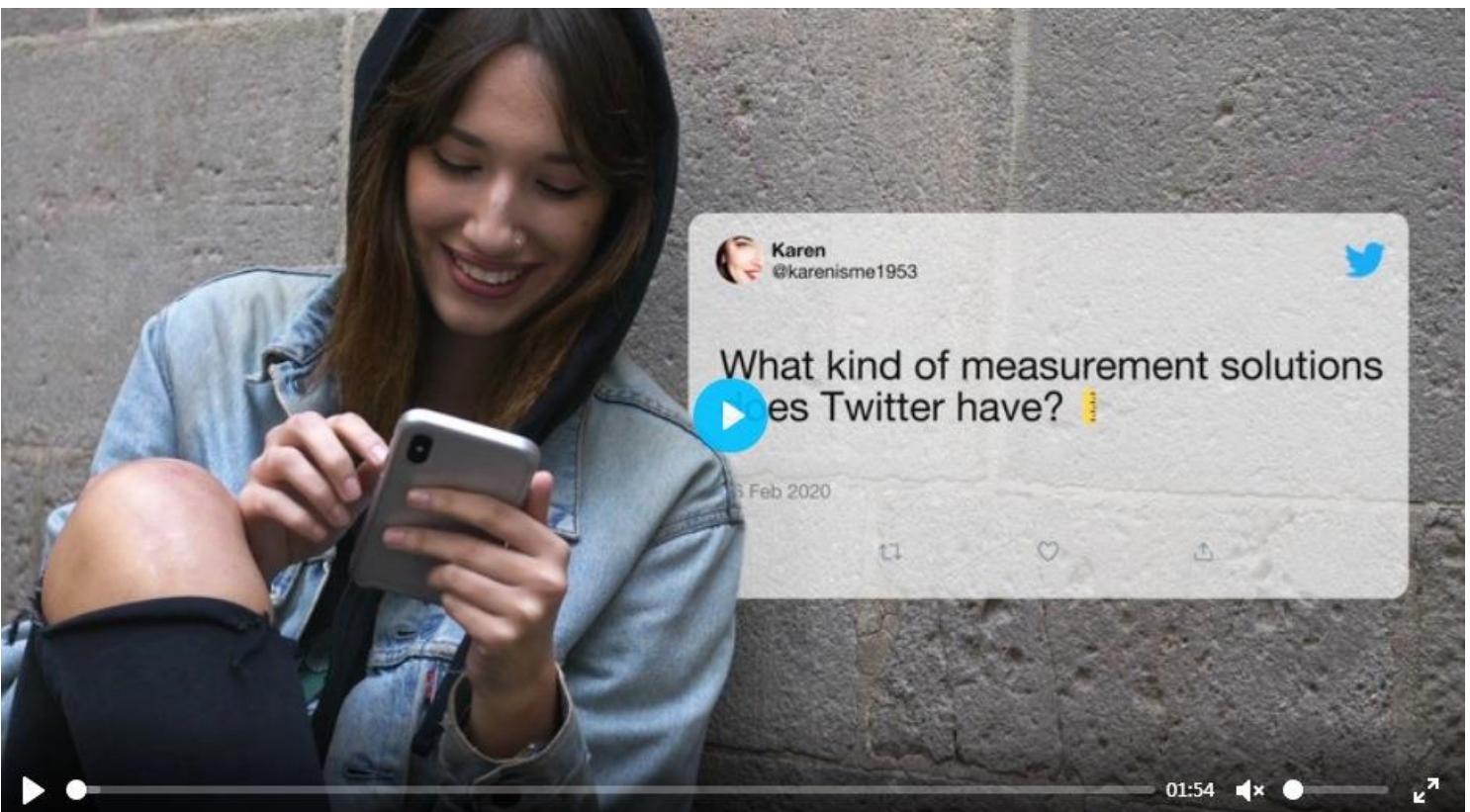
Campaign performance in Ads Manager

Monitor campaign delivery and understand how your Twitter Ads are performing by viewing metrics based on your objective. Use metrics such as audience reach, frequency, clicks, installs, cost per action, and more to optimize the performance of your campaigns

Audience Measurement

Get a demographic breakdown of your Twitter Ads campaigns and use those insights to help ensure you're reaching your target audience. Audience Measurement allows you to see age, gender, location, gross ratings points metrics, and more.

Incremental Reach

Get a detailed look at how much additional reach your Twitter Ads campaigns are delivering, in addition to your TV ad buys. Key metrics include incremental reach on Twitter, cost per reach point, and more.

Viewability

Find out if your ad was seen by accessing viewability metrics in Twitter's Ads Manager or by partnering with a third-party viewability vendor. Get stats on measured ads, in-view ads, fraud rate, and more.

Brand Lift

Understand how your campaigns are driving brand lift using Twitter Brand Surveys. Measure campaigns (big and small) and see how your ad is swaying brand metrics like awareness, favorability, consideration, purchase intent, and more. Survey insights can also help you pivot your strategy to better drive brand goals. Twitter also partners with third-party brand survey vendors to provide you additional flexibility.

Website Attribution

Measure how much your Twitter Ads drive website traffic using tools like Twitter's universal website tag, or leverage our third-party partner to compare performance across platforms. Measure link clicks, site visits, conversion events, and more.

Mobile App Measurement

Enable mobile app measurement to measure installs, in-app purchases, and other in-app events. With this measurement tool, mobile marketers can see how their Twitter Ads spend leads to conversions and use those insights to create more cost-efficient, optimized campaigns.

Advertisers can also opt into our Advanced Mobile Measurement (AMM) to receive expanded

Location Measurement

Quantify the impact of Twitter Ads in driving in-store foot traffic. Understand outcomes like number of incremental store visits, visit rates, and more.

Buy-Through Rate

Understand how exposure to Twitter Ads correlates with car sales and use the insights to adjust your marketing spend towards the most effective channels. The key metric measured is units purchased by the exposed served group.

device-level data, which can be used to develop a more in-depth analysis of performance.

TV Tune-In

Measure the effectiveness of Twitter in driving TV tune-ins. Use this measurement to find correlations between Twitter engagement and tune-ins across primetime broadcasts, cable programming, streaming series, and more.

Sales Impact

Through sales impact studies, marketers can measure the impact of Twitter Ads campaigns on driving lift in online or offline sales and penetration across various targeting and creative strategies. Key metrics include lift in sales per household, return on ad spend (ROAS), and more.

Marketing Mix Modeling (MMM)

MMM quantifies the impact of several marketing inputs (e.g. media activity, pricing, promotion, etc.) on sales and market share. Measure your Twitter Ads campaigns' return on investment (ROI) by partnering with Twitter to gather and share data requested by your MMM vendor. Use the insights to help you effectively allocate budget across channels.

Expand what's possible

Tap into a broad range of advertising solutions that make Twitter Ads easier and more effective.

Audience Targeting
Find more valuable audiences

Creative and Ad Experiences
Produce higher quality creative

Campaign Management
Activate media more efficiently

Advertising Analytics
Get deeper reporting insights

Look for the badge

MARKETING
PARTNERS

Twitter Marketing Partners are carefully selected for their outstanding products and proven track record of customer success.

Partnership is by invitation only, and all partners are periodically reviewed to be sure they continue to deliver great experiences across all facets of their business -- products, solutions, client service, and more.

By design, it's not easy to get a Twitter Marketing Partner badge. When you see it, you'll know you're working with the best of the best.

Partner Success Stories

Learn how partner solutions help brands succeed.

Partners

Brooklyn Nets

The Nets partnered with the Basis agency to reach high-intent users with messaging encouraging fans to purchase Net game tickets. Twitter provided strong interest-based and demo-based audiences. However, the Nets needed to identify users that were frequent stadium visitors and had the financial means to purchase tickets. Foursquare built custom segments for a scalable approach to reach high-income event goers based on past visitation patterns..

Read more

Partners

PedidosYa

PedidosYa is a market leader in LATAM for online and mobile food-ordering, serving 55,000 restaurants with millions of users in more than 400 cities across 13 countries in Latin America. In partnership with Wise.Blue, PedidosYa developed a highly targeted campaign using Twitter's Carousel Cards—improvoving CPA by 40% and doubling acquisitions on a week-over-week basis.

Read more

Partners

Large gaming client

A large Japanese gaming company partnered with D2C-R, a marketing agency specializing in mobile marketing, to more effectively re-target users. By using ART DMP, they were able to create audiences based on the game titles users were playing and their progress within the game—resulting in higher engagement and retention rates.

Read more

Download the 2022 Twitter Planner

We've compiled some of our best Twitter tips and tools into our 2022 Twitter Planner to help you brainstorm and plan your marketing campaigns for 2022.

Learn our best practices, how to align your campaigns with your business objectives, and tips for setting campaign targets.

You can use this editable PDF on your desktop, or print it out and have a hardcopy to work from. Whatever works best for you.

The 2022 Twitter Planner will help you:

- Plan your promoted and organic Tweets a month ahead
- Find your brand voice on Twitter
- Improve your Tweets with pro-tips from the Twitter Business team
- Think of new content with 'month of Tweet' themes
- Achieve creative best practices
- Plan better Twitter Ads campaigns

What's included

Getting started

- Plan ahead
- Find your voice on Twitter
- Month of Tweets

Monthly planning

- Monthly objectives
- Monthly organic Tweets
- Monthly Promoted Ads
- Monthly reflection

Helpful resources

- ProTips
- Creative best practices
- Tweet ideas
- Website Button ideas
- 24/7 hashtags
- Twitter Poll ideas
- Video thought starters
- Twitter Ads targeting
- Campaign optimisation
- Create your Twitter Ads

Business

Getting Started

🐦 Business

Plan ahead

Think about the key moments, occasions, and events that your brand can connect with this year

Create your calendar of key events and occasions

For inspiration check out the 2022 marketing calendar at business.twitter.com

JAN	JUL
FEB	AUG
MAR	SEP
APR	OCT
MAY	NOV
JUN	DEC

Business

Find your voice on Twitter

01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity

Copy

Words, phrases, and topics to incorporate

Words, phrases, and topics NOT to incorporate
(Competitor names? Old company taglines)

Media

Things to include in images or video

Things NOT to include in images or video
(Licenced material? Is the interior of the bar
ok, but someone drinking too much?)

Emojis

Emojis that are ok to use

Emojis that are NOT ok to use
(Weapons? Gender representation?)

Spice-o-meter:

Click to download more worksheets

Business

Find your voice on Twitter

01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity

If your brand was a person…

Their favourite restaurant would be_____

Their go-to outfit would be _____

Their catchphrase would be _____

Their most-used emoji would be _____

Their coffee shop order would be _____

The background image of their phone would be _____

Their most called phone number is their _____

Their pet would be a _____ named _____

Their most-played album would be_____

Narrowing in

After people interact with our brand they should feel _____

Two words I think of when I think of that feeling are_____ and _____

A brand that makes me feel that way is _____

That brand's tone is _____ and _____

Draw a portrait

If your brand was a person, what would it look like?
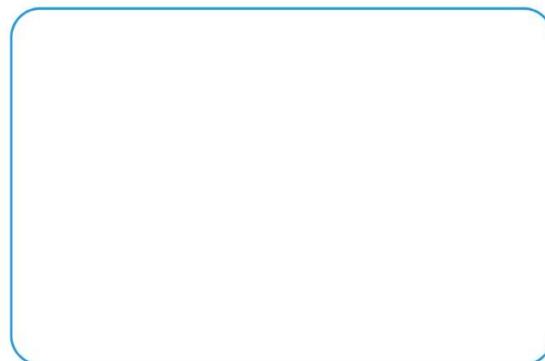
Click to download more worksheets ➤

🐦 Business

A month of Tweets

We've outlined some ideas to get you started - use the extra space to add your notes

Monday	Tuesday	Wednesday	Thursday	Friday
FAQ	**Retweet**	**Pro-tip**	**Retweet with comment**	**Behind-the-scenes pic**
MotivationMonday	**Key piece of content**	**Gif**	**Statistic**	**Meme**
Twitter Poll	**Ask a question**	**WednesdayWisdom**	**Successful past Tweet**	**Shoutout**
Positive brand news	**UGC**	**Video**	**Go live!**	**One-liner**

Click to download more worksheets ➤

🐦 **Business**

Monthly Planning

🐦 Business

Monthly Goals

2022 JAN

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

🐦 Business

2022 JAN — Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Things to remember

Promoted Ads

2022 JAN

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Things to remember

🐦 Business

20 22 JAN

Reflect

What worked

What didn't work so well

Learnings and opportunities

Business

Monthly Goals

2022 FEB

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

🐦 Business

2022 FEB

Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Things to remember

🐦 Business

Promoted Ads

2022 FEB

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Things to remember

Business
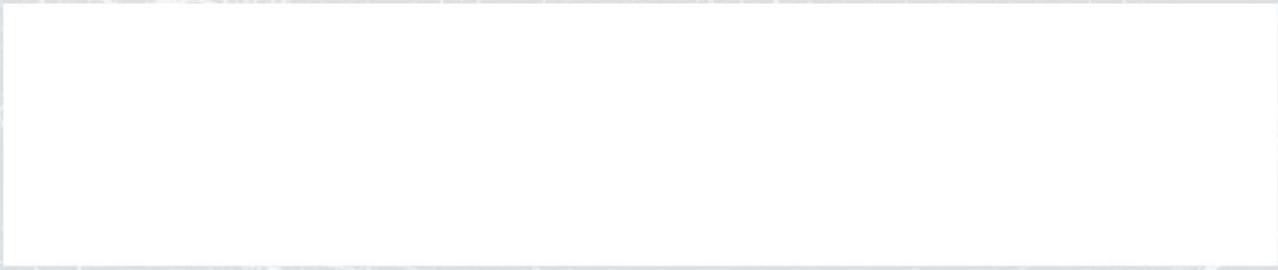
2022 FEB

Reflect

What worked

What didn't work so well

Learnings and opportunities

Business

Monthly Goals

2022 MAR

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

🐦 Business

2022 MAR

Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Things to remember

Business

Promoted Ads

2022 MAR

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Things to remember

2022 MAR

Reflect

What worked

What didn't work so well

Learnings and opportunities

🐦 Business

Monthly Goals

2022 APR

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

🐦 Business

2022 APR

Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Things to remember

Promoted Ads

2022 APR

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Things to remember

2022 APR   Reflect

What worked

What didn't work so well

Learnings and opportunities

Business

Monthly Goals

2022 MAY

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

🐦 Business

2022 MAY

Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Things to remember

Promoted Ads

2022 MAY

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Things to remember

2022 MAY

Reflect

What worked

What didn't work so well

Learnings and opportunities

🐦 **Business**

Monthly Goals

2022 JUN

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

🐦 Business

2022 JUN

Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Things to remember

Business

Promoted Ads

2022 JUN

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Things to remember

2022 JUN

Reflect

What worked

What didn't work so well

Learnings and opportunities

🐦 **Business**

Monthly Goals

2022 JUL

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

🐦 Business

2022 JUL — Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Things to remember

Promoted Ads

2022 JUL

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Things to remember

🐦 Business

2022 JUL

Reflect

What worked

What didn't work so well

Learnings and opportunities

Business

Monthly Goals

2022 AUG

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

🐦 **Business**

2022 AUG

Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Things to remember

Business

Promoted Ads

2022 AUG

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Things to remember

2022 AUG

Reflect

What worked

What didn't work so well

Learnings and opportunities

🐦 Business

2022 SEP

Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Things to remember

Business

Promoted Ads

2022 SEP

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Things to remember

🐦 Business

2022 SEP

Reflect

What worked

What didn't work so well

Learnings and opportunities

🐦 **Business**

Monthly Goals

2022 OCT

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

🐦 Business

2022 OCT — Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Things to remember

Promoted Ads

2022 OCT

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Things to remember

2022 OCT

Reflect

What worked

What didn't work so well

Learnings and opportunities

Business

Monthly Goals

2022 NOV

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

🐦 Business

2022 NOV

Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Things to remember

Business

Promoted Ads

2022 NOV

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Things to remember

Business

2022 NOV

Reflect

What worked

What didn't work so well

Learnings and opportunities

🐦 Business

Monthly Goals

2022 DEC

Key objectives

How to achieve them

Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics

Business

2022 DEC

Organic Tweets

Plan your organic Tweets and community management for the month ahead

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Things to remember

🐦 **Business**

Promoted Ads

2022 DEC

Schedule your Promoted Ads around your upcoming campaigns

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Things to remember

2022 DEC

Reflect

What worked

What didn't work so well

Learnings and opportunities

Business

Helpful Resources

🐦 Business

#ProTips

🗣 Refresh your profile

Keeping your profile up to date shows your audience what's happening with your brand

📑 Create lists

Custom timelines with Tweets from the accounts you wish to include

Incorporate rich media 🎞

Images, GIFs, or short videos drive higher engagement rates

Leverage Twitter tools 🛠

Drive more engagement with Threads, Polls, or Spaces

Actionable, always-on tips to use to adapt, refine, and grow your presence on Twitter

🖼 Use Website Buttons

Drive more organic clicks compared to a simple URL within a Tweet

🎯 Target creatively

Broaden your targeting strategy by expanding your reach

🔍 Test & optimise

Play around. Test what works for you and your campaigns

Experiment with ✂ copy & creatives

Don't assume one-size fits all, different audiences engage with different Tweets

Test different CTAs 📣

Help your Tweets stand out and learn what best makes your audience take action

Video campaigns 🎥

Make your message more memorable by adding video

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Creative best practices
Make your creatives stand out

Strong Tweet copy:

- Is concise and to the point
- Includes a call-to-action (CTA)
- Is human and conversational
- Gives discounts by % (not a currency amount)
- Creates a sense of urgency (i.e. "limited time only")
- Avoids distracting hashtags

Strong Tweet images:

- Are clear and not pixelated
- Have minimal text
- Have a central focus
- Catch the eye with bright colours, a human element, or display of movement or emotion

Strong Tweet videos:

- Are 15 seconds or less
- Open with a product
- Have captions or another sound-off strategy
- Have clear logo placement throughout
- Have branding present for more than half of the video

YOY, there's been a 34% increase in video view time on Twitter, equating to 3.5 billion video views per day.

Source: Twitter Internal, January 2021

🐦 Business
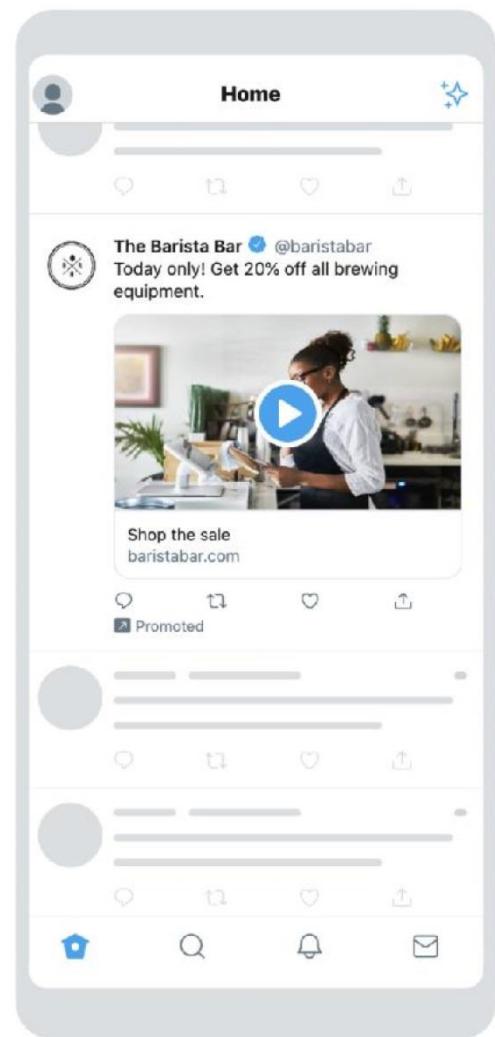
Tweet ideas

Put your pen to paper before putting
your Tweet on Twitter

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

Click to download more worksheets

🐦 Business
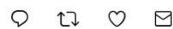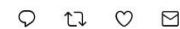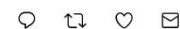
Website Button ideas

Put your pen to paper before
putting your Tweet on Twitter
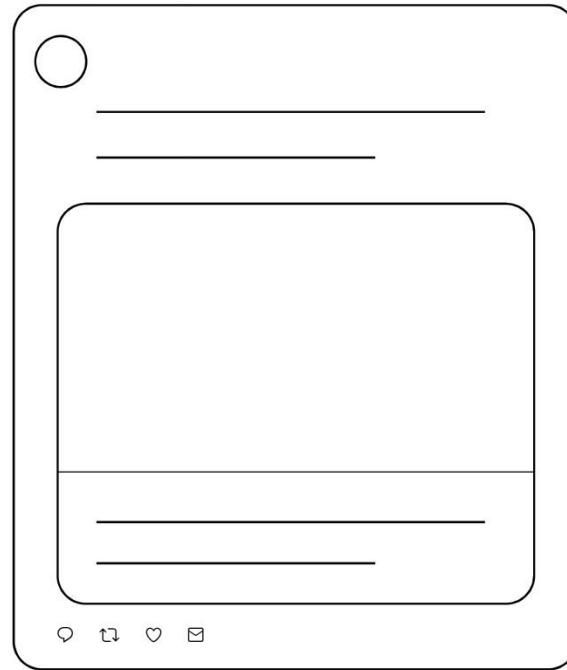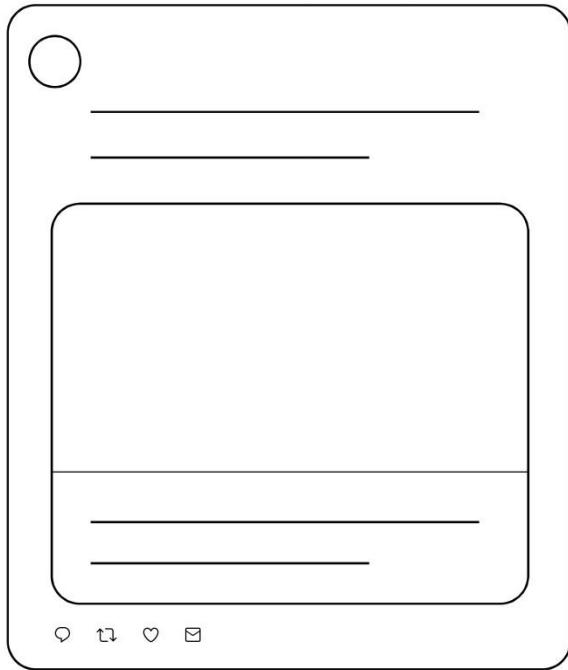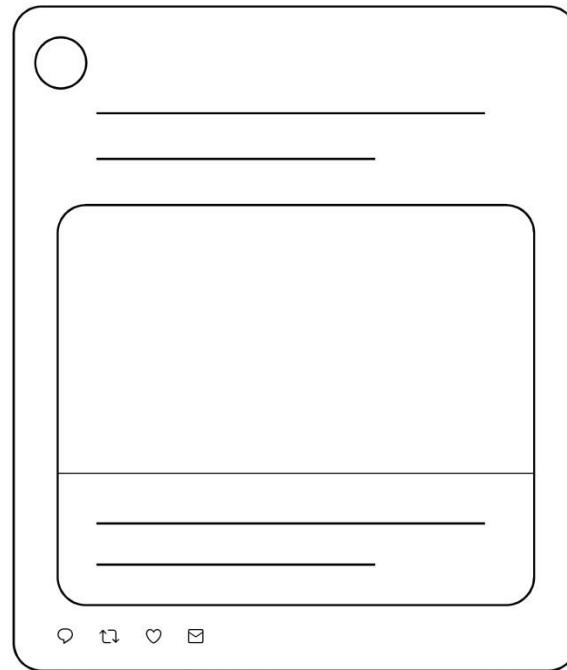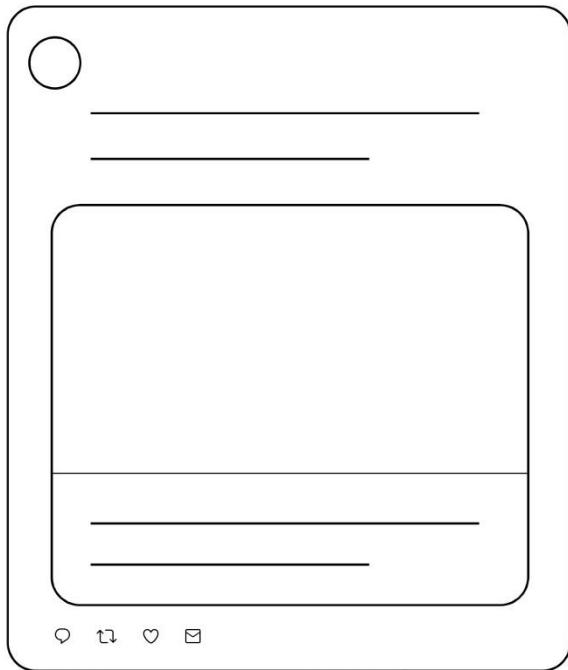
Carousel Ads ideas

Put your pen to paper before
putting your Tweet on Twitter
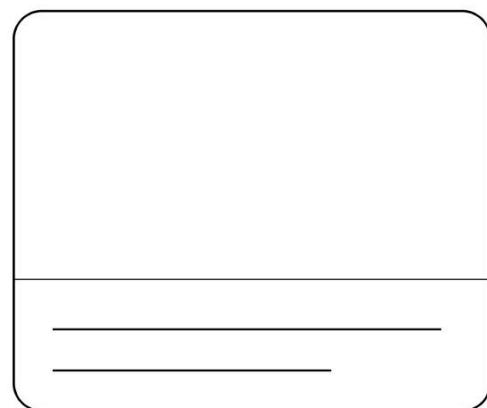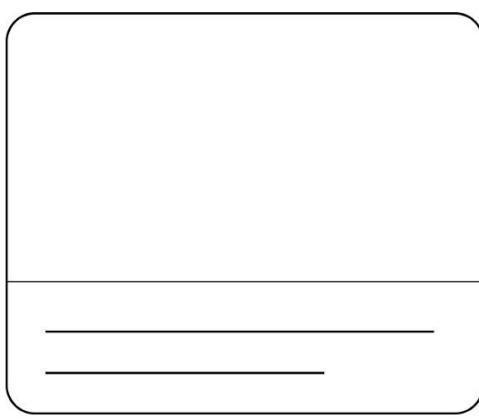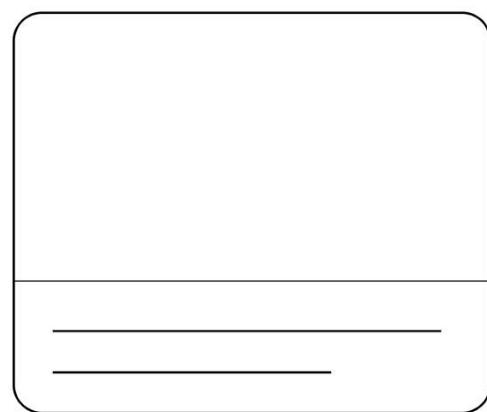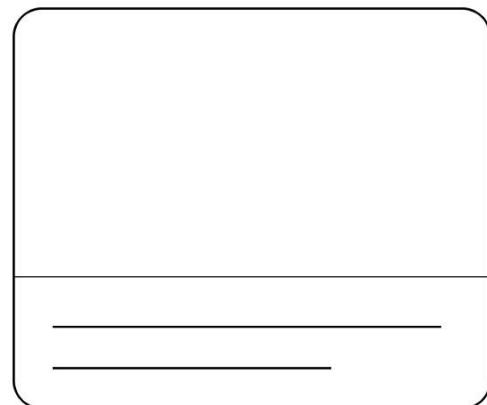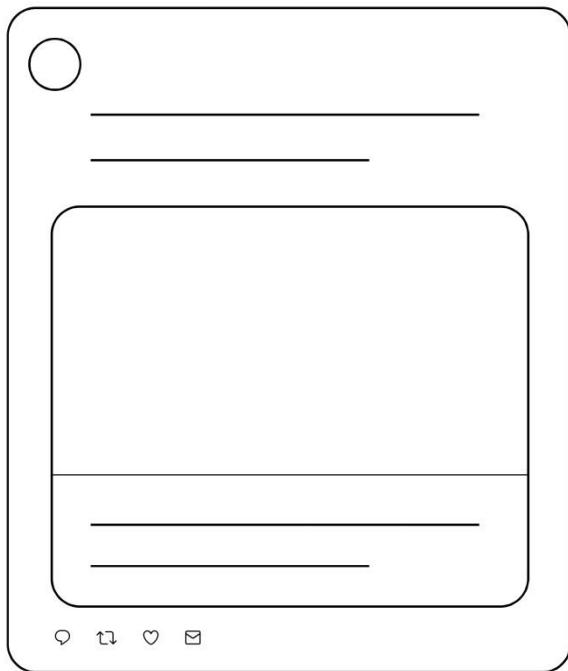
Click to learn more about Carousel Ads 🖱️

🐦 **Business**

24/7 hashtags

Planning your content calendar? Create Tweets that use popular, recurring hashtags.
Use our ideas for inspiration. Then craft your own uses for the hashtag in the blank space.

#SundayFunday
- Final weekend thoughts
- Weekend activities

#MondayMotivation
- Uplifting content
- Productivity tips
- Well wishes for the work week ahead

#TransformationTuesday
- Brand evolution over time
- Before and after stories from customers

#WednesdayWisdom
- Best practices for your product or brand
- Weekday activities

#TBT (ThrowbackThursday)
- Important firsts for your company
- Fun facts about your company's past

#FridayFeeling
- Your plans for the weekend
- Fun GIF's

#Caturday
- Office pets
- UGC of customers' pets with your product

Click to download more worksheets

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Twitter Poll ideas

Engage with your audience in creative ways and show a different side to your brand

Get feedback on your account

What kind of content do you want to see from our account?

- Thought leadership
- Pro-Tips
- Behind the scenes

Add humour

The best Friday meetings are

- Short & focused
- Before Noon
- Cancelled

Tap into trends

Will you tune in to the #Oscars

- Making my popcorn
- Might watch later
- Nope

Make a quiz

What year were we founded in

- 2005
- 1999
- 1982

Create community

What's in your mug this morning

- Coffee
- Tea
- Other (please reply)

Click to download more worksheets

🐦 Business

Thought starters: Video types

Get the most from your video with these thought starters

How-to

Q&A

Live video

Stop Motion

Gift guide

Product forward

Customer Spotlight

Slideshow

Data Visualisation

Before and after

Unboxing

User generated content

Click to learn more about video on Twitter

Business

Twitter Ads targeting

Looking to find your audience on Twitter?
Twitter's targeting options can help you reach the right people at the right time.
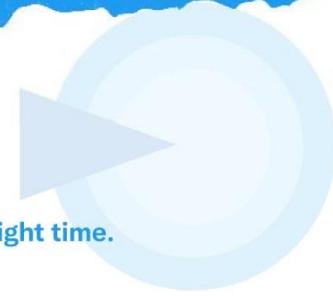
First, the basics
The options in this section work together using "AND" logic. This means you will be targeting people who match all of the input criteria.

Example: People who live in Canada AND speak French AND use Mobile-Android devices

Demographics

Gender
☐ Any
☐ Men
☐ Women

Age

Location

Language

Devices

☐ Mobile - IOS
☐ Mobile - Android
☐ Desktop
☐ Other mobile
☐ All

Other device characteristics
(Carriers, device models)

Great! These basic parameters will be applied to the rest of your selections, which we will fill out now
This last section uses "OR" logic, meaning you'll target people who match any of the input criteria.

Example: People who belong to a custom audience OR have a specific interest OR match a specific conversational topic

Custom audiences

Use Audience Manager to upload CRM lists and manage audiences collected from your website or mobile app.

Click to learn more about Twitter's targeting options 🖱

🐦 **Business**

Twitter Ads targeting

Targeting features

Keywords	Follower look-alikes	Interests

Additional options

Remarketing capabilities to re-engage with and move potential new customers down the funnel.

☐ **People who saw your past Tweets**
☐ **People who saw and engaged with your past Tweets**

☐ Organic Tweets   ☐ Tweets from specific campaigns   ☐ Both

🐦 Business

Campaign optimisation
Remember your ABCs of campaign optimisation

Audience

- Combine targeting options
- Understand your audience
- Remove similar audiences

Bid

- Adjust bid amount regularly
- Use small increments
- Monitor performance

Creative

- Refresh creative regularly
- Test on broad campaigns
- Experiment with different components

Signals

- Not reaching daily budgets
- Daily budgets spending too fast
- High costs
- Low campaign reach
- Low engagement or click rates

Business

Create your Twitter Ads

Create your **Twitter Ads** ↖

Check out our **Agency Resources** ↖

Our blog publishes new marketing and **Twitter-focused posts regularly** ↖

Have questions? Contact our dedicated Customer Success team **here** ↖

Business

DOSM, Packaging and Hetelier,

We recommend that we get marketing sources that are credible and provide clear and correct directions, piecemeal study won't give you practical instructions but you will know a little bit.

I will compile knowledge about Social Media Digital Marketing in a series.

The First Series of Digital Marketing Twitter Social Media Business.