

The Ins and Outs of Twitter Ads

You know how important social media is to your business. With the right strategy you can build your brand, spread awareness, and build up your client base. Taking your social media strategy one step further with Twitter ads can ignite your social media marketing. Twitter ads are targeted, budget friendly, optimized and traceable. Not to mention that, according to Yahoo Finance, Twitter has a higher click through rate than other social media networks.

Before you get started on running Twitter Ads, be sure that you are using Twitter to its maximum capacity. Confirm that you have a complete profile, with a creative image that is strongly associated with your business and a link back to your website or even a special landing page. In other words, personalize your website as much as you can.

Ensure that you are participating in Twitter conversations, engaging your audience and having your voice heard. Follow the right people and make certain that your message is designed for your ideal audience. Confirm that you are using Hashtags appropriately. Mention others in your Tweets, reply to those who send direct messages or who mention you in a message. Link to information your audience will find useful or solve a problem.

When it comes to social media, you need to be where your customers are. If they're prolific on Twitter, you need to be, too. Once you become accustomed to using Twitter and your profile is optimized, you're ready to try running Twitter ads. There are three types of Twitter ads that you can run.

1. Promoted Accounts
2. Promoted Tweets
3. Promoted Trends

Promoted accounts and promoted trends are for large businesses with deep pockets. Therefore, you want to focus on Promoted Tweets. The cost is lower and the return on investment (ROI) is higher than Google Ads in some cases. A promoted Tweet allows you to bid on selected Tweets to show to a specific audience.

You'll be able to promote your Tweet based on interest, gender, location, users who are like their followers, users who influence a specific audience, device specific and current followers. You will pay "per engagement". Engagements are retweets, replies, click-throughs, or new followers. So basically if someone answers your call to action they've generated what Twitter calls an engagement.

In order to get more engagements you need to ensure that you're using Twitter in an optimized way. In order to ensure that you are doing all you can to use Twitter in a way that will advance your business follow these tips and tricks.

- **Know Who Your Ideal Client Is** – You can't begin to create products or marketing materials that speak to your audience if you have no idea who that ideal customer or client is. Create a persona or avatar of your ideal client to keep near you while you develop your twitter campaigns.
- **Budget Your Time Correctly** – One problem with social media marketing is that spending time doing the wrong thing will make you feel productive while you're really just

wasting time. Be realistic about the time you have to devote, and then set a timer so that you're forced to be truly productive during that time.

- **Set Goals for Twitter Marketing** – Before you even get started, understand what you want to accomplish with Twitter Ads. Twitter ads are powerful and can work for your business in so many ways. But first, you must create measureable and realistic goals for each Twitter ad and action.
- **Develop a Strong Profile** – Every social media network allows you to put up a bio or profile, and Twitter is no different. You are limited by what they allow you to put but you can use the images, backgrounds, and space creatively to include the right information that is designed to tell potential clients and customers about you but make it about them.
- **Always Link to Your Website** – Link to your website in your profile, and when you create updates, ads, or post from your blog. Ensure that there is a link back to your website. After all, that's the point. You want to bring everyone to your website and to your email list.
- **Use an Engaging Cover Photo** – Some people feel the cover photo isn't important because so many people use automation to view your Twitter but that's not true, a cover photo is a great opportunity to further brand awareness.
- **Use a Professional Twitter Picture** – Don't just slap any picture up there as your profile picture. While you can use a logo, consider using a picture with a real face, eyes and smile. The reason is that people will trust you more if they see that a real person is behind the Twitter.
- **Create Twitter Lists** – Creating a list of Twitter users is useful to allow you to click the list to only look at their timeline to save time on having to scroll through and miss something important from these people.
- **Organize Your Followers** – You can favorite Tweets and you can create categories for classifying your tweets and other tweets using tags. You can even go through your own account and delete old or useless tweets.
- **Search for People to Follow** – Use Twitter search and Hashtags to find people to follow. You want to follow people who are in your audience but also people who market to your audience.
- **Engage with Others Often** – Don't just get on Twitter, send a Tweet and call it a day. Worse, don't send auto Tweets and call it a day. Instead, you want to engage with other users to form relationships on Twitter.
- **Don't Be Boring** – You only have a 140 characters, but that doesn't mean your Tweets and responses need to be boring. Give it some thought. Can you say what you want to in pictures, or prose?
- **Offer Value** -- Remember that your job is to offer value to your ideal audience who you want to become your client or customer. Anytime you are providing value, you're doing the right thing.

- **Join Twitter Chats** – There are live events, and you can even host a live event called a Twitter chat about a specific topic, usually with a Hashtag established along with a set time for the event. To find a chat to join look at [Chat Salad](#) or [Tweet Reports](#).
- **Plan Your Content Sharing** – Don't just fly by the seat of your pants when it comes to creating content for Twitter. Plan in advance based on what you're trying to promote.
- **Schedule Content** – Using a spreadsheet or automated software like HootSuite.com, use your plans to pre-schedule the content you want to share on Twitter.
- **Repeat Tweets** – Don't just share a Tweet one time, you should share it multiple times for the best results. Different segments of your audience will look at Twitter at various times of day.
- **Use Automation Wisely** – Click to Tweet buttons on your website and other content, scheduled posts, and that type of automation is fine if you still get on Twitter live and participate in the social aspects of the social media network.
- **Ask Questions Strategically** – You can be straightforward, yes or no, or offer choices for an answer such as A or B. This way you're more likely to get a response. You can also use Polls using polling software like surveymonkey.com.
- **Choose Images Carefully** – You want to use images with human faces in them because people obviously relate better with humans. That's why it's better if your Twitter profile picture is a person, while the background is the logo. People will trust you more if they can see a person.
- **Show your Products** – Post pictures of your products that are clear, well produced, and include testimonials of those who have used the product. Ensure that you include a call to action with a promoted post.
- **Mix Up The Content** – You don't have to just share pictures and text. You can share video, slide shows, and more on Twitter. Mix it up and be creative. The more types of content you post, the better and more entertaining for your audience.
- **Spread the Love** – Retweeting relevant Tweets from others is an important way to engage. You can also add your own thoughts to a retweet. Plus, they are likely to also retweet something important for you, too.

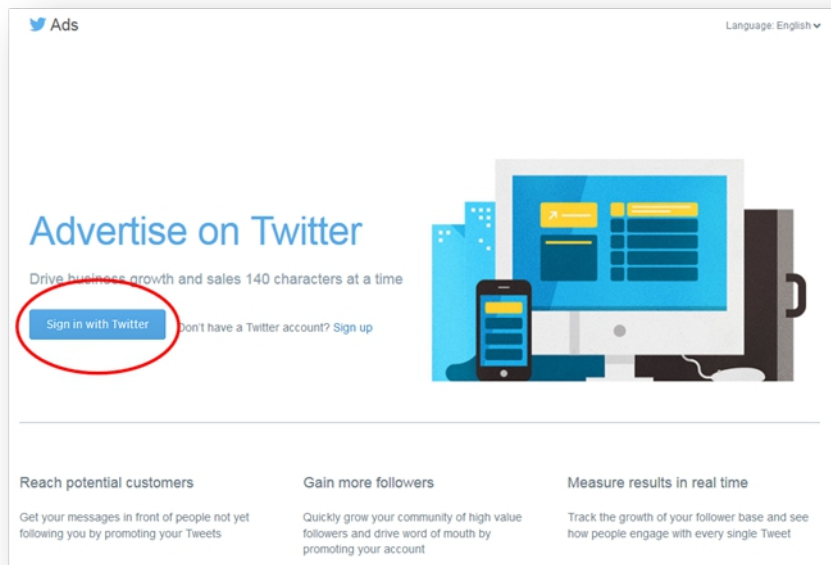
All of these tips can also be relevant when it comes to promoted tweets and Twitter Ads. Like most Tweets, promoted tweets need to be promoted to the right audience. This will take some study of your audience and of your goals. Nothing should be done without giving it top consideration so that your results will most closely match your goals.

Understanding keywords, how to target the right keywords, how to target the right people through their interests and who they follow and engage with will make a huge difference on whether or not your Twitter ads are successful. The great thing about Twitter is that you can run several slightly different promoted posts each time that are almost the same so that you can determine which is working better.

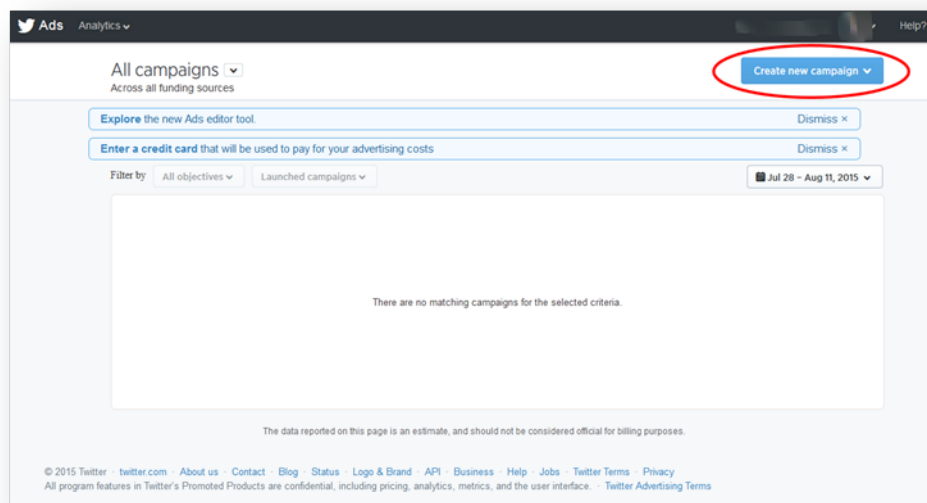
Finally, let's take a look at just how easy it is for anyone to set up promoted posts by learning more about the different options for Twitter ads and why you should choose Promoted Tweets because it's the easiest, and most effective for a small business with a small budget.

To get started with Twitter Ads, Follow These Instructions

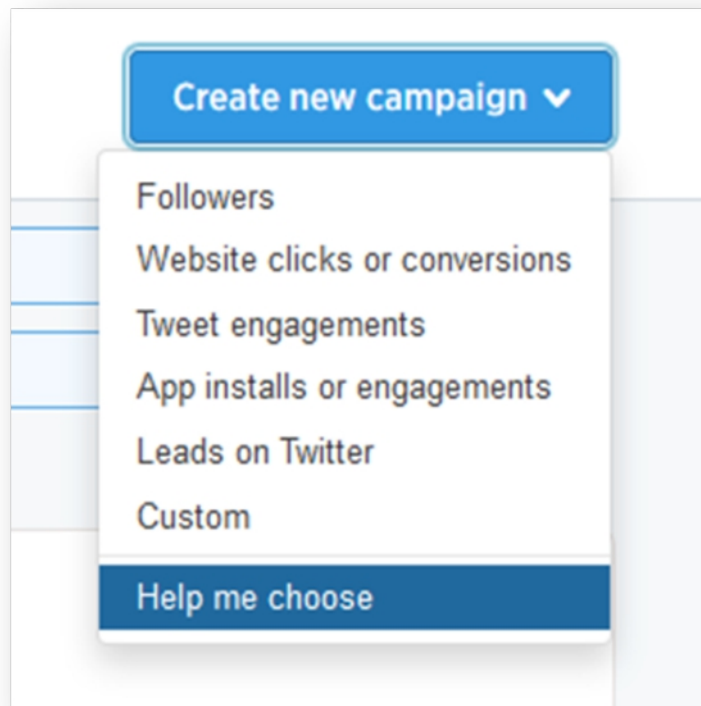
Go to the URL: <https://ads.twitter.com/> Sign in with Twitter or if you don't have an account yet, sign up.



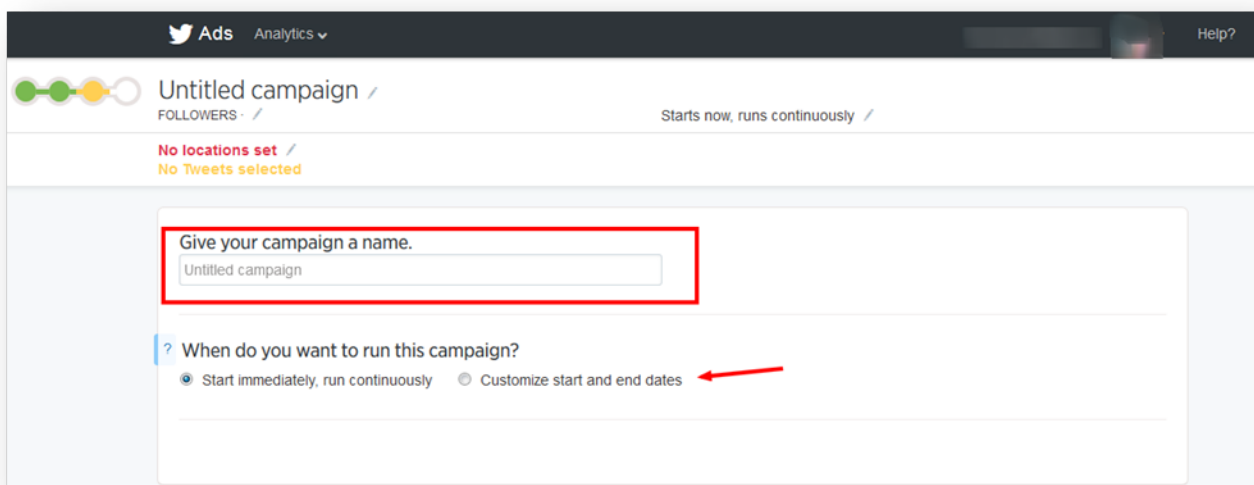
Click "Create New Campaign"



Choose campaign type from the dropdown menu



For this example we'll choose Followers. This means this advertisement choice will help you get more followers and charge you as you get more followers. Now, give the campaign a name, and choose when you want to run the campaign.



After you finish this part, next scroll down to compose or select. Then choose or create at least three appropriate tweets for this campaign.

Ensure that you use no more than 140 characters, using about 100 is best to account for retweet characters.

Compose or select Tweets to promote in this campaign.

Your Tweets will show in both mobile and web timelines. Adding Tweets (optional) helps you gain more followers. In your Tweets, you should highlight the benefits of following your account. [See best practices and samples](#)




Compose Tweets OR Select Tweets

Your Tweet has been saved, and added to the campaign.

Your campaign should include 3-4 Tweets for optimal performance.

[Compose another Tweet](#)

Available 3 currently promoted

<input checked="" type="checkbox"/>	 ... less than 5 seconds atrás Follow me for content marketing info that gets results. Promoted only
<input checked="" type="checkbox"/>	 ... less than 5 seconds ago Want content strategy tips that work? Follow me. Promoted only
<input checked="" type="checkbox"/>	 ... less than 5 seconds 前 Be the 1st to know about content sales by following me. Promoted only

Scroll down to Targeting. Here you can pick a location, gender, language, devices, platforms, carriers. You can also choose other targeting criteria like followers, interests, tailored audiences, behaviors and event targeting. A great way to target a group is by followers. For example, this sample advertisement is to promote a content marketing company.

Therefore, targeting followers of The Content Marketing Institute may be a good idea. You can choose to target users that are like your own followers, too. Targeting people based on their behavior or events they're attending is another really good idea.

Finally, set your daily budget maximum. This is required. You can also choose a maximum total budget and your campaign will automatically stop once it's reached this amount. Choose how you want to bid, automatic or maximum bid. If you choose maximum bid, you'll choose how much your max bid is for each engagement. For this example we are going to let the system decide by choosing automatic, which will choose the lowest price within the budget.

Click Save Campaign. Now you'll have a few choices to complete this campaign.

Twitter Ads Analytics

BP Content Writing /

FOLLOWERS /

Like followers of a user / In 1 location /

3 Tweets manually selected

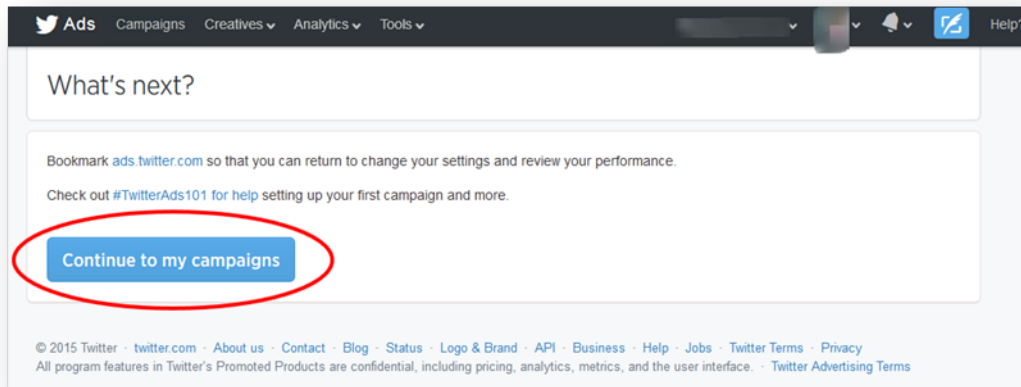
Aug 17, 2015 - Aug 17, 2015 /

TOTAL BUDGET	DAILY BUDGET	AUTOMATIC BID
\$25.00 /	\$25.00 /	- /

[Schedule campaign](#) [Save as draft and exit](#) [Modify details](#)

You can schedule your campaign, save as a draft, or modify any of the details.

We'll go ahead and click "schedule the campaign". Having done that, you'll need to enter your financial information in if you haven't already done that.



If your financial information is accepted you can now click "continue to my campaigns". To see your campaigns, just click on campaigns in the top menu bar. Then "launched campaigns" to view campaigns that are upcoming or actually launched.

Your promoted tweet is now ready to go. If you scheduled it for the future it will start on the date you scheduled it. If you created it to start immediately then it should be started once you have finished entering your financial information.

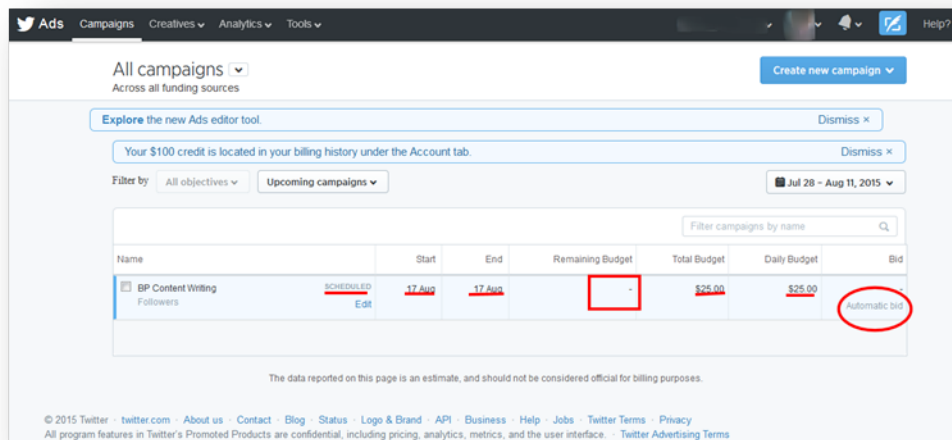
Analyzing Your Twitter Ads

As they say, nothing is ever done until the paperwork. Well, when it comes to online marketing, nothing is done until the analysis has been completed. Let's go over the different areas of your Twitter Ads Dashboard. This will give you a good overview of what's there and what you can do with it.

Campaigns Tab

In the section below, you can see an upcoming campaign where you can ensure that the scheduled campaign looks how you want it to. In this case, the campaign starts on the 17th of August and ends on the 17th of August, the budget is \$25 dollars per day with a total budget for

the entire campaign of \$25.00.



As you see here, there are also some messages, which you can dismiss. One message asks you to explore the new Ads editor tool, and the other tells you that \$100 is located in your billing history. When there are important issues you'll get these popups that will remind you.

Creatives Tab

Under the "Creatives" tab you'll find a list of Tweets that you've sent in the past or that you've scheduled (promoted) for the future as well as ones that have different objectives. Furthermore, you can choose to use some of your older Tweets as future promotions.

You can also look at and create Twitter Cards for promoted Tweets. There are four types of Twitter cards. Lead generation, website, basic app, and image app.

- **Lead Generation** – These cards help you capture data right from your Tweet. Users can share their information with you easily. To create one, you'll need a description, an image, a call to action, link to your privacy policy, and an optional destination URL which can redirect the user to a special landing page after they submit the information.

You can even provide thank you text after they've submitted their information. You can download the lead information manually or you can set an URL that it's automatically submitted to, such as a customer relationship management system.

- **Website** – Provide users who interact with your promoted Tweets a quick summary of your website information. You'll need an URL for your website, a good headline that describes what your page is about, an image that is not a stock image, a call to action from the list, and a name for the card so you can organize the information.
- **Basic App & Image App** – If you're promoting an app, this is an effective way to get more installs of your app by Twitter users who interact with your promoted Tweets. One is with an image and one is without.

Analytics Tab

Under this tab you have several choices: Home, Tweet Activity, Followers, Audience Insights and Twitter Cards. Click each sub tab to learn more.

- **Home** -- The great thing about this is when you go to home, you can find out which Tweet got the most responses and look at the Tweet activity from that one Tweet. You get an overview of the rest of the choices under the Analytics tab on one page.
- **Tweet Activity** – This sub tab shows you at a glance with a graph the number of impressions your Tweets earned over the time period you choose. You can also see an easy pictorial view of engagement rate. Plus, how many link clicks, retweets, and favorites you earn over the same period of time.
- **Followers** – Under this submenu item you can learn about the demographics of your audience, such as gender and income, what their topic interest is, and also how many new followers, on average, that you're gaining each day.
- **Audience Insights** – This sub item gives you even more understanding into your audience. It's very important to understand and know whether you're reaching your ideal audience or not, and this ability will certainly help you.
- **Twitter Cards** – If you've created Twitter cards you can measure URL clicks, watch change over time, and so much more. Learn all you can about Twitter cards because they can play an important role in your promoted Tweets.

Tools Tab

Under the tools tab you'll find the ads editor, audience manger, app manger, event calendar and conversion tracking functions.

- **Ads Editor** – This is where you can create new campaigns or make changes to existing ones. You can download the targeting criteria directory and export and import using an MS Excel Spreadsheet. This makes it really easy for businesses that are running multiple ads at the same time to make changes to a spreadsheet and then re -upload.
- **Audience Manager** – You can create a new audience list here. Name your audience; specify what type of data you have such as email addresses, mobile phone numbers, and even twitter user IDs. You can also upload your data file in CSV file. You can use tailored audiences for lists, web and mobile apps. With these lists, you can market directly to this audience certain promoted posts that go only to them.
- **App Manager** – This is where you can set up your apps that you want to promote as well as track conversions for each. You can use Twitter's optimized creatives. Using this feature you can get the right users and target the right people who are more likely to engage with your app.
- **Event Calendar** – The great thing about the event calendar is that you can buy real time ads and use promoted posts targeted to the people going to the event at just the right time. This is a very powerful way to use promoted posts on Twitter.

- **Conversion Tracking** – With this tool you can set up and track the performance of each of your promoted Twitter posts by installing website tags, which can help you compare and optimize your campaigns.

Part of every successful Twitter ad campaign is a thorough study of what worked and what didn't work. Twitter makes it super easy and intuitive to determine what worked and what did not work and with each campaign you'll be able to improve.

Rules of the Road to Twitter ad Success

If you want promoted Tweets to have an impact, you'll need to be involved with Twitter engagement before ever running your first promoted post. After all, audiences prove over and over again that engagement and relationship building is the most important thing when it comes to brand loyalty.

- **Tweet Organically** -- In addition, to be successful you should already be tweeting in an organic way as good information appears not only when you are promoting something.
- **Use Hashtags** -- You should be using hashtags when you want to connect to the wider conversation about your niche or topic on regular Tweets as well as promoted Tweets.
- **Add Links** -- Another great way to use promoted Tweets is to include an important and relevant link back to a product, service, sales page, or other landing page made just for Twitter followers.
- **Stay Current** -- If you can tie in your promoted Tweet to something happening currently, so much the better. Current events can be anything that's happening that affects your niche from a particular event.
- **Launch** – Promoted Tweets are an excellent way to tell your audience about something new. Using the stats available via conversion tracking you'll be able to determine how well your announcement works.

By trying to include these factors into each tweet, whether promoted or not, the tweets will be more successful than tweets that do not include these factors. A good way to determine what works for Promoted Tweets is to look at how other successful businesses use Twitter. Then, do what you need to do to be successful with using Twitter as a promotional tool in your own business.


Examples of Successful Promoted Tweets



Notice that this Tweet offers a link to a video on Youtube.com, plus a creative hashtag. Plus the tweet doesn't live alone; Old Spice is good at keeping the conversation going. If you "follow" you'll simply become a follower of their Twitter page.



The day this Tweet was sent, it was national "shout out" day where you shout out to people to give compliments. JC Penney wisely uses current events to take advantage of a way to get their name in front of all the people who participate in shout out day.


 **The New York Times** @nytimes · 9h
Save on Unlimited Digital Subscriptions and wake up to award-winning journalism.




This Summer, Start Your Day Smarter
nytimes.com
[Subscribe](#)

← ↻ ★ ...
Promoted

The call to action is clear in this promoted post by The New York Times. They want you to subscribe to the NY Times and if you do so you can save money getting the digital version.

 **Eventbrite** @eventbrite · 9h
From classes to music festivals, we help people organize events of all shapes and sizes. Get started today!



Host your next event on Eventbrite.
eventbrite.com
[Learn more](#)

← ↻ ★ ...
Promoted

Using an image with words on it, Eventbrite gets your attention due to the bright colors they use on this promoted post. They remembered the call to action “learn more”.



A new promoted post put out today by Docker. When you click on the link you are taken to a squeeze page that prompts you to sign up for more information. Not only that, just by looking you can already see how many people have retweeted it or favorited it.

Download the first three chapters free.

Quickly learn how to use Docker and containers in general to create packaged images for easy management, testing, and deployment of software. This practical guide lets you hit the ground running by demonstrating how Docker allows developers to package their application with all of its dependencies and to test and then ship the exact same bundle to production. You'll also learn how Docker enables operations engineers to help the development team quickly iterate on their software.

- Learn Docker's philosophy, design, and intent
- Use your own custom software to build Docker images
- Launch Docker images as running containers
- Explore advanced Docker concepts and topics
- Get valuable references to related tools in the Docker ecosystem

First Name:

Last Name:

Email Address:

Your Role:

Company Size:

Would you like a live New Relic Demo? ☐ Yes

Download Now

This is the squeeze page you get when you click through the promoted tweet. You go to this page, which is tracked via web cookies that Twitter provides and you upload to your website. The squeeze page is made with whatever software you want to use such as WordPress for the site and LeadPages.net or Instapages.com for the sales page.



This promoted tweet purports to help everyone get more tweets from like-minded people. If you click “sign up now” you’ll be taken to a squeeze page that invites you to sign up through Twitter to allow them to use your Twitter account. Whether or not you should do that is your choice, this is just an example of the different ways you can use promoted tweets.

Sign up for Twitter ›

Authorize CoPromote to use your account?

Username or email

Password

☐ Remember me · [Forgot password?](#)

[Sign In](#) [Cancel](#)

This application will be able to:

- Read Tweets from your timeline.
- See who you follow, and follow new people.
- Update your profile.
- Post Tweets for you.
- Access your direct messages.
- See your email address.

Will not be able to:

- See your Twitter password.

CoPromote
By CoPromote
[copromote.com/](#)

You're one click away from joining the largest cross-promotion network for creators. Get real retweets from like-minded creators for free!

[Privacy Policy](#)
[Terms and Conditions](#)

Twitter ads are very powerful if you use them properly. Remember, you want to include organic tweets, hashtags, links, current events and happenings, and use them for launches. Along with the right copy, images, and targeting you can see results that you may not have realized were possible.

To get started, work on your profile, start scheduling tweets, engage with others, and then work on your Twitter marketing strategy. Try your first Twitter campaign by running Promoted Tweets to get more followers by targeting people who follow one of your competitors. If that works well, then try using Promoted Tweets to get the word out about a new product or service launch. Set up a squeeze page, and send people who click on your Tweet there. The sky is truly the limit when it comes to success with Twitter Ads.