

A Beginner's Guide to Twitter Advertising



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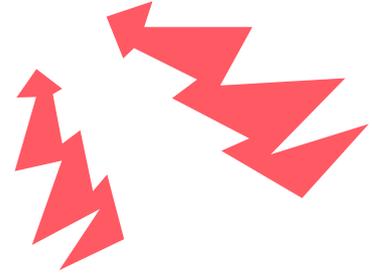
Let's start with what you'll learn throughout this e-book:

- Basic statistics about Twitter usage and its audience
- An introduction to the Twitter interface
- All you need to know about Twitter ads
- Ways to create engaging content on Twitter
- Inspirational Twitter profiles
- Analytics on Twitter



**So what's special about
Twitter?**

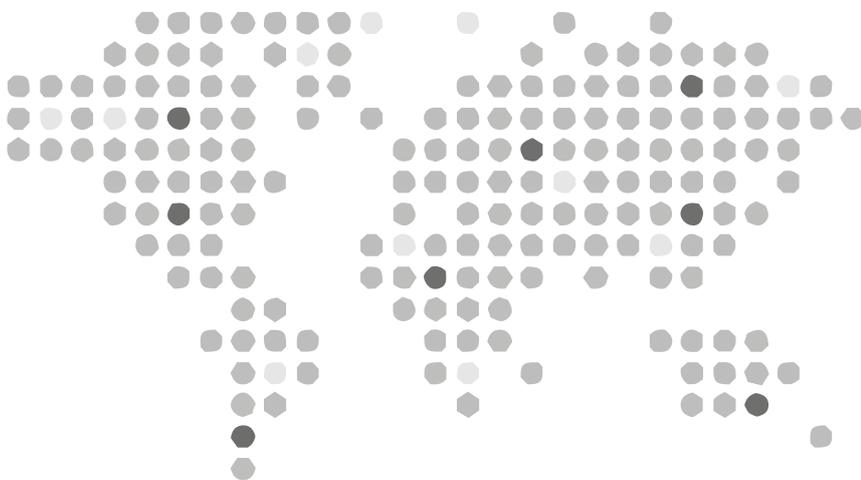
Why should you care about **Twitter advertising?**



Twitter gathers more than **330 million** users worldwide.

Every second, around **6,000 tweets** are tweeted (on average), which corresponds to over **350,000 tweets** sent per minute.

Even though Twitter has gone through a decline in the last few years, it still offers a **huge amount of potential to reach a new audience.**



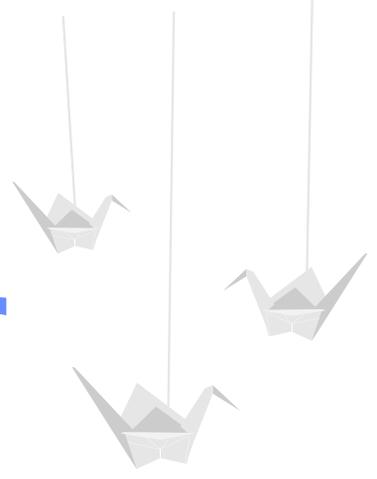
Twitter has

330
million

monthly active users,
and 145 million daily
active users.

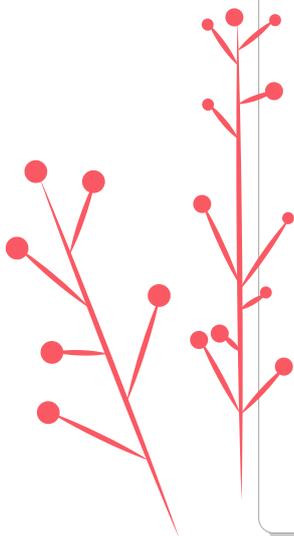
(Twitter, 2019)

Why should you care about **Twitter** advertising?

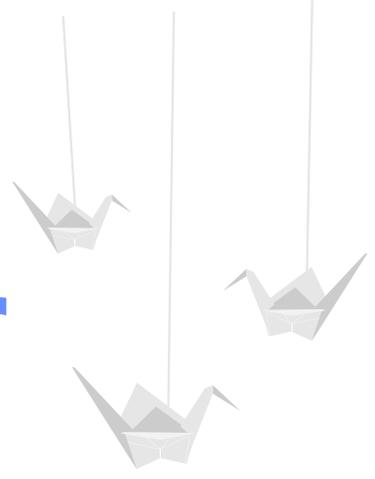


Twitter is being used as one of the fastest sources of information and is **HIGHLY conversational**. This is one of the key domains of this platform...

Video and images are taking off – as they do on other platforms – but one thing remains certain for Twitter. **People read**.



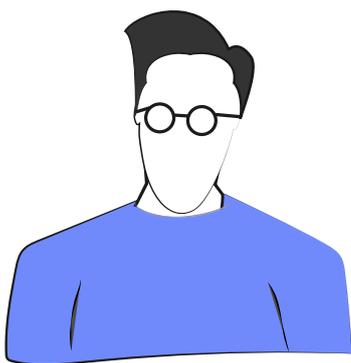
Why should you care about **Twitter** advertising?



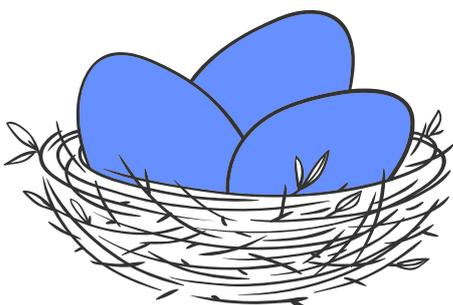
On Instagram, Facebook and other visual platforms, People tend to scan. Twitter is different. **People really read the text that's there.**

Most marketing strategies suggest that you choose channels based on your audience and marketing goals. **If you go after an audience that's aged 35+, Twitter could be a very effective channel.**

Dig deeper and see whether or not you can find your customers on Twitter. Use their [ad interface](#) – which we will reveal shortly – **to get more data.**

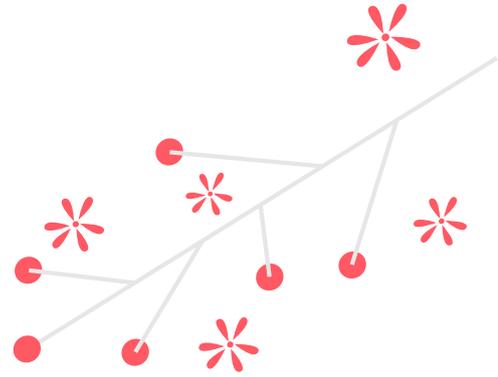


63 %
of Twitter users
are between 35-65 years old
(Thevab, 2018)



90 %
of people
read the copy on Twitter

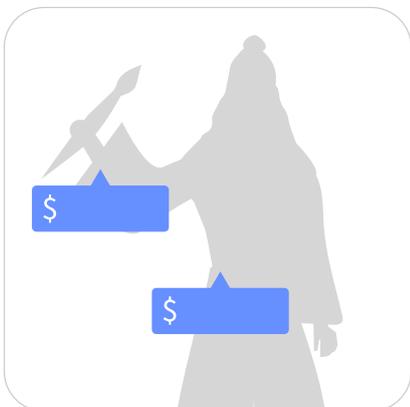
What does that mean for you and your business??



You can leverage the medium to open new conversations,
provide audience with valuable content and build relationships.

At the end of the day, it's a **positive emotion** that makes your customers choose you over your competitors.

Not to mention that **40% of Twitter users** reported purchasing something after seeing it on Twitter.



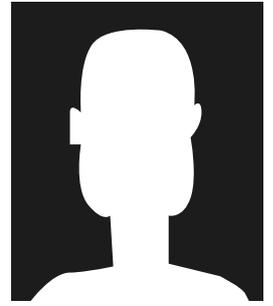
40%

of Twitter users

reported purchasing something after seeing it on Twitter.

(Digital Marketing Institute, 2019)

Get to know the Twitter Interface

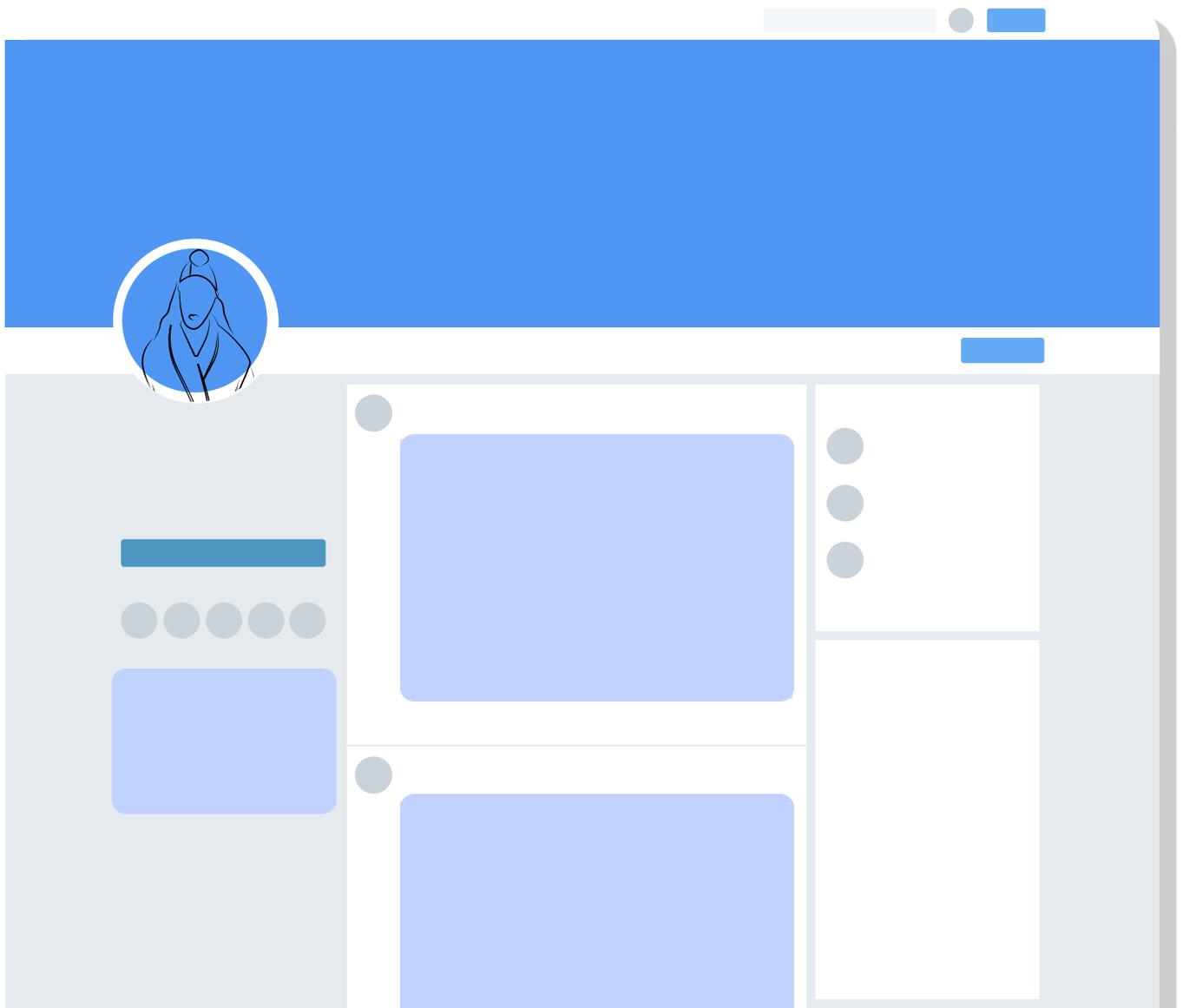


First things first.

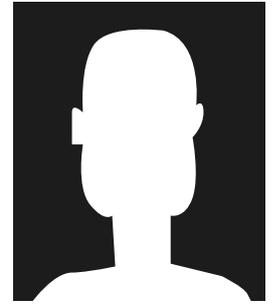
Twitter is a social media platform accessible worldwide for any human being older than 13 years of age.

It has an interface that every one of us probably knows.

But there is more...

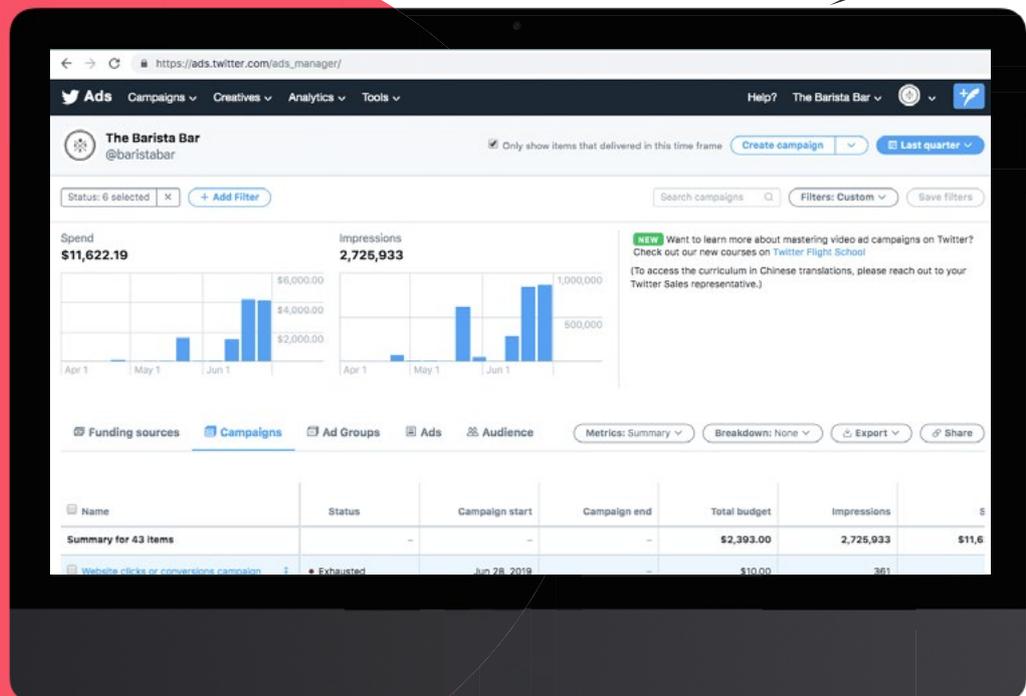


Get to know the Twitter Interface

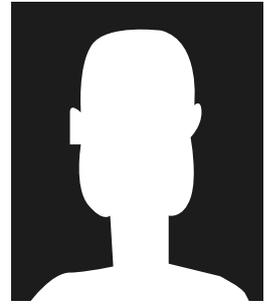


Ads Manager

An advertising platform called Ads Manager allows you to run campaigns and, thus, reach a broader audience and grow your profile and business.

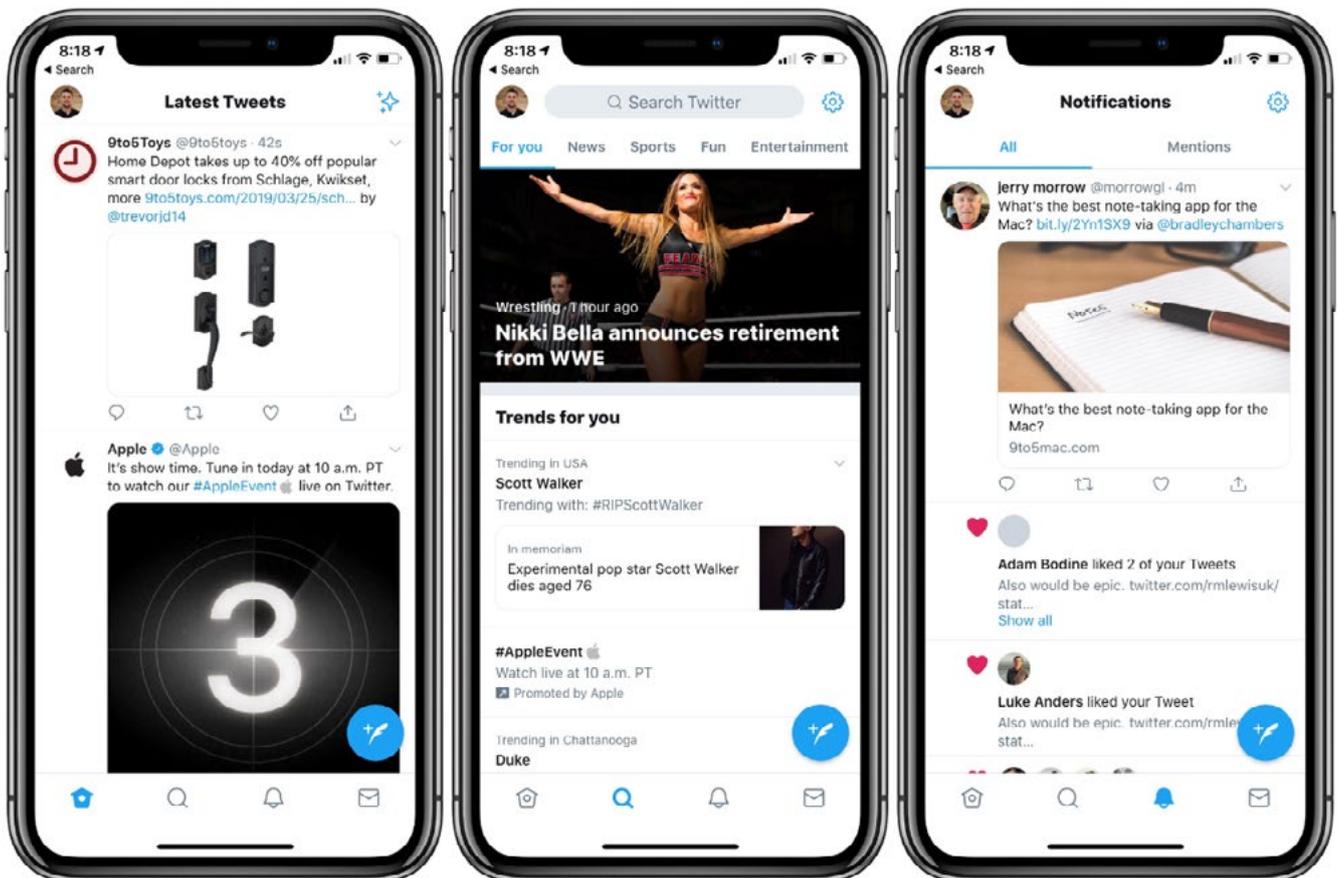


Get to know the Twitter Interface



Here is what you can do in Ads Manager:

- ✓ Publish, schedule and promote engaging Tweets
- ✓ See the performance of your Tweets
- ✓ Create audiences you want to target
- ✓ Create highly-targeted campaigns
- ✓ Analyze the performance of your campaigns
- ✓ Set up conversion tracking and optimise your campaigns



Twitter

Optimization

All social media networks gather tons of data about their users based on their behavior, interests, websites they visit, profiles they follow, conversations they engage in and many other touch points. This data is, then, available in Ads Manager for targeting and guess what... **optimization**.

Let's give an example. Say you run a coffee shop in New York City. Here is what your campaign might look like...



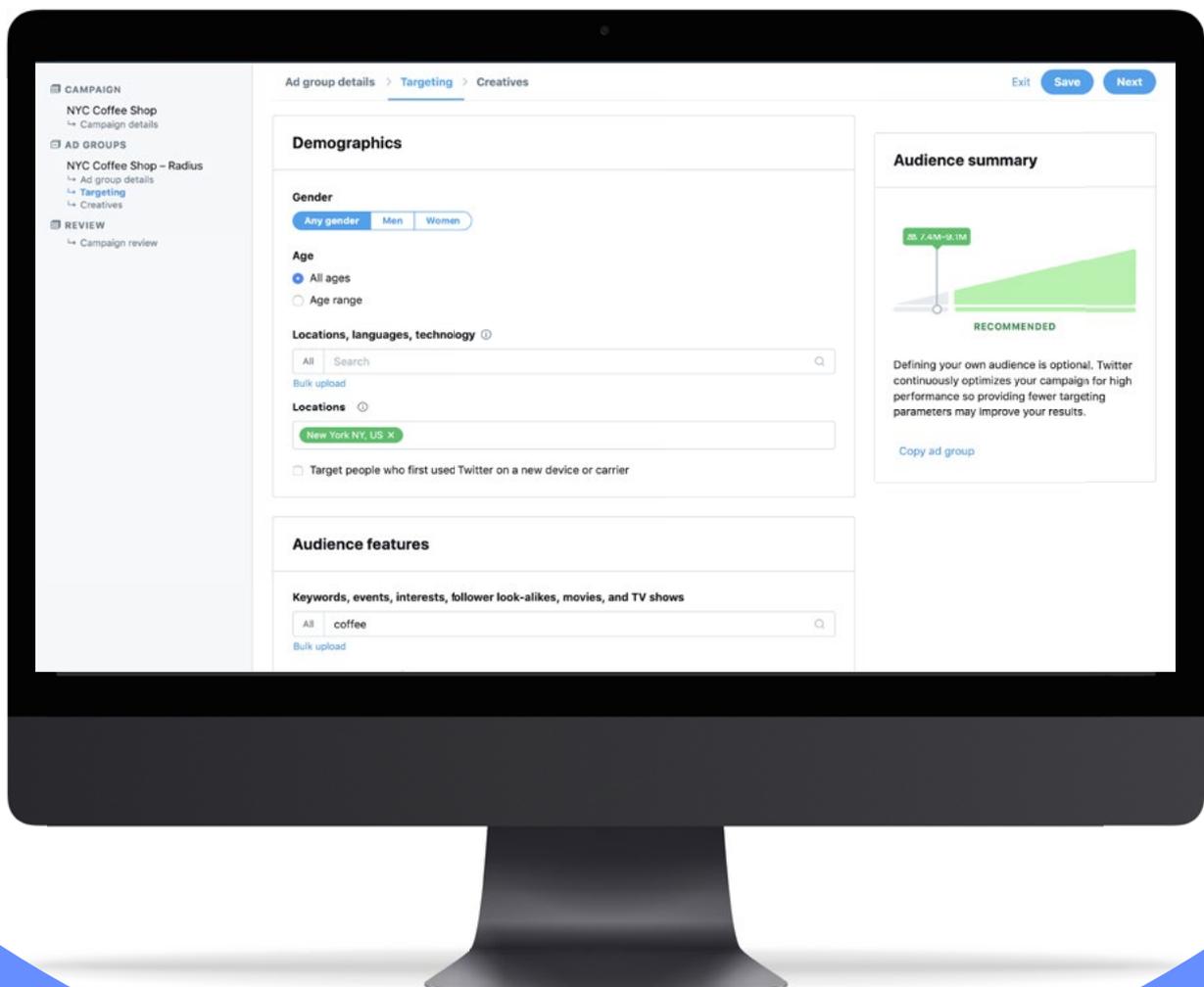
Twitter Optimization

You may want to target people who **like coffee and live in New York City.**

Now the goal is to deliver your content to people who are most interested in your offer, right?

That's where optimization comes in.

Twitter searches for people who – based on their data – are coffee lovers and will most likely engage with your ad.

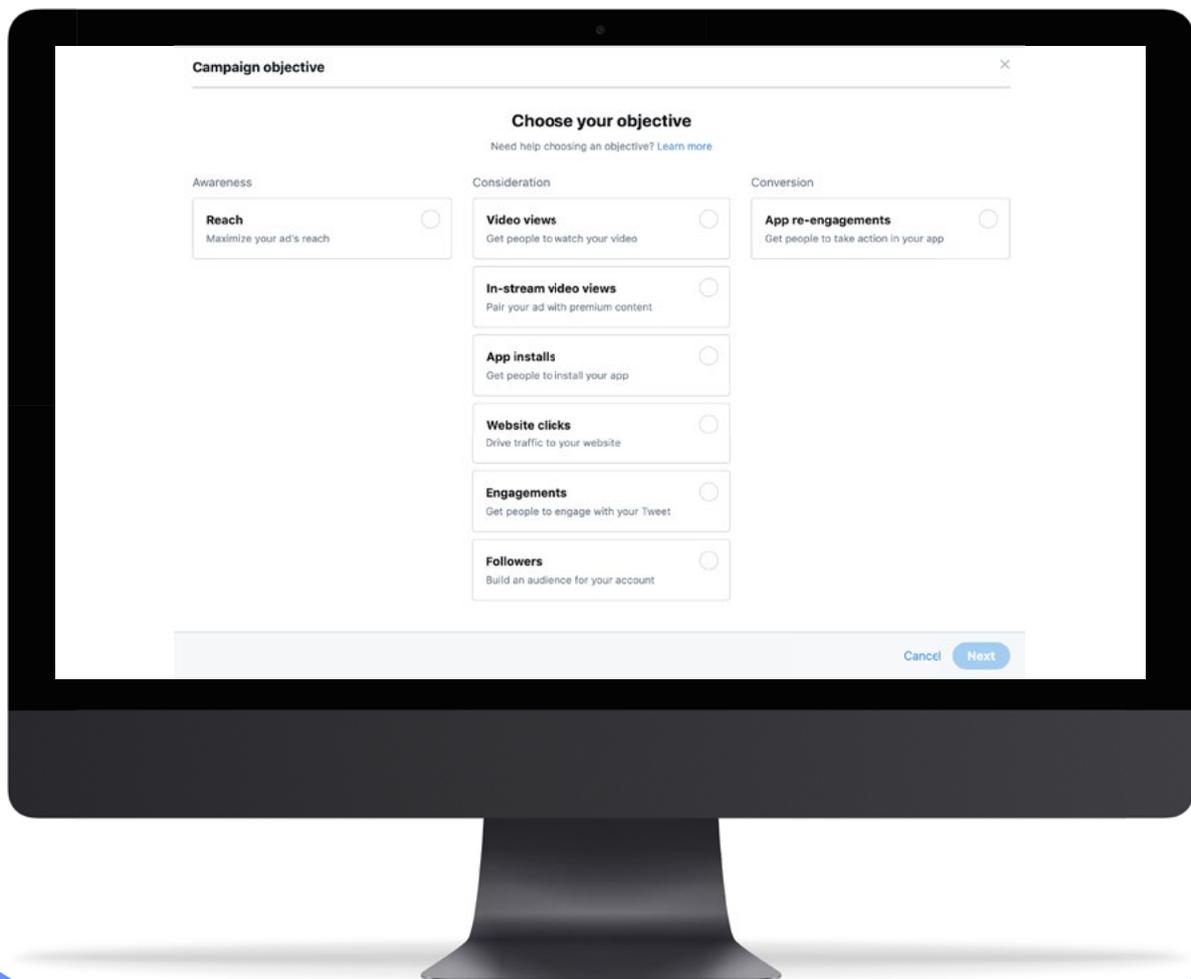


Twitter

Optimization

Optimization is closely tied to your **campaign objectives**. There are a couple of goals Twitter can help you achieve.

For example, if you choose **Engagements as your objective**, the content you promote will not just reach more people, but will actually reach those who are more likely to interact with it...



Getting started with Twitter Ads

To get started with Twitter ads, visit ads.twitter.com and create your advertising account.

There are two ways you can use Twitter Ads Manager:

- 1. As a self-serving platform** where you can run your campaigns (accessible for free)
- 2. Promote mode**, which automatically promotes your tweets (99 USD a month)

1.

I want to launch a
Twitter Ads campaign

Create campaigns tailored for
your business goals with Twitter Ads.

[Go to Twitter Ads](#)

2.

I want to automatically
promote my Tweets

Easily promote your Tweets and
account with Promote Mode
(US, UK, and Japan only)

[Go to Promote Mode](#)

Getting started with Twitter Ads

If you choose the self-serving platform – *and create your account* – you will get access to all of the features that Ads Manager offers. The cornerstone of it are the campaigns.

Campaigns are created in this order:

1. Choosing your campaign objective
2. Setting the date and budget for the campaign
3. Defining your audience
4. Creating the ad (using your organic or promoted Tweets)



Getting started with Twitter Ads

This is what the format of a Twitter ads campaign looks like:

Campaign

- Start & end date
- Total & daily budget
- Campaign objective & status

Ad Group 1

- Start & end date
- Total budget
- Ad group status
- Placement
- Targeting
- Bid

Ad Group 2

- Start & end date
- Total budget
- Ad group status
- Placement
- Targeting
- Bid

Creative



Creative



Campaign

A campaign corresponds to a single advertising objective, like Tweet engagements. Think of your campaign as a bag of money and the dates you want to spend that money. One campaign may contain many ad groups.

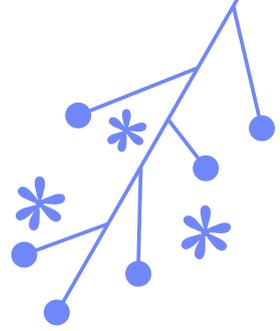
Ad group

Ad groups are how you want to spend your money. You can set scheduling, bid, budget and targeting for each of your ad groups. An ad group may contain one or more Tweets.

Creatives

Tweets will be included at the ad group level. You can have multiple promoted Tweets in a single ad group. The system will optimize to the best performing creative within an ad group.

How does a campaign objective work?



As already stated, Twitter allows you to choose the goal of your campaign. This is called the campaign objective. By defining your goal, Twitter chooses who will be able to see the ad based on your chosen goal. This helps ensure that your goal will be reached.

Say that you want higher engagement of your Tweets and choose **“Engagement”** as your campaign objective. Twitter will – based on your targeting – look for people who are engaging with posts and will, likely, engage with yours. It won’t target people who are rather passive.

Twitter does this thanks to the data it gathers. **These “signals of our behavior” are a great source for campaign optimization.**



How can you target your audience?

Twitter is pretty robust when it comes to targeting. You can target your audience based on demographics and the given audience features.

Demographics:

- ✓ **Gender**
- ✓ **Age**
- ✓ **Location**
- ✓ **Language**
- ✓ **Technology**



Audience features

- ✓ **Keywords** – words people searched for, Tweeted with, or engaged with in specific Tweets in the past seven days (example: Coffee)
- ✓ **Interests** – the topics people connect and engage with (example: Sports)
- ✓ **Events** – events people Tweet about, engage with or that have recently taken place (example: Superbowl)
- ✓ **TV Shows and Movies** – TV Shows and Movies people Tweet about, engage with or are trending (example: House of Cards)
- ✓ **Follower look-alikes** – accounts with followers who have similar interests, accounts that may be your competitors (based on similarities) or profiles like yours

How can you target your audience?

Besides demographics and audience features, you can target **people who have already engaged with you on Twitter**. This is called remarketing and allows you to strengthen the relationship with your audience.

There are three ways to target your current audience:

1. Target **your Twitter followers**
2. Target **people who have engaged with your past Tweets**
3. Target **people who visited your website** or **have completed an action on your website** (use the [tracking code](#) for these purposes)

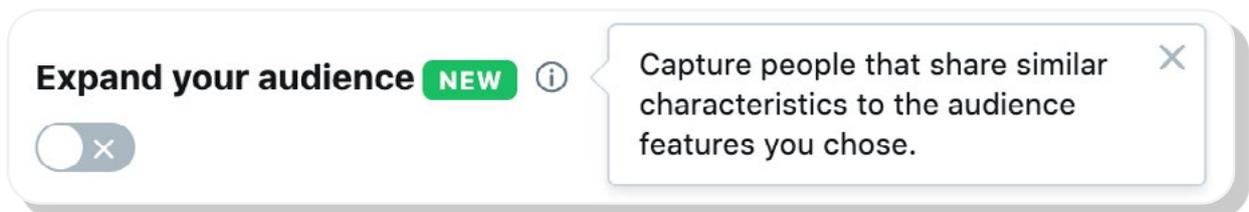


How can you target your audience?

Twitter also allows you to use their feature to **Expand your audience**.

Say you target women in New York City who are interested in yoga. Based on this criteria, you get an estimate of how WIDE the audience is. In other words you can discover how many women you can target on Twitter who are in New York City and who are also interested in yoga.

In some cases, you may encounter a problem where the audience is too small and your campaign might underperform. That's when this feature comes in. Once you hit that button, **Twitter expands your audience to people who are similar to those you defined and, thus, increases your potential reach.**



What are some of the best practices for targeting?



Know your audience: Having a clear idea about who is your potential customer is crucial not only for Twitter, but for any marketing channels or activities.



Cover the basic demographics: Select the appropriate location, language, etc. before selecting additional targeting criteria.



Select your audience targeting type(s): Choose from followers, keywords, interests, or use tailored audience targeting to get meaningful insights into your campaign — this makes it easier to track what works and then, optimize accordingly.

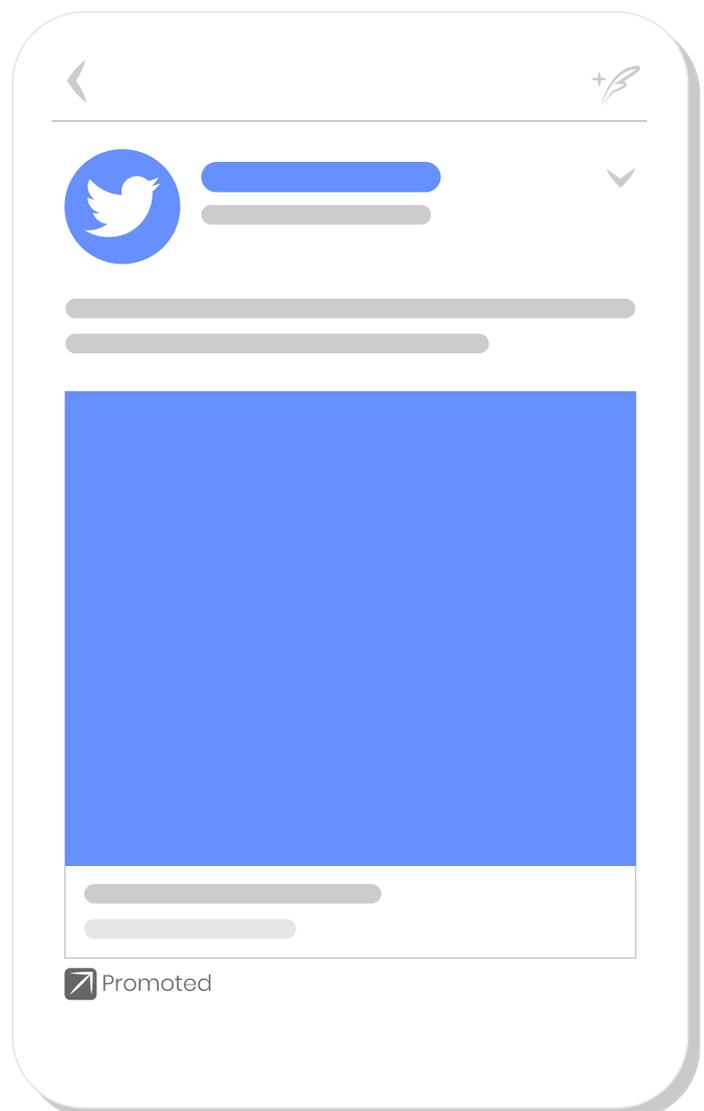


How can you create a **successful Twitter ad?**

Once you decide to run a campaign on Twitter, **you can either use one of your organic Tweets or create so called "Promoted-only Tweets" that won't appear on your Twitter page.** These will only be seen by people you target.

Twitter offers many options to create successful ads. Let's go through them:

- ✓ **Text Tweets**
- ✓ **Tweets with Image(s)**
- ✓ **Tweet with Video**
- ✓ **Image or Video Cards**
- ✓ **Conversational ads**

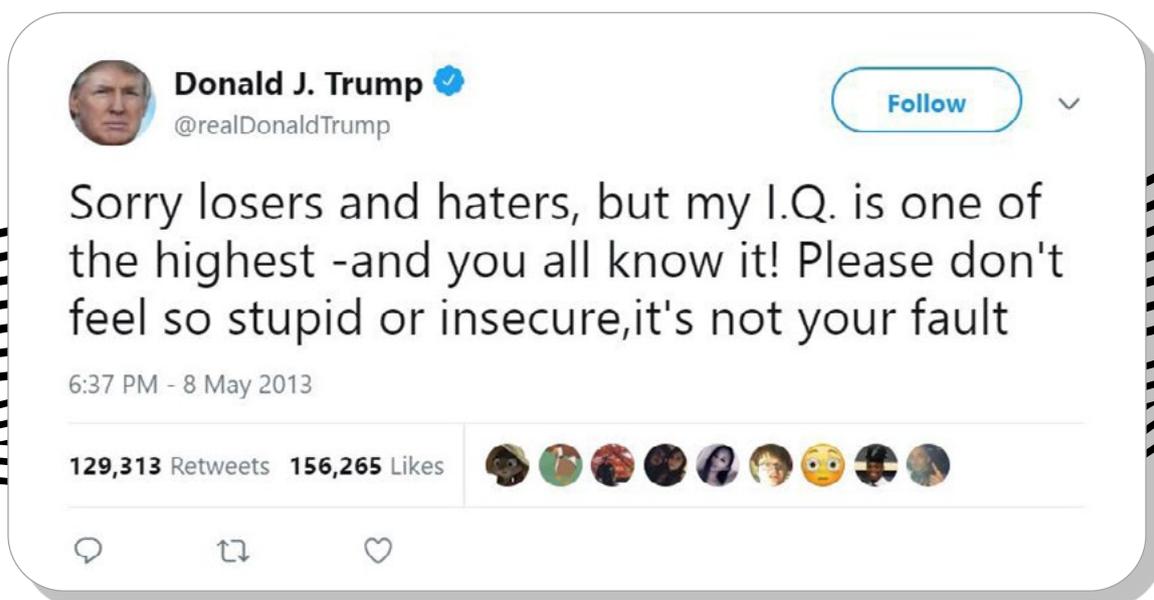


How can you create a successful Twitter ad?

Text Tweets

Use up to 280 characters to create your message. Try some of these tips:

- ✓ Get to know your audience and speak their language
- ✓ Use quotes to increase engagement
- ✓ Use hashtags to get a higher reach
- ✓ Avoid behaving like Trump:)

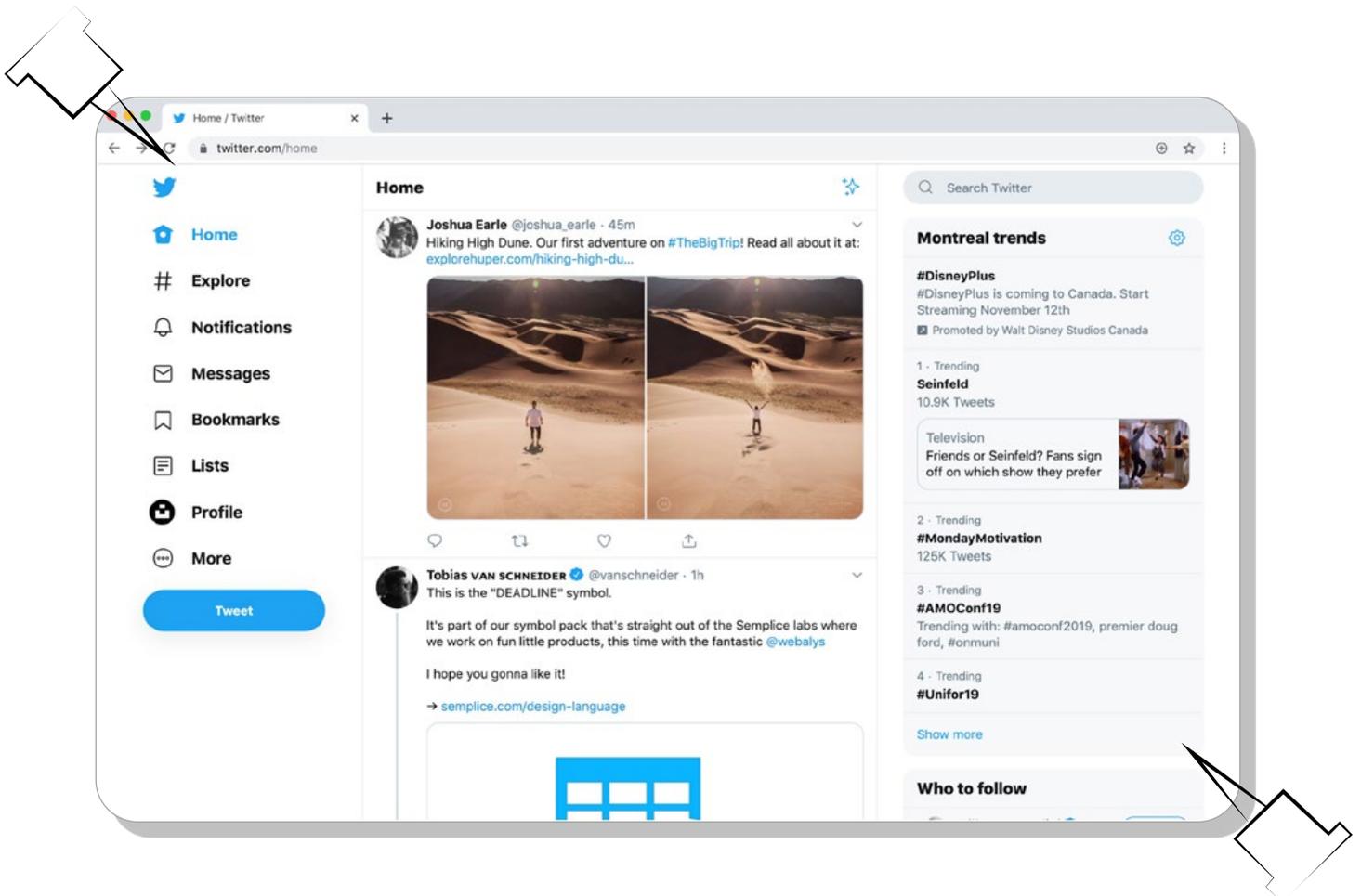


How can you create a successful Twitter ad?

Tweets with Image(s)

Use the combination of text and image(s). Try some of these tips:

- ✓ Post images that are relevant to your message
- ✓ Publish high-resolution pictures
- ✓ Use hashtags that are relevant to your content
- ✓ Test different formats – square, horizontal, photo gallery



How can you create a successful Twitter ad?

Tweet with Video

Use the combination of text and video. Try some of these tips:

- ✓ Catch user's attention within the first 3 seconds
- ✓ Communicate brand values at the very beginning and throughout the video
- ✓ Use hashtags relevant to your content
- ✓ Enrich your video with captions **as not everyone will play it with sound**

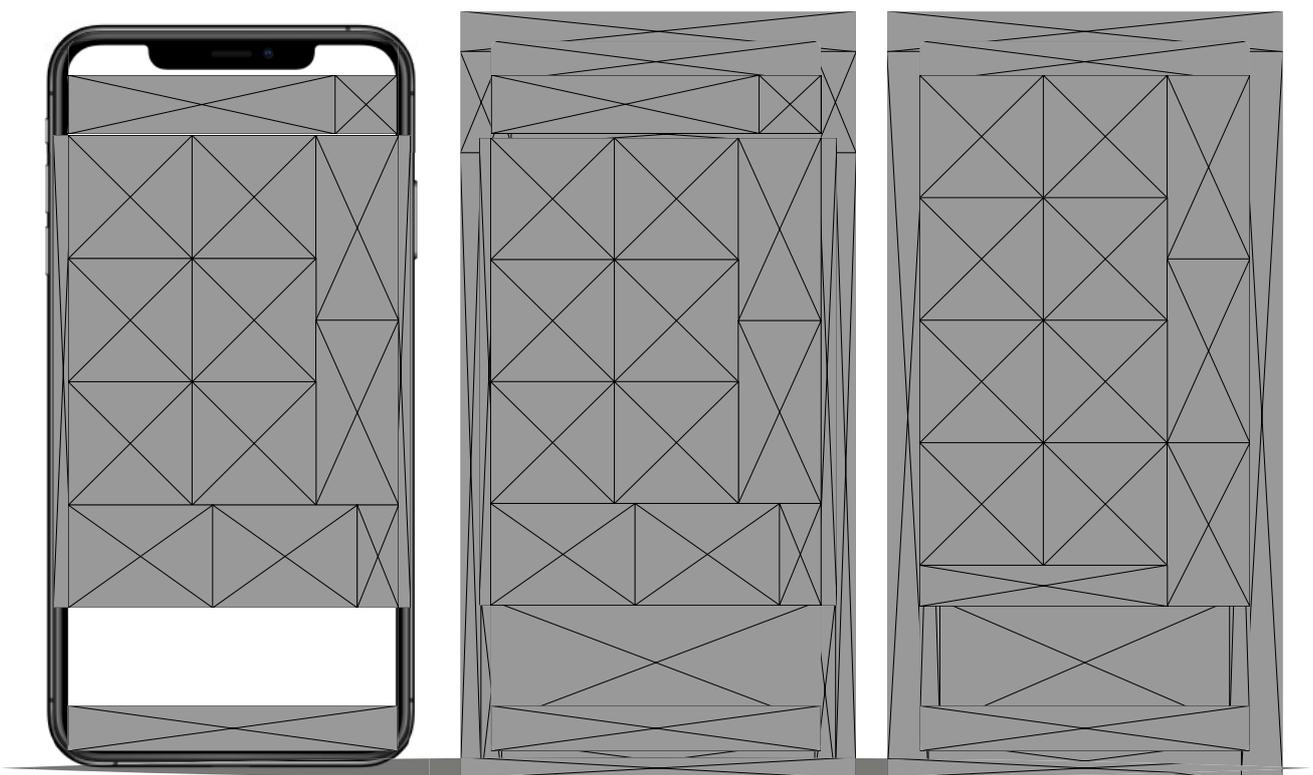


How can you create a successful Twitter ad?

Image or Video Cards

Use this format to lead people to your web or app. Try some of these tips:

- ✓ Use a relevant landing page for your original post
- ✓ Optimize your website. Make the experience a positive one, even outside Twitter
- ✓ Test different headlines. They are here to inspire the user to take action
- ✓ Test different formats – images, videos, square, horizontal, ...

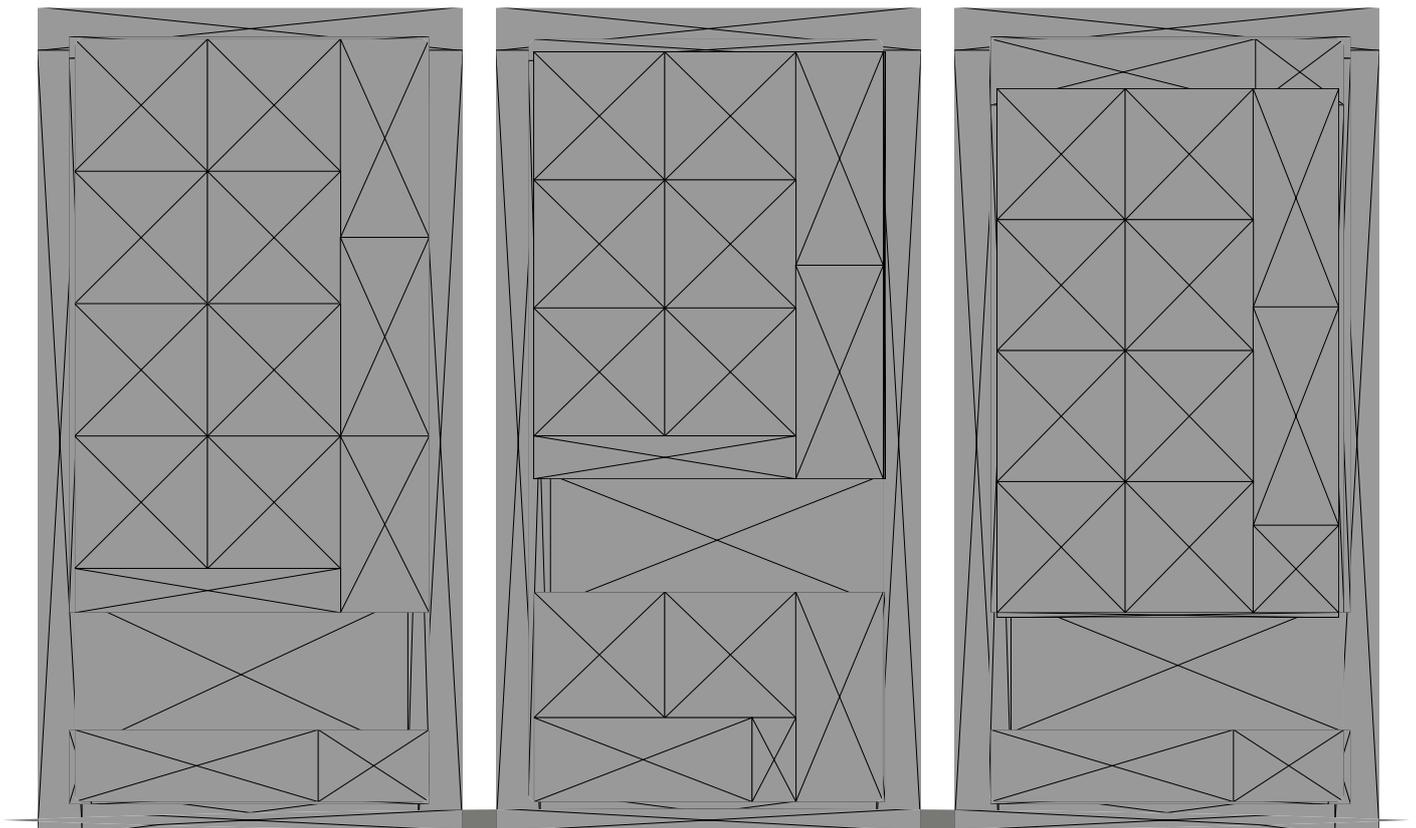


How can you create a successful Twitter ad?

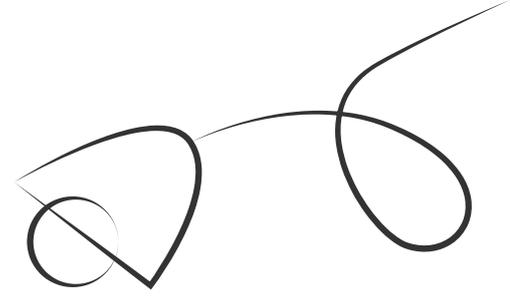
Conversational ads

Use this format to open conversations. Try some of these tips:

- ✓ Use this format to test what people are interested in (product, offer)
- ✓ Align the ad copy, headline and conversational buttons so that they make sense together
- ✓ Engage with people once they retweet or comment
- ✓ Test different formats – image, video, square, horizontal, etc...

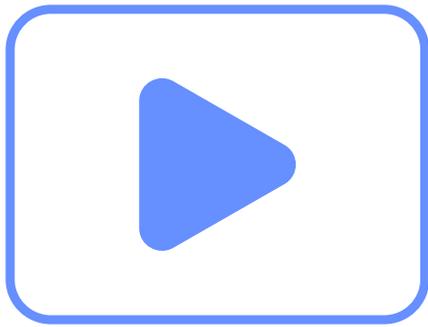


Which content performs best?



Go for videos if you can.

Creating stories and engaging formats will reward you with much higher engagement and a lower unit cost.



videos are

6x

more likely to be retweeted
than photos.



videos are

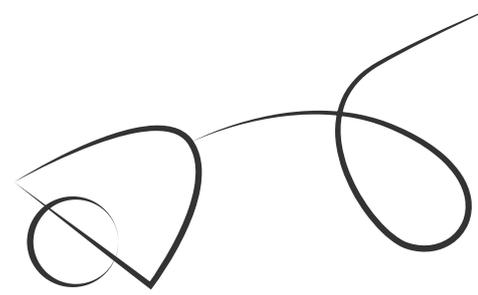
3x

more likely to be retweeted
than GIFs.

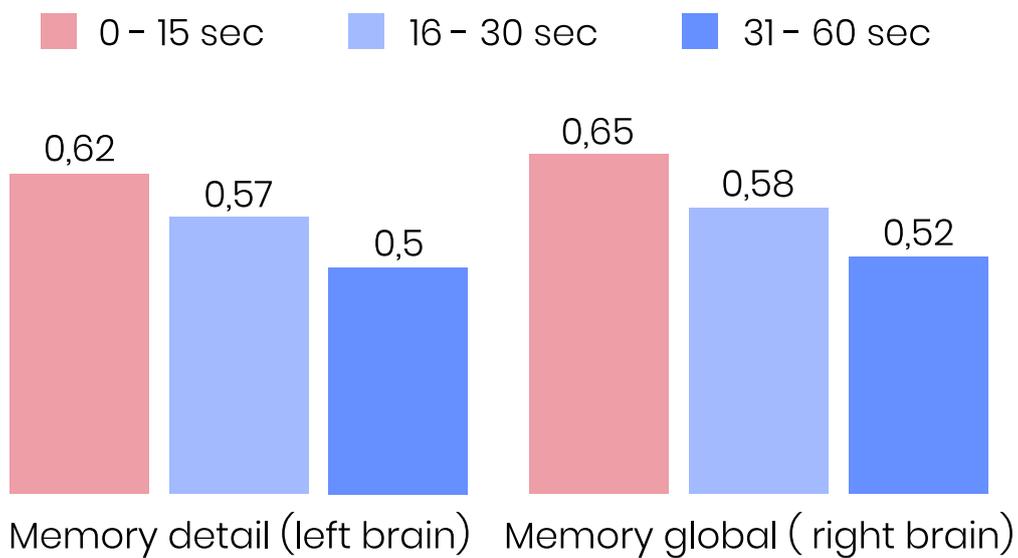
On Twitter, **videos that are shorter than 15 seconds are more memorable than longer ones.**

In comparison to TV, where the attention span is longer, you should really push yourself to create short and engaging video content.

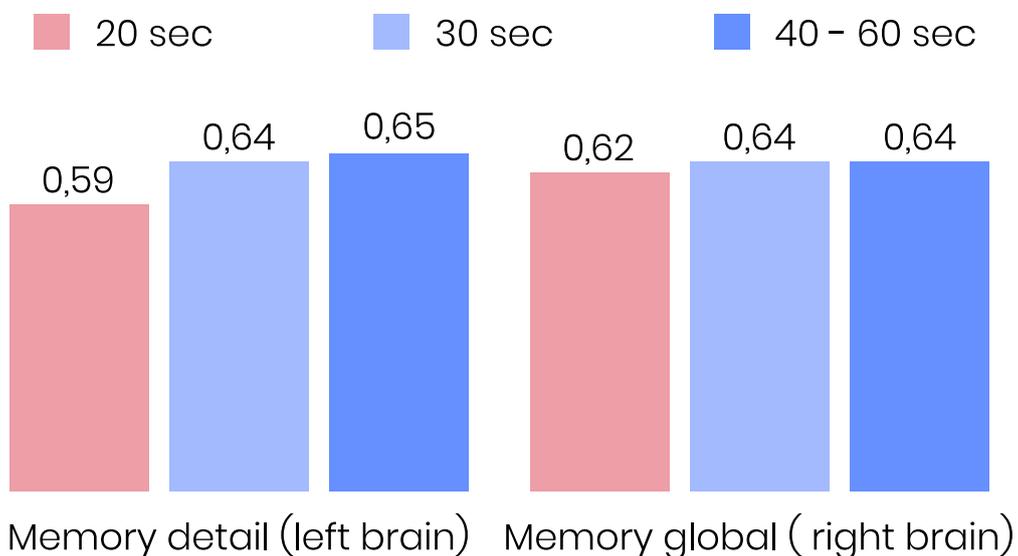
Which content performs best?



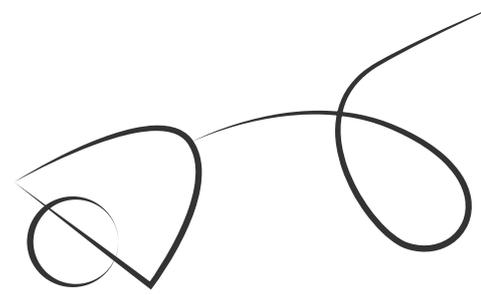
Twitter



TV



Which content performs best?



Storytelling

is an important element of any marketing channel and should be part of every communication strategy.

On Twitter, the same concepts apply. Have your customers and brand ambassadors spread the word.

Let them tell the story.



ads with user
generated content get
4x higher

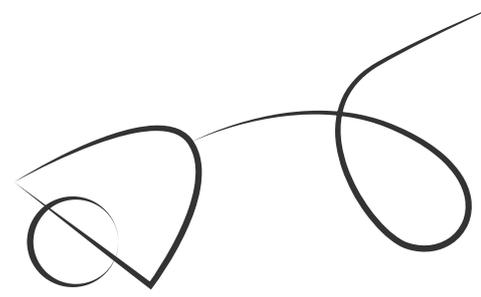
click-through rates than average.



ads with user
generated content get
50 % drop

in cost-per-click than average.

Which content performs best?



Quotes

are a really strong weapon. Use them to engage and grow your audience.

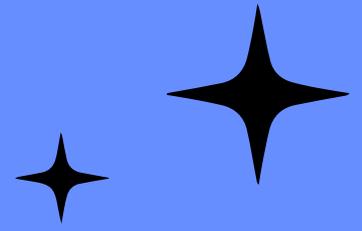


users who tweet
quotes have

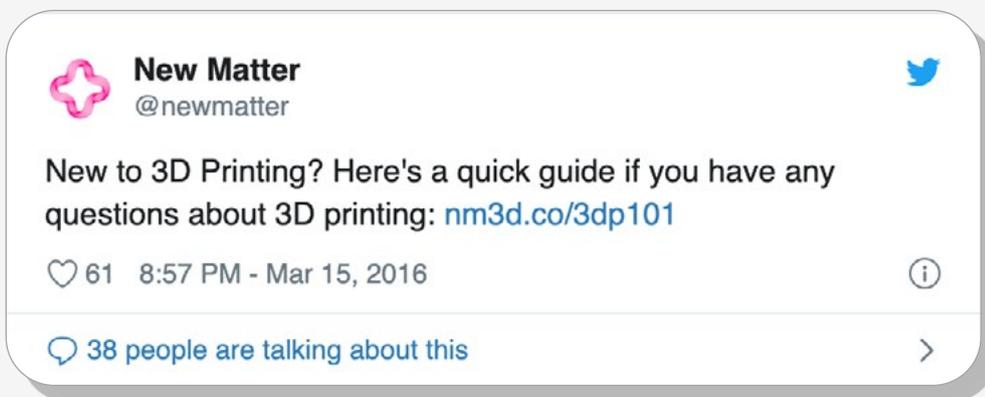
43 %

more followers.

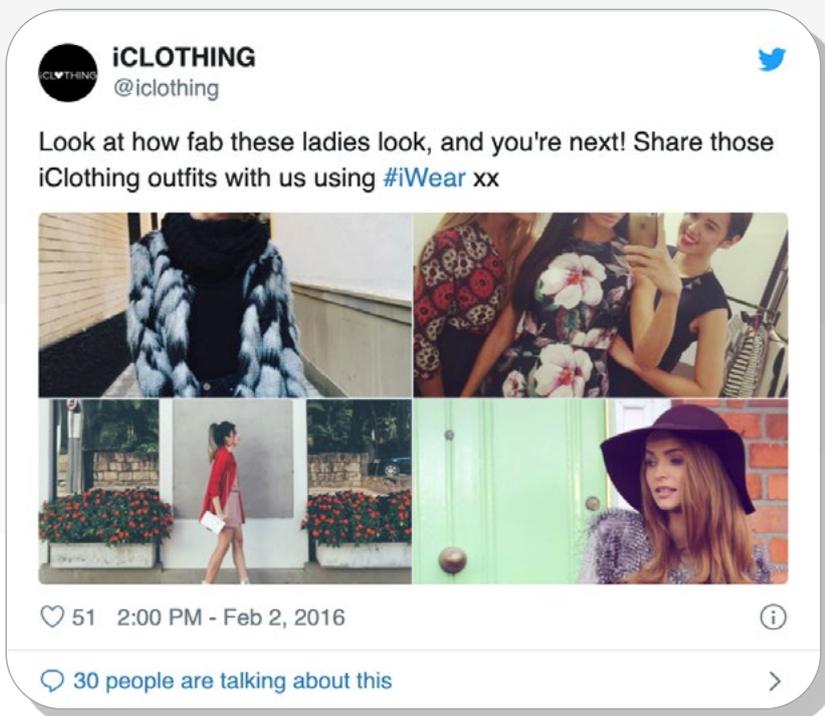
What are some of the best practices when creating content on Twitter?



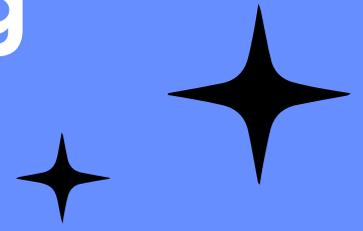
1. Keep it short



2. Use visuals in your Tweets



What are some of the best practices when creating content on Twitter?



3. Incorporate relevant hashtags

4. Ask questions and run polls



5. Curate and connect with Retweets and replies

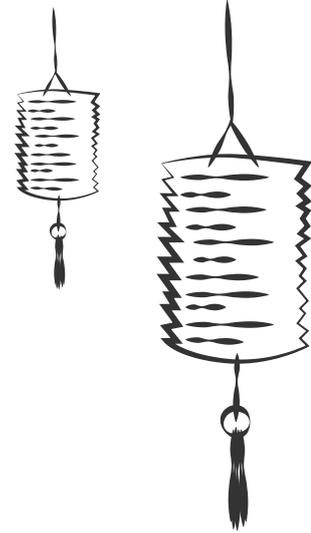


Twitter is all about conversations.

Create them and stay responsive.



Tweets sizes



Tweets can now be 280 characters long. This has changed from 2017. Previously, Tweets were only allowed 140 characters max.



Where to find inspiration



Follow the leaders in your industry. There are several businesses who do a great job on Twitter.

- [The Economist](#)
- [Gary Vaynerchuk](#)
- [BuzzFeed](#)
- [Elon Musk](#)
- [CNN Breaking News](#)
- [TED Talks](#)

TED Talks @TEDTalks · 13 h
This pandemic will change the economy in fundamental ways — including the creation of a new kind of inequality. CNN journalist and writer @FareedZakaria explains.
Watch the full conversation here: t.ted.com/tdg1XV

RECORDED LIVE FOR
TED CONNECTS: COMMUNITY AND HOPE

Fareed Zakaria — CNN Anchor, NY

Chris Anderson, NYC

Their jobs, in large part, can continue in some way or the other.

2:11 11 tis. zobrazení

8 40 99

The Economist @TheEconomist · 20 m
EU states do not like the terms of an app created to help the public being dictated by Silicon Valley

Some countries want central databases for contact-tracing apps
Apple and Google say no
economist.com

5 10 29

Gary Vaynerchuk @garyvee · 14 h
Favorite wine type of these 3?

Chardonnay from Cali

Rose from France

Malbec from Argentina

Prosecco from Italy

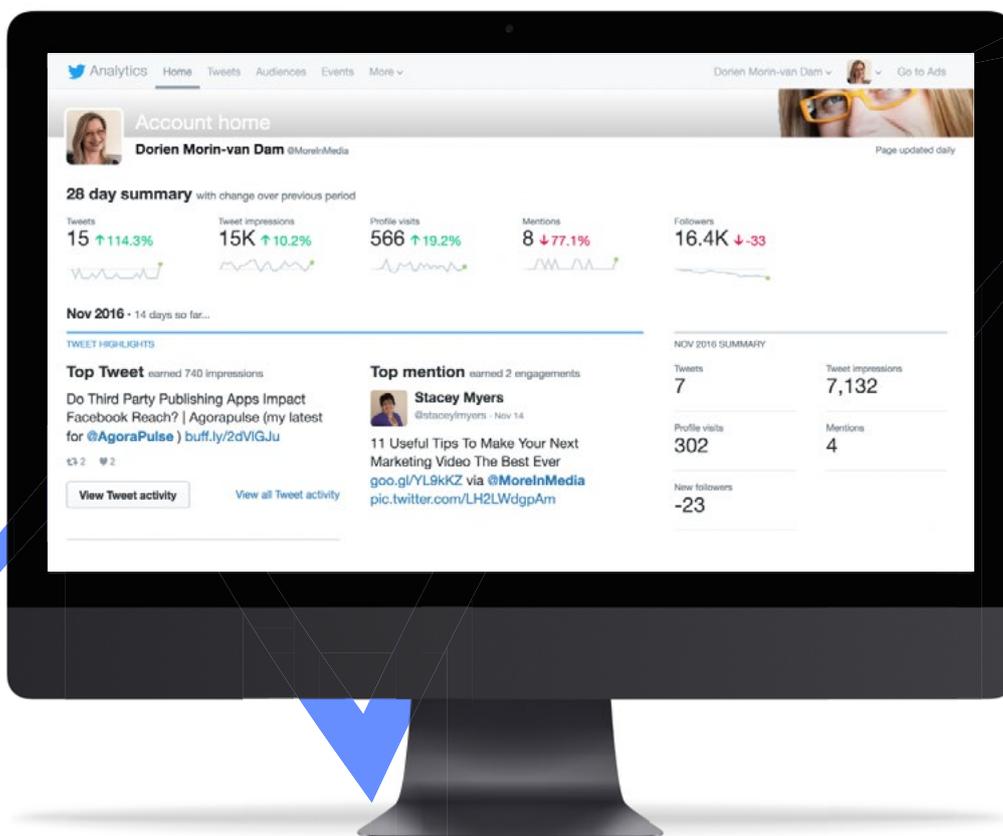
Hlasy: 2 993 · Zbývá hodin: 9

86 19 101

Analyze your results



As with every platform, **analyzing the results is crucial**. Twitter gives you a plethora of metrics you can use in order to see the performance of your Tweets and campaigns.



Analyze your results

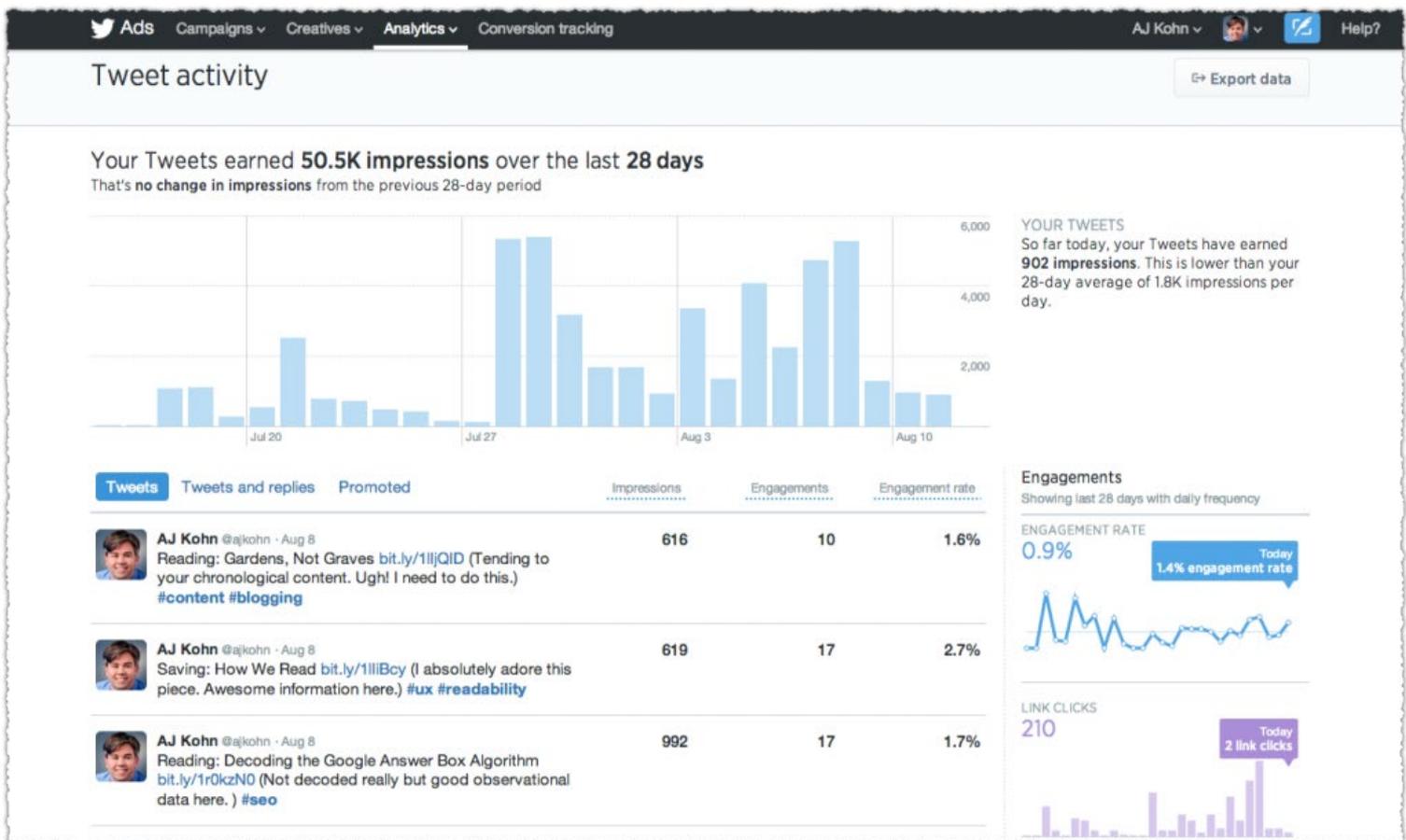
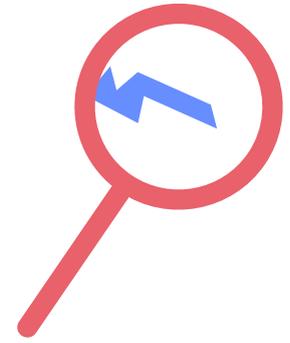


Twitter gives you multiple ways to track your performance:

- [Account home](#) – general metrics that relate to the overall performance of your profile
- [Tweet activity](#) – metrics that relate solely to your Tweets
- [Video activity](#) – metrics that relate to the videos you posted or promoted
- [Ads reporting](#) – a robust analytics tool that gives you all the metrics that relate to your ads

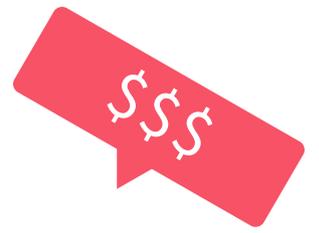


Analyze your results



Follow the Golden Rule: Always think of the goal of your campaign and choose your metrics accordingly. If you don't do that, you can easily get overwhelmed by the amount of metrics Twitter gives you.

How do you pay for your ads?



Twitter uses a system that is similar to other ad platforms.

It charges you based on the desired action that you want users to complete. If you run a traffic campaign, you get charged when a click occurs. This model is called PPC (pay per click) and is the cornerstone of a majority of bidding systems.

Once you launch a campaign, Twitter runs an auction that determines whose ad will show up on user's feeds. This auction takes your **ad score** into consideration. **The better your content, the higher the chances are that you will win the auction.**

$$\text{Ad score} = \text{Quality Score} \times \text{Bid}$$

Resonance

Are people engaging with your Tweets?
Do they Retweet, like or reply often?

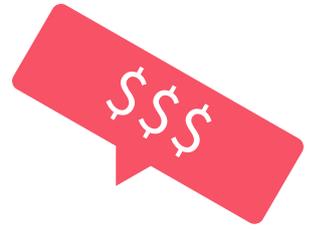
Relevance

Do your Tweets align with you audiences' interests?

Recency

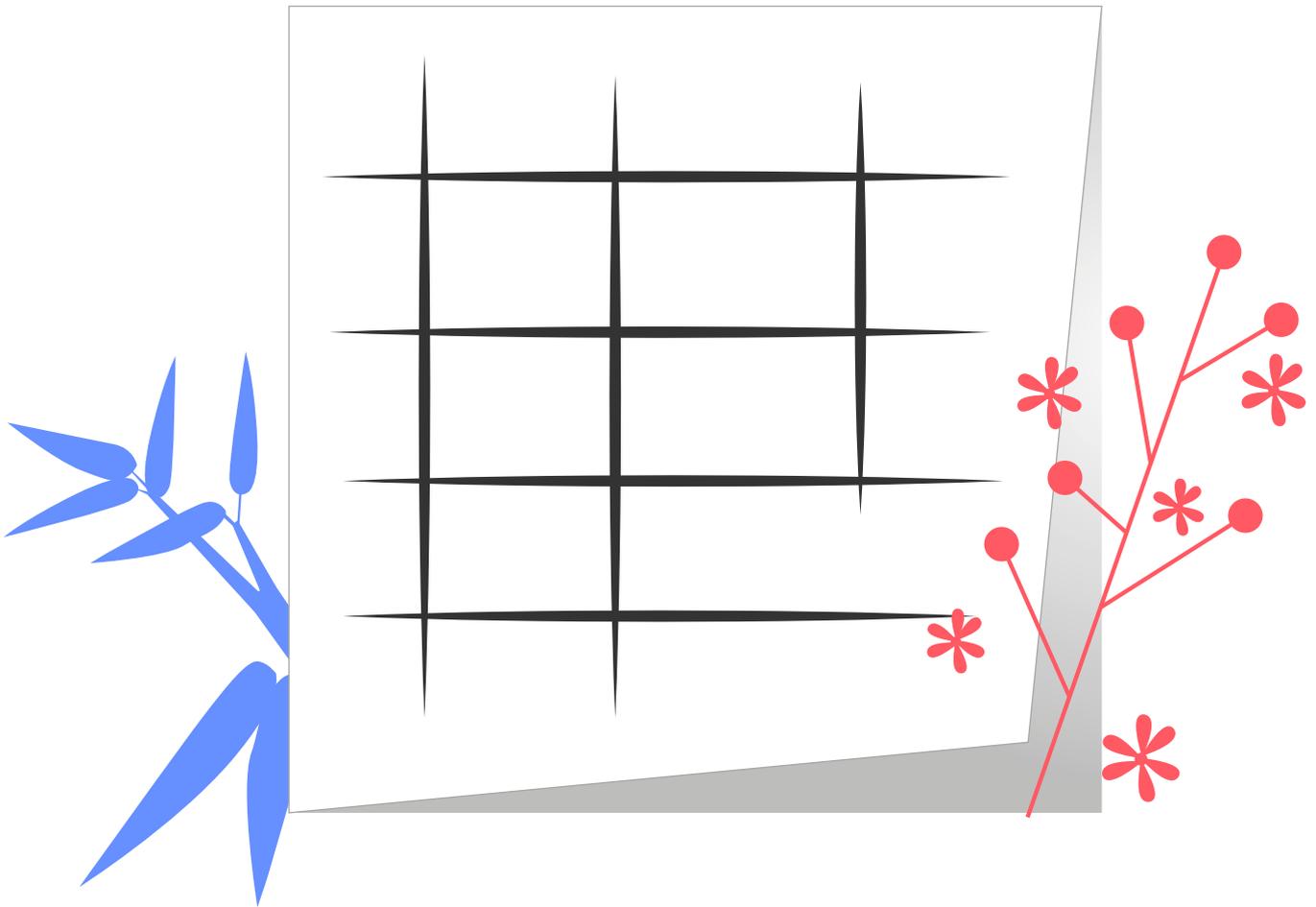
Are your Tweets fresh? Twitter is what's happening now so audiences expect up-to-date content.

How do you pay for your ads?



But how do you REALLY pay for ads?

You set your **DAILY** and **LIFETIME** budget. You fully control what you want to spend on a daily basis or throughout the whole campaign.



What do you need to start leveraging Twitter ads?

You won't achieve success with Twitter ads without first optimizing your Twitter profile.

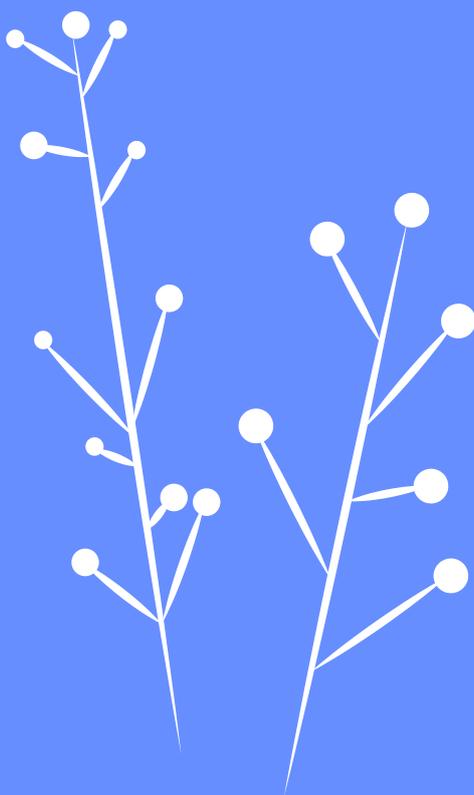
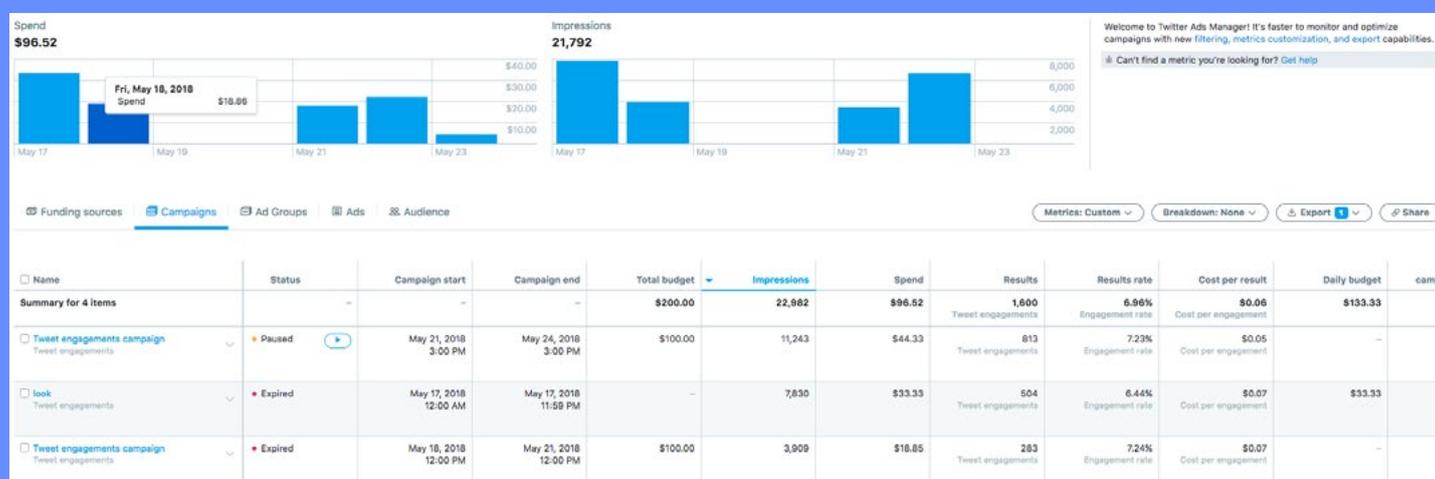
Make sure to:

- ✓ **Have all information up to date** (description, website link, contact, etc...).
- ✓ **Make the profile visually appealing** (profile picture, header image).
- ✓ **Have a content plan in place.** Know when and what you share and what you want to achieve.
- ✓ **Engage with your audience and grow your followers organically.**
- ✓ **Share engaging Tweets** (using photos, videos, cards and polls).
- ✓ **Use hashtags to reach a wider audience.**
- ✓ **Always lead a conversation, not a monologue.**
- ✓ **Use free tools** like [Hashtagify](#) or [Keyword Tool](#) to do thorough and effective hashtag research.



How to get started:

To start running ads on Twitter, create your account on ads.twitter.com and enter the Ads Manager.



So how do you get started?!

**Twitter – as well as other ad
platforms – may be overwhelming.**

If you feel like one single app where you can run your campaigns
across multiple channels would suit you better, try out our tool:

Sign Up for Free



