

TWITTER ADS GUIDE FOR BEGINNERS



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Want to get better results from Twitter? Want to improve your engagement levels, get more traffic back to your website and grow your following? One of the ways that you can achieve these goals more quickly is through Twitter Advertising. In this latest blog post, I aim to create a complete how-to guide on Twitter Advertising – how to use it, why use it and who should use it.

Why Twitter Advertising?

Twitter has been one of the top social media platforms for 10 years now, continuously growing over the years, now reaching over 300 million users. It's also one of the best (if not *the* best) social networks for connecting with customers, getting more engagement, managing customer service and getting traffic.

Twitter Advertising is a relatively cheap, easy way to get all of these results – only, much faster.

Types of Twitter Ads

There are three main types of promotions you can do on Twitter:

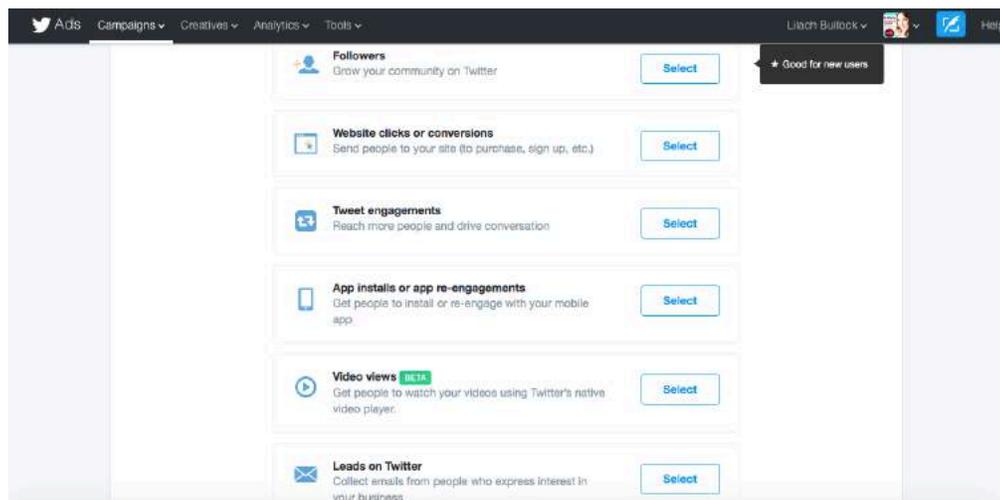
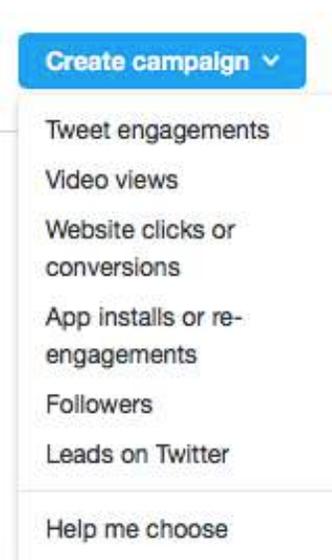
- Promoted Tweets – for increasing engagement
- Promoted Accounts – for increasing following and engagement
- Promoted Trends – for increasing engagement
- Website Card – for increasing your website traffic
- App Card – adds for apps for more downloads

Getting Started With Twitter Ads

In order to get started on your first Twitter Ad campaign, connect your account [here](#). From there, simply follow the prompts and instructions until you've finished setting up your account.

Now, it's time to set up your first Twitter Ads campaign: go to Create a Campaign in your dashboard and select the campaign type you want.

If you click on Help me Choose, you'll get a better rundown of the different types of campaigns, based on objectives:



GET MORE FOLLOWERS

Perfect for: new users, new brands, users struggling to get followers, users who want more targeted followers

Where will users see the ad: in their timelines and in their “who to follow” suggestions; there will be a follow button that they can click on without having to visit your profile



Once you’ve selected your target audience and set up the pricing plan (more on both a little later on), you need to create the promoted tweets you want people to see. Here, it’s important to think of a good reason why people should follow you, such “follow us for the best social media marketing tips” or “Follow us for a chance to win a prize weekly” – the better the incentive, the better the chances you’ll get more results. You can also add media to your tweet, but in this case it’s not recommended, as it will detract from your message and the follow button.

WEBSITE CLICKS AND CONVERSION

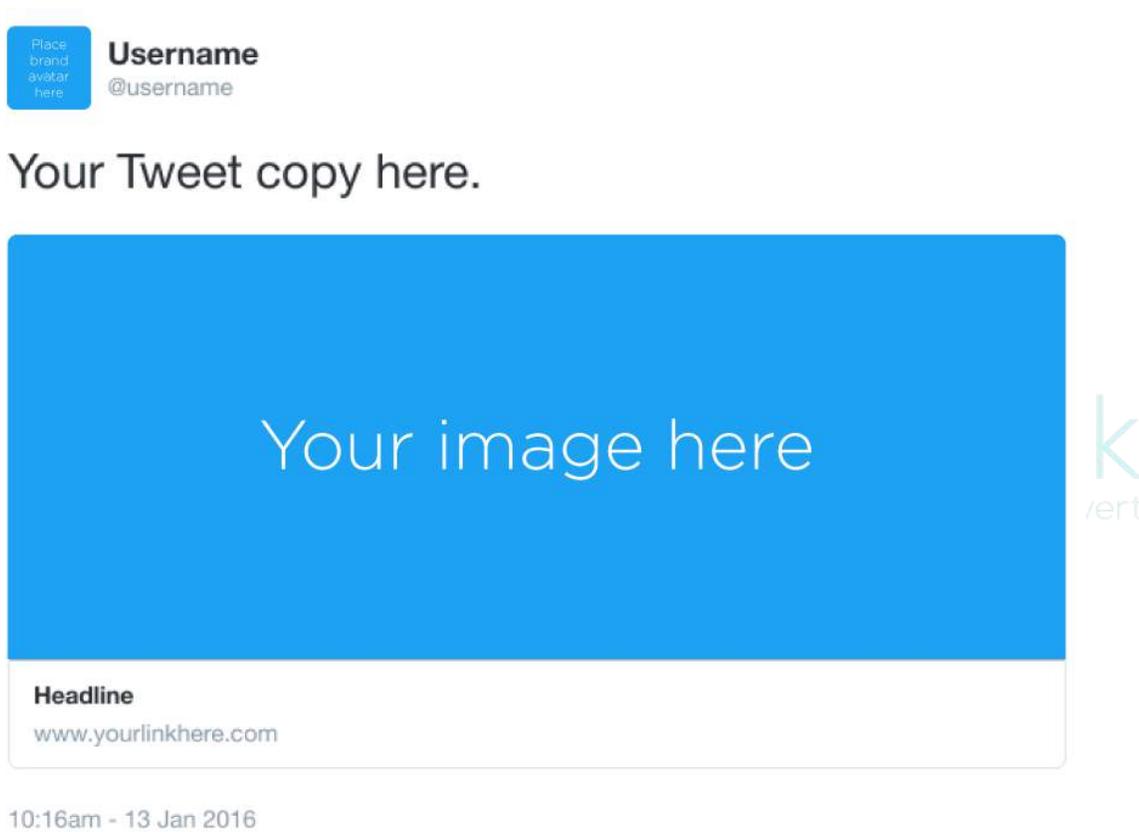
Perfect for: All users who want to improve their traffic and conversions; businesses launching a new product or service

Where will users see the ad: in their timelines and in search results



When you set up a Website clicks and conversions campaign, you will need to enter the URL for the website used and select a category for it. You can then set up conversion tracking on your website, which is very much worth it as you'll get a much better idea of how the campaign worked and what results you got as you track the actions of all visitors from Twitter.

You can use existing tweets for this promotion or create new ones; eligible tweets need to have a call to action, a URL or Website Card. Website Cards are a better option in my opinion as they attract attention:



Whenever someone clicks on your Twitter Card, they will be automatically redirected to your website.

TWEET ENGAGEMENT

Perfect for: anyone who wants to get more engagement, for announcements and special offers

Where will users see the ad: in user's timelines and in search results

Promoted tweets will help you increase your engagement by pushing your tweet in front of your target audience. You can tweet about anything, but for best results, make sure to add media to your tweet and include a hashtag – or, even better, jump on trending hashtag to maximize engagement.

INCREASE VIDEO VIEWS

Perfect for: anyone who wants to promote a video and get more views

Where will users see the ad: in user's timelines and in search results

If you've started a video marketing campaign and want to get your video to more people, this is a great option for promoting.

There are different options for pricing for videos: you can select to pay per video view, or per 3%/100% view. Your video will count as 'viewed' when it is watched in 50% view for over 2 seconds, or when a user expands it or unmutes it.

You can create a new tweet or promote an existing one, so long as it has a video, GIF, Vine or Periscope.

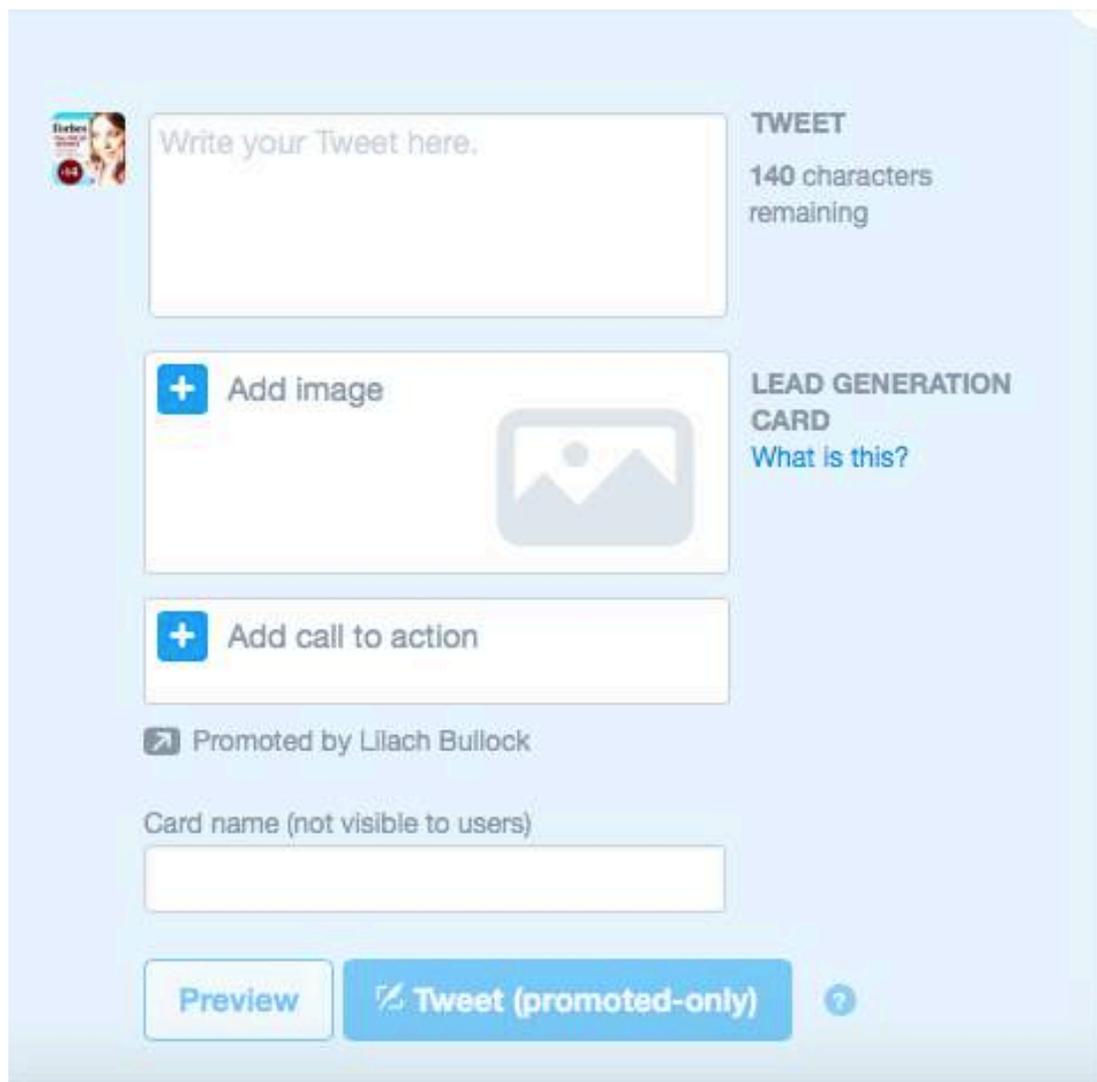


COLLECT LEADS ON TWITTER

Perfect for: businesses that want to increase lead conversions

Where will users see the ad: in user's timelines and search results

Who says you can't find leads on social media? You can use Twitter to increase your conversions directly on social media.



Once you've written a tweet, preferably containing the relevant call to action, add an image and then click on Add call to action to set up your own lead generation card:

Set up the lead generation card

Short description
Tell users why they should share their details with you (displayed on detail view).

e.g. Find out about the latest and greatest 50 characters remaining

Call to action
Label the button that users will click to submit their data.

e.g. Read more 20 characters remaining

Link to privacy policy
To collect data about Twitter users, you must offer a link to your privacy policy that explains how you will use their data.

http:// 248 characters remaining

Fallback webpage
Users who see your Tweet on unsupported devices or apps will be directed to this page instead.

http:// 248 characters remaining

Advanced options
After setting up your campaign, you can change additional options for this card to:

- Redirect to a webpage after lead submission
- Set up automatic data submission to an external CRM or other endpoint

You can edit card settings at any time from the Creatives · Cards page. [Learn more.](#)

Cancel Save

When you're finished setting up your tweet, you will have a new opt in form on one of the top social networks.

APP INSTALLS AND APP RE-ENGAGEMENTS

Perfect for: mobile app developers of all kinds who want new downloads and to get previous users to re-engage with the app

Where will users see the ad: in user's mobile timeline

More and more people are using Twitter on their mobile phones, so it makes sense that this would be the perfect platform for promoting apps. Twitter [claims](#) that their users have used 24% more apps than the average smartphone owner.



App cards are very similar to Website Cards and also allow for conversion tracking to see how many people download and re-engage.

When it comes to setting up payment, you can choose how to optimize and pay for your bid:

- For app clicks -> pay for app clicks
- For installs -> pay for installs
- For installs -> pay for app clicks

QUICK PROMOTE

Sometimes, you simply need to quickly promote a tweet – maybe you're at an event and want to get more engagement on your live tweeting, or you've got a great deal that ends very soon, or you've just published an awesome new blog post and want to get some traffic, quickly; whatever it is, you can use Quick Promote to set it up in minutes.

First, go to your timeline and click on the activity icon for the Tweet you want to promote, and then click on Promote this Tweet. Afterwards, you can select the location you want to target, the budget you're willing to spend and you're tweet is good to go.

PROMOTED TRENDS

You've probably noticed promoted trends before at the top of the trending topics list. These are great for massive increases in awareness around a brand or brand event, but it can set you back \$200,000 per day.

TWITTER ADS TARGETING

First, you have to select the locations you want to target or import multiple locations directly and then select the genders.

You can also segment your targeting by the devices and platforms they use, and even by mobile carriers.

Select devices and platforms [Remove devices, platforms, and carriers](#)
Reach users on any combination of devices or by type of connection. [Learn more.](#) [Learn more.](#)

- iOS devices · [Choose specific iOS devices/versions](#)
- Android devices · [Choose specific Android devices/versions](#)

[iOS/Android connection type options](#)

- Blackberry phones and tablets
- Desktop and laptop computers
- Other mobile

Select mobile carriers

or

Target new devices

- Target users based on when they first used Twitter on a new device or carrier
 - Target people who first used Twitter on a new device within
 - Exclude people who first used Twitter on a new device within



This is where the targeting starts to get more interesting.

SELECT ADDITIONAL AUDIENCE FEATURES

+ Add followers

+ Add interests

+ Add tailored audiences

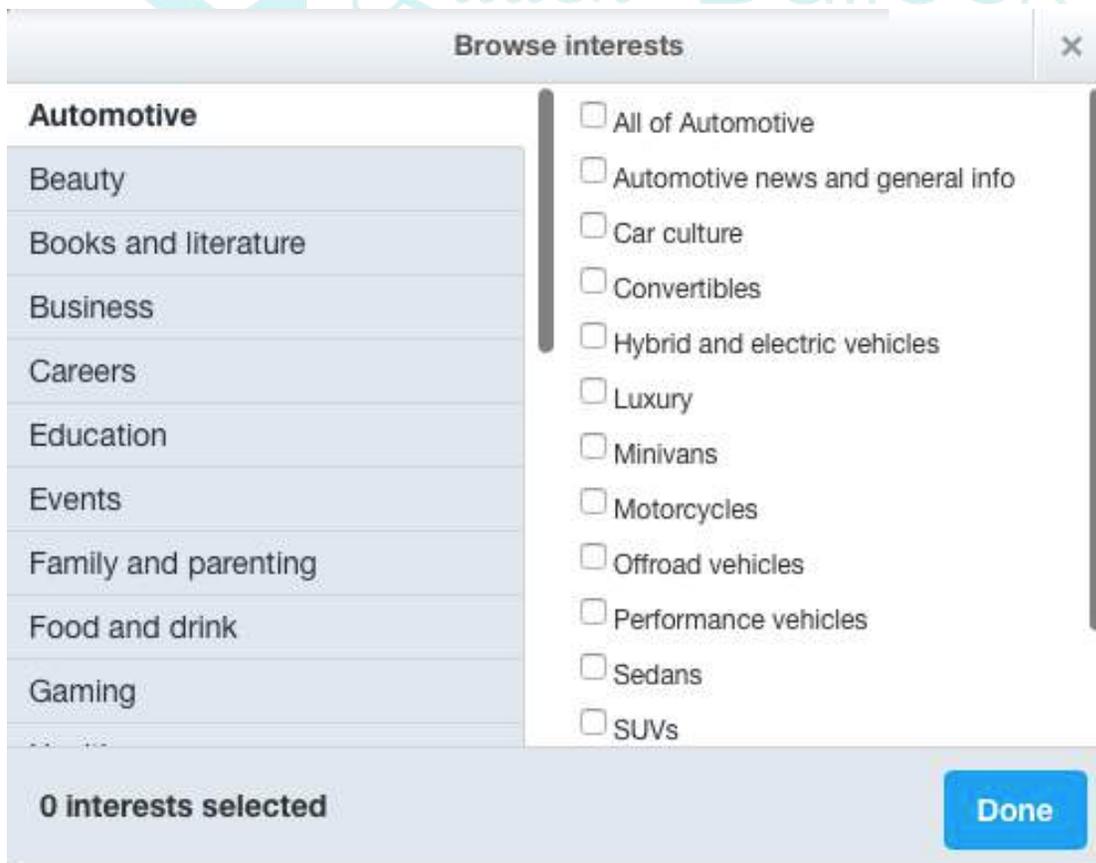
+ Add behaviors

+ Add event targeting

Limit targeting by excluding tailored audiences.

Limit targeting by excluding behaviors

- Add examples of usernames of followers that share similar interests to the followers you want to get and target users that are similar to your existing followers.
- Add interests from a multitude of categories for more in depth targeting



- Add specific users to your targets by uploading lists with emails, Twitter usernames, or even target your own website visitors by putting a code snippet on your website.
- Add behaviour targeting by browsing through the list of categories – unfortunately, this feature is not yet available to all countries
- Limit your targeting by excluding certain users: just like when adding specific users, you have to upload the lists of emails, usernames, or website visitors
- Limit your targeting by excluding behaviours: again, this has not yet rolled out to all countries, but hopefully we will all have it soon

TWITTER ADS PRICING

Next, it's time to set up your **budget**. Start by setting up a daily maximum spend, that will reset every day at midnight. Then, you have the option to set up a total budget that you're willing to spend, so that the campaign ends when you've reached this cap.

Set your budget STEP 3 OF 4

Set a daily maximum (required).
Cap the amount you will spend each day. The maximum resets daily at midnight, Europe/London time. [Learn more](#)

£ Required per day

Set a total budget (optional).
If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. [Learn more](#)

£ None

Choose pricing.

- ✓ Automatic bid
- Target cost
- Maximum bid

designed to get the best results at the lowest price (within your budget).

As you can see from above, there are three pricing options: automatic bids, target cost and maximum bid.

By selecting **automatic bidding**, Twitter will automatically optimize your bid for your ad's impressions (within the budget you set up, of course). With **target bidding**, you need to enter your own target cost, but it allows you control of your bids. With the **maximum bid**, you select the maximum you are willing to pay per ad impression. Before entering a target cost or maximum bid, you'll be able to see what other advertisers are paying so that you can make a decision.

CONCLUSION

Twitter ads are great tools for increasing follower numbers, engagement, traffic and leads; they've got awesome targeting, great prices and pretty good results if you do it right. Have you tried Twitter Ads yet? What types ads do you prefer? Let me know in the comments section and please share 😊



About Lilach Bullock

Highly regarded on the world speaker circuit, [Lilach Bullock](#) has graced Forbes and Number 10 Downing Street with her presence! In a nutshell, she's a hugely connected and highly influential serial entrepreneur – the embodiment of Digital Intelligence.



Listed in Forbes as one of the top 20 women social media power influencers and likewise as one of the top social media power influencers, she is one of the most dynamic personalities in the social media market and was crowned the Social Influencer of Europe by Oracle. A recipient for a Global Women Champions Award (by the Global Connections for Women Foundation, GC4W) for her outstanding contribution and leadership in business.

After launching her first business within three years of becoming a mother, her financial success was recognised by being a finalist at the Best MumPreneur of the Year Awards, presented at 10 Downing Street. Following a resultant offer and wishing to spend more time with her daughter, she sold her first business to focus on social media, developing a multi-site blog and online marketing portfolio that generated in excess of 600,000 + visitors per month.

Lilach is consulted by journalists and regularly quoted in newspapers, business publications and marketing magazines (including Forbes, The Telegraph, Wired, Prima Magazine, The Sunday Times, The Guardian, Social Media Today and BBC Radio). What's more, her books have achieved No 1 on Amazon for Sales and Marketing and Small Business and Entrepreneurship.

When Lilach isn't working she enjoys spending time with her family and is an avid fan of Zumba.