

5 Reasons You Should Use Twitter's Advertising Platform

1. PICK EXACTLY WHO YOU WANT TO TARGET

Targeting: There are several ways to target your audience. Twitter offers a transparent way to choose who you want to receive your ads. Choose a keyword, input any Twitter handle (a competitor, a company, or a user that only tweets about a specific topic – there are now limitations), by television show, or even upload your own list of email address or Twitter handles.

2. BE IN CONTROL OF YOUR BUDGET

Campaign Management: You set the daily budget. You can stop or extend the campaign at any time. There is no long-term commitments, no contracts to sign. If you see success, continue. If you don't, pause or cancel the campaign. It just takes one click.

3. ABILITY TO OPTIMIZE MID-CAMPAIGN

Analytics: You can now see analytics for all Twitter accounts, but for **promoted tweets** (or ads), it is especially important to be able to watch their performance. Get stats on:

- Impressions of your tweets *(how many people saw them)
- Engagement (how many people clicked, replied, followed, retweeted, or favorited your tweet)
- Engagement rate (engagement divided by impressions)
- How many of the above are from your advertising dollars vs. organic (people naturally seeing it because you posted it)
- A breakdown of the type of engagement for your promoted posts

Why is this important? It lets you stop ineffective ads before you spend more money on them, and add new variations to effective ads to gain more engagement.

4. DIRECTLY TRACK THE ADVERTISING'S INFLUENCE

Track Conversion: If you direct people to your website through your ads, this helps connect the dots on whether or not your Twitter ad influenced the person to get there. This is especially useful if you have an ecommerce business. However, it can also be used to see if they submitted a "Request More Info" form or downloaded a resource, such as a whitepaper. Users will be tracked for up to 30 days so you can see if your ad had a lasting impact.

5. TRACK YOUR ROI

Are you getting a return on your investment? Because you can track clicks and conversions, you can see exactly how much revenue your ads brought into your business.

Here's an example:

A company spent \$200 on Twitter ads over a 14-day period. Those ads drove 384 clicks. During that time period, the company generated just over \$7,000 in revenue, with an average sale of \$175. Using the conversion code Twitter provides, they were able to track that of those 384 clicks, 40 results in sales. This is a 10.5% conversion rate, which is higher than average – it is the company's busiest time of the year. Twitter provided that the Cost-per-Click was .52, which is also below average. This means that it cost the company \$4.95 to acquire each sale, and it yielded a ROI of 3,434%.

Or make it easy and use an online calculator, like: entrepreneur.com/calculators/payperclickroi.html


Other Reasons to Use Twitter:






- Still has higher click thru rate than other online advertising options
- Rates are still good because of lower advertising inventory – Twitter has said that it purposefully keeps ads to a lower amount in order to keep them higher quality. That means, get in on it now. CPM (Cost per thousand is 7x cheaper than Facebook Advertising) as of Q42013.
- More streamlined buying experience than Facebook, which has multiple ad format options

“Twitter ads, generate clicks at a much higher rate as advertisers integrate them tightly with broad trends and conversations, serving up straightforward messaging and content directly into relevant conversation streams.” – Yahoo Finance

How to get start advertising on Twitter?

- 1) Go to ads.twitter.com
- 2) Choose your objective
- 3) Give your campaign a name
- 4) Add your conversion tracking code to your website, to track sales or page visits
- 5) Schedule your campaign or choose to run immediately
- 6) Write your creative copy (140 characters) and Add a Card (a photo with a link to click to your site). Use between 3-5 versions of your ad.
- 7) Choose your targeting method
 - a. Keywords
 - b. Television
 - c. Interests & followers
 - d. Tailored audiences
- 8) Select your daily budget
- 9) Review maximum bid per website click
- 10) Save campaign

Types of objectives
you can choose 

 Tweet engagements (e.g., retweets, favorites, replies) Reach more people and drive conversation	Select
 Website clicks or conversions Send people to your site (to purchase, sign up, etc.)	Select
 App installs or app engagements Get people to install or engage with your mobile app	Select
 Followers Grow your community on Twitter	Select
 Leads on Twitter Collect emails from people who express interest in your offer	Select

What to Expect:

- **Click Thu Rate** – 1-2% is good, greater than 2% means you are targeting the right people and your ads are compelling
- **Cost Per Click** – \$1 is average

Don't forget to make sure your ads are:

- ✓ Engaging
- ✓ Have interesting photos
- ✓ Don't use too many hashtags or "@", because they just link away from your end goal, such as clicking to your website
- ✓ Include an Image or "Card" – they improve interaction – up to 150% increase in retweets!
- ✓ Have a call-to-action
- ✓ Appropriate for the platform
- ✓ Have enough variety of the same ad (3-4 versions)

Who Twitter is competing against for your advertising dollars:

Facebook Yahoo
Google (Google AdWords) Bing (Microsoft)



Twitter Ad Targeting Options	
TARGETING BY KEYWORD	
Keyword or Phase	Enter any keyword or phrase. Choose from “broad match,” “phrase match,” or “negative match,” or “negative phrase”
TAILORED AUDIENCE	
Website visitors	Target people using your own website visitor data (using a cookie that you place on your website)
Lists	Target people using your own lists of emails, Twitter IDs, or mobile advertising IDs.
TELEVISION	
TV Market	Target users who engage with television programs in a specific market (i.e. – “United States”)
Conversation Targeting	Search for people talking about specific TV shows by choosing the show
TARGETING BY INTERESTS & FOLLOWERS	
@Usernames	Add Twitter handles for followers of specific accounts
Categories	Choose from a list of categories, such as Automotive, Beauty, Books & Literature, Business, Careers, Education, Events, Family & Parenting, Food & Drink, Gaming, Health, Hobbies & Interests, Home & Garden, Law/Government/Politics, Life Stages, Movies & Television, Music & Radio, Personal Finance, Pets, Science, Society, Sports, Style & Fashion, Technology & Computing, & Travel
UNIVERSAL CHOICES	
Location	Search by Country, State, Metro Area, Zip Code
Exclude People	Upload a list of Twitter IDs or Email Address to exclude people from receiving your ads
Gender	Any, Male Only, Female Only
Language	Exclude users who only understand specific languages
Device	Select only certain kinds of devices to receive your ads (iOS, Android, Desktop & Laptop, Blackberry devices, Mobile Web)