# GET STARTED WITH TWITTER ADS

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## INTRODUCTION

While Twitter may not be the fresh faced platform of choice for the young that it once was (instead appearing to be the place to which X-ennials such as me go to watch the slowly unfolding car-crash that is the modern day through the eyes of a series of unreliable narrators) it can still boast 330M active monthly uses across a broad set of demographics.
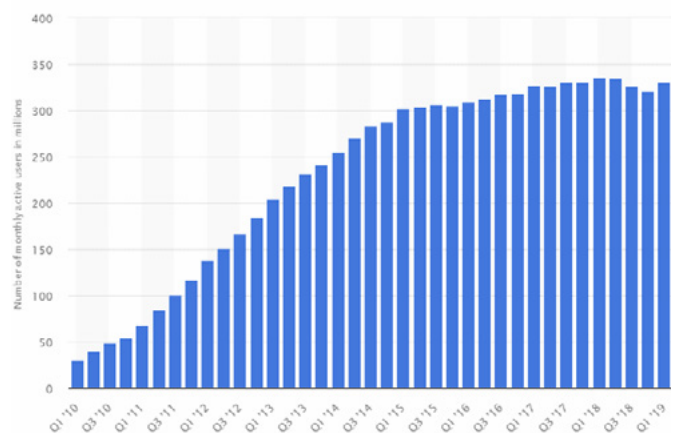
While it may not have reached profitability until 2017, Twitter surpassed estimates in both the last quarter of 2018 and first quarter of 2019 – and its ever expanding ad offering is at least partially responsible for an improvement in performance that investors were increasingly worried would never come - including a 21% year on year ad revenue increase for the second quarter of 2019.

In addition to the improving ad offering, however, for a brand looking to start out in social media advertising, Twitter is also the 11th most popular social platform world-wide (8th if you combine the four Facebook properties). It is, therefore, simultaneously one of the most accessible and well used social media platforms on which brands can push their message while avoiding issues on accurate reporting that have plagued other platforms.
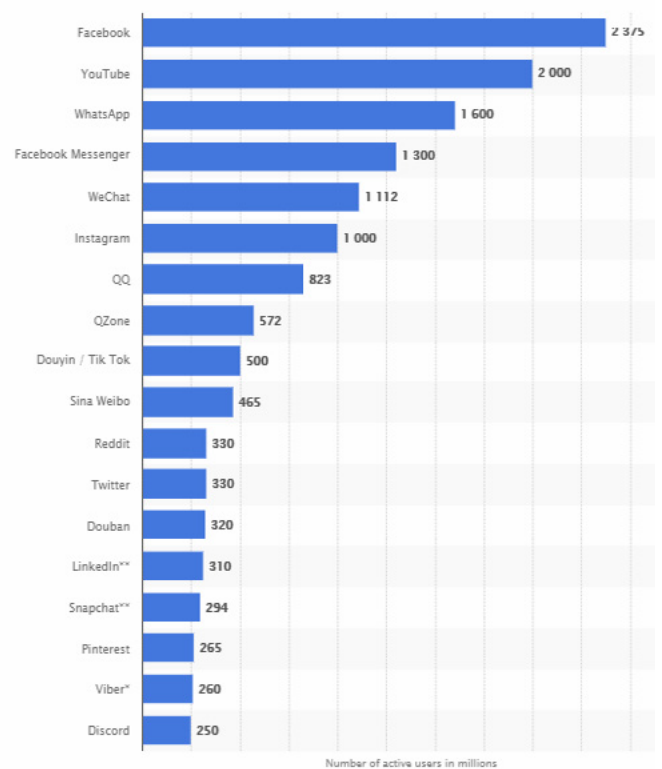


*Sources: Statista*

Then there's the demographic split – and while it's significantly behind platforms such as Instagram and Snapchat in the 18-24 demographic, it is one of the most consistently represented social platforms across all age groups, as well as across racial, financial and gender lines.

| | Facebook | YouTube | Pinterest | Instagram | Snapchat | Linkedin | Twitter | WhatsApp |
|---|---|---|---|---|---|---|---|---|
| Total | 68% | 73% | 29% | 35% | 27% | 25% | 24% | 22% |
| Men | 62 | 75 | 16 | 30 | 23 | 25 | 23 | 20 |
| Women | 74 | 72 | 41 | 39 | 31 | 25 | 24 | 24 |
| White | 67 | 71 | 32 | 32 | 24 | 26 | 24 | 14 |
| Black | 70 | 76 | 23 | 43 | 36 | 28 | 26 | 21 |
| Hispanic | 73 | 78 | 23 | 38 | 31 | 13 | 20 | 49 |
| Ages 18-29 | 81 | 91 | 34 | 64 | 68 | 29 | 40 | 27 |
| 18-24 | 80 | 94 | 31 | 71 | 78 | 25 | 45 | 25 |
| 25-29 | 82 | 88 | 39 | 54 | 54 | 34 | 33 | 31 |
| 30-49 | 78 | 85 | 34 | 40 | 26 | 33 | 27 | 32 |
| 50-64 | 65 | 68 | 26 | 21 | 10 | 24 | 19 | 17 |
| 65+ | 41 | 40 | 16 | 10 | 3 | 9 | 8 | 6 |
| $30,000 | 66 | 68 | 20 | 30 | 23 | 15 | 20 | 20 |
| $30,000-$49,000 | 74 | 78 | 32 | 42 | 33 | 20 | 21 | 19 |
| $50,000-$74,000 | 70 | 77 | 34 | 32 | 26 | 24 | 26 | 21 |
| $75,000+ | 75 | 84 | 39 | 42 | 30 | 45 | 32 | 25 |
| High school or less | 60 | 65 | 18 | 29 | 24 | 9 | 18 | 20 |
| Some college | 71 | 74 | 32 | 36 | 31 | 22 | 25 | 18 |
| College+ | 77 | 85 | 40 | 42 | 26 | 50 | 32 | 29 |
| Urban | 75 | 80 | 29 | 42 | 32 | 30 | 29 | 28 |
| Suburban | 67 | 74 | 31 | 34 | 26 | 27 | 23 | 19 |
| Rural | 58 | 59 | 28 | 25 | 18 | 13 | 17 | 9 |

*Source: Peel Research 1*

All in all, though it may not experience the hype it once garnered from the marketing community at large, over the last decade, Twitter has matured into a valuable option for marketers looking to invest in social advertising.

# WHAT IS 'TWITTER ADS'?

Perhaps unsurprisingly, Twitter Ads is the native ad offering for the Twitter social media platform. Beginning with promoted tweets, trends and accounts back in 2010, then adding rich media 'Twitter Cards' in 2012 before introducing improved analytics in 2013/14, Twitter Ads has evolved to offer a broad range of options and targeting methods. This has allowed brands to grow their presence, extend their reach and increase conversions and website visits.

However, the process begins with the selection of one of two choices – 'Promote Mode' or an ad campaign:
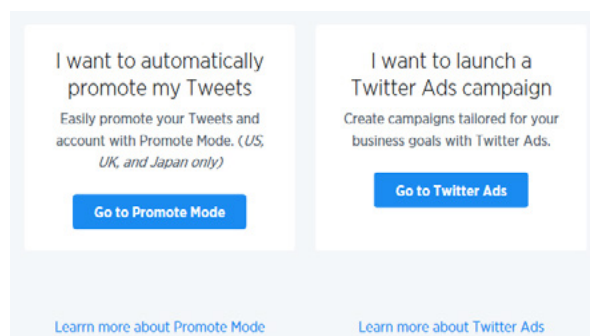


## PROMOTE MODE

An "affordable, automated, and always-on promotion engine" is how Twitter describes Promote Mode – the ideal for time-poor tweeters looking to build their profile on the platform without much action required. 'Promote Mode' simply extends the reach of the first ten qualifying tweets each day with – according to Twitter – reach being increased by up to 30,000 additional people for the monthly fee of £79.

**Available analytics and metrics**

- **Promotion period –** in the form of a bullet graph, the promotion period tracks the progress of your current promotion through the 30 day cycle.

- **People reached –** an addition to your standard reach graph, people reached adds a yellow stacked bar to your chart to detail the promoted reach of your tweets.

- **Followers gained –** sadly this does not differentiate between your organic and paid influence on followers, but simply tracks your follower growth.

- **Profile visits –** as with the follower count, your 'profile visits' metric doesn't differentiate between paid and organic, but similarly, as the chart tracks visits over time, there can be a comparison made between promotional and non-promotional periods.

- **Individual tweet performance –** these metrics are split between organic and paid activity, giving you the paid impact on key tweet metrics (such as impressions, engagements etc).

**Targeting**
While the targeting options are relatively limited – you are able to refine the recipients of the promoted tweets by selecting a combination of five interests, locations or regions.

# AD CAMPAIGNS

There are seven main types of Twitter ad campaign, so the type you run will largely depend on what your brand needs or wants to achieve with – whether it's driving traffic, increasing app downloads etc.
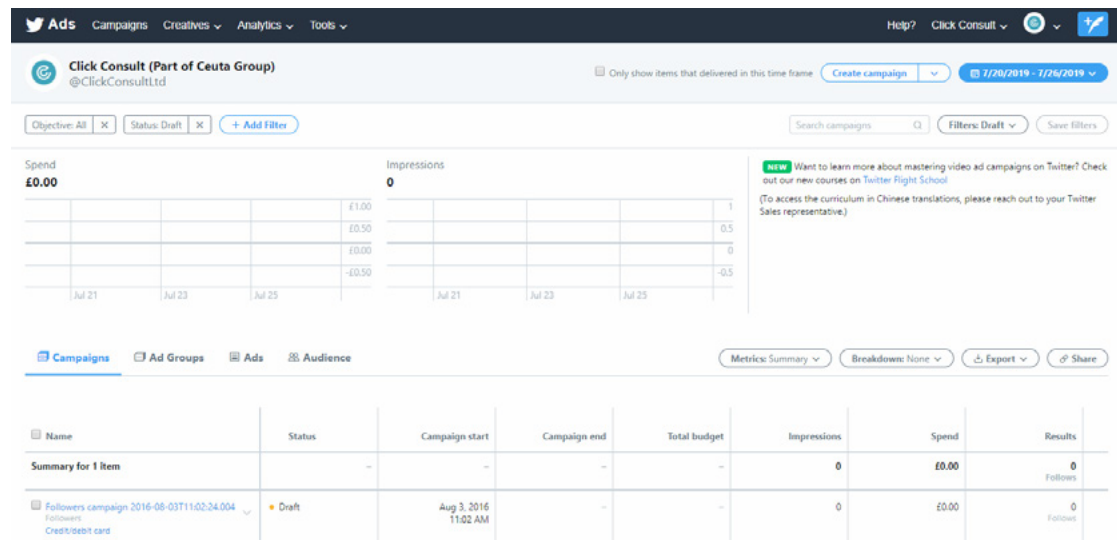
## Campaign types

- **Quick Promote** – while 'Promote Mode' selects the tweet's to promote automatically, 'Quick Promote' allows you to select a tweet yourself and promote it.  This is achieved by clicking on 'Tweet Activity', then 'Promote this Tweet' before selecting the budget – which will give you an estimated reach and impression count likely with the selected budget.

- **Website clicks or conversions campaign** – charged only for clicks to your site (and no other interaction or engagement), this campaign should be employed by brands looking to get more eyes on their content.

- **Followers campaign** – charged only for follows you acquire as a direct result of the campaign – while all other engagements remain cost free – these campaigns are designed for brands that want to extend their reach and build an engaged audience.

- **App installs or reengagement campaigns** – again, with all other engagements uncharged, this campaign seeks to drive clicks to download or open your app – great for brands looking to promote a new app or looking to remind consumers around a retail holiday.

- **Promoted video campaigns** – a campaign which charges at the point a video is watched 50% on a consumer's device (and has played for at least two seconds), this campaign can serve to help your brand promote your content to new audiences and reach potential consumers with a quality piece of video content (branded or otherwise) to make them fall in love with your brand.

- **Awareness (CPM) campaigns** – these campaigns charge per impression and are the campaign to look for if your aim is to push your brand out there and raise awareness about your message.

- **Pre-roll campaigns** – as with YouTube pre-roll ads and the promoted video campaigns above, these are charged on a per view basis (with an option to bid for 100% view time), while only available to those advertisers working with a managed sales rep, these ads can be great for brands looking to pitch at an audience engaged with a specific type of video content which shares a demographic with their own.

## Analytics and targeting
There are far more options available insofar as available metrics and targeting are concerned for the 'Ad Campaign' option, so we'll cover this in more detail separately, a little later on. However, there are insight and activity dashboards available as well as the ability to download CSV files to carry out more thorough data analysis of your own.

# HOW TO SET UP A TWITTER AD CAMPAIGN

Once you've selected the 'Twitter Ads' option and (if you run multiple properties) the correct account, you should be directed to a dashboard like the opposite:



## HOW MUCH DO TWITTER 'AD CAMPAIGNS' COST?

This very much depends on the type of campaign you're looking to run and how much you're prepared to spend. While there is no minimum amount for the daily or total budgets, you will be charged per click, per unit (follower and app installs) or on an auction basis (as per Google search ads). So, the short answer is really – however much you want to spend.

There are two options to choose from when setting your budget:

- **Automatic bidding –** allows Twitter to automatically optimise your bids dependent on your campaign objectives, attempting to achieve the lowest cost possible while meeting the campaign objectives.
- **Maximum bidding –** allows you to select the amount a click or other engagement is worth to your brand. As with Google's auctions (when all else is equal), you will pay only a penny more than the second best bid.

## GETTING STARTED
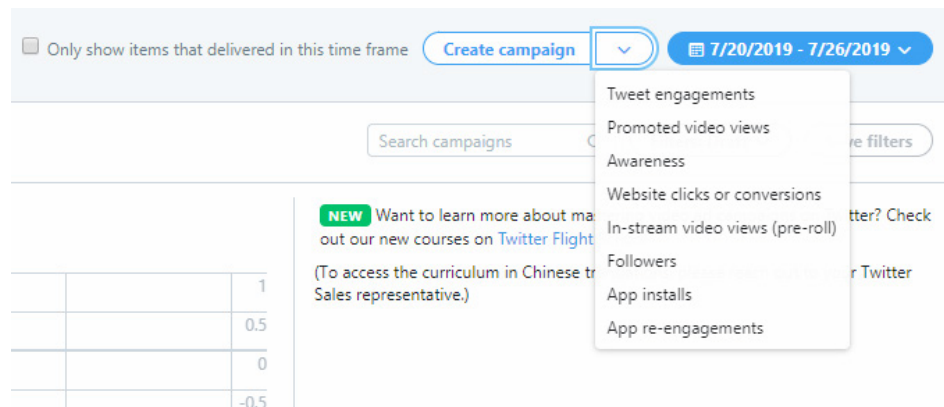


You'll then need to select the type of campaign you want to create from the below options:
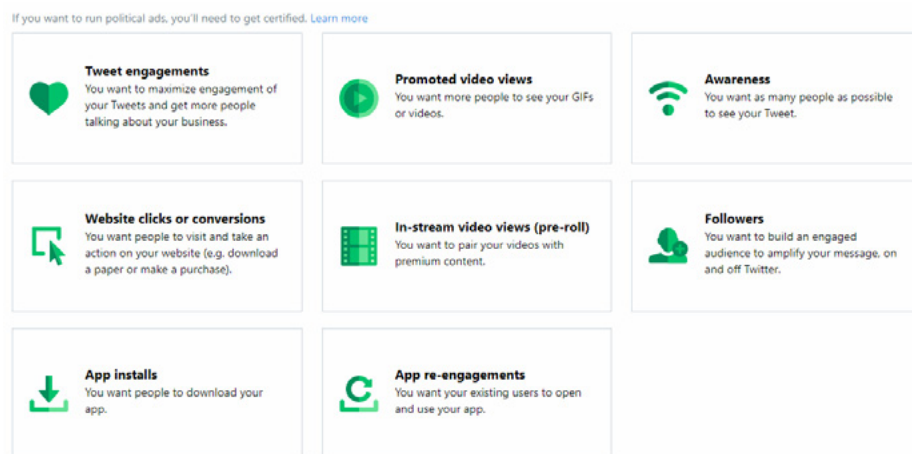


For demonstration purposes, we're going to go through the process of setting up a single 'Website clicks or conversions campaign', though the process is much the same for all ad types.

# HOW TO CREATE A 'WEBSITE CLICKS OR CONVERSIONS' CAMPAIGN



## Campaign setup

Once you click the 'Website clicks or conversions campaign' option, you will then need to assign some campaign details – including your daily and total budgets and launch dates.

## Ad group setup

After which, you can do the same again for your ad group – including selecting a bid type (either automatic or accelerated), and your optimisation preference (either link clicks or website conversions). There is also the option to add measurement tags to the campaign if you want to add further tracking options.

Following this, we have the targeting options for the campaign which are separated in to three options – 'Your audiences', 'Demographics' and 'Audience features'.

## Your audiences

In this area, you can select from any of your predefined audiences or, by checking the box, target people similar to your chosen audience members.

## Demographics

Demographics will likely need little explaining – covering age, gender location etc. With the representative cross-section of demographics using Twitter, there is plenty of scope to refine based on the demographic targets of brands in any industry.

## Audience features

As with the demographic options, the options really explain themselves – you can target based on previous engagements, on interests and more – including 'follower lookalikes' which allows you to user existing Twitter users as a template – much of which can be bulk uploaded, meaning that if you have performed keyword research in the past, you could simply upload your keyword document.

## Creatives

There are two ways to select your creative for the campaign – you can select an existing tweet to promote (left).

Or, alternatively, you can compose a new tweet – by clicking on the quill icon – in 'Compose mode'.
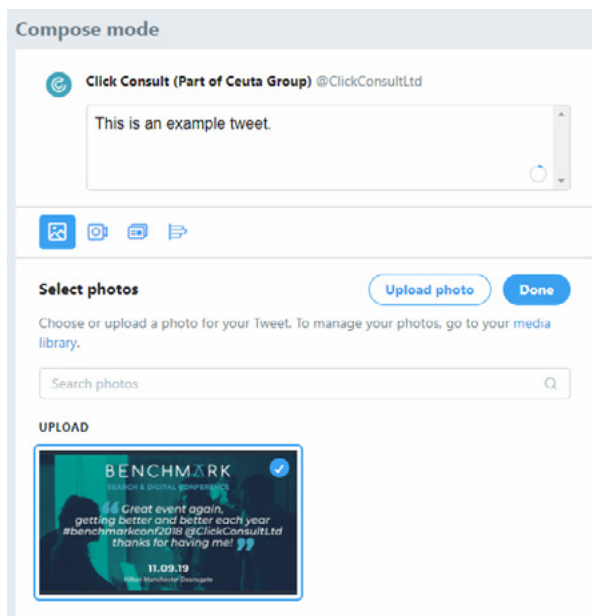
You can then build out your tweet using a variety of multimedia content, including images, videos 'cards' and polls. You will no doubt be used to crafting catchy headlines for your PPC ads, so put this to good use here and entice your consumers to click by making the best use of the 280 characters (left).

You can then look to tweet the promotion immediately, or look to schedule the tweet for a time of your choice – when your research tells you your consumers are online (apparently 3pm for many B2B brands and during the morning and evening commutes and at lunch time for many B2C).

**Campaign review**

The next step is to review your work and hit the 'Launch campaign' button and, in the spirit of advice where none may be needed, it is always better to measure twice and cut once. So review each choice for errors or slips of the mouse and avoid unnecessary and potentially costly mistakes.

## OPTIMISING YOUR ADS

The optimisation section on the Twitter site actually has some great tips – which you can read here. However, the main thrust of the advice can be summarised in four main points:

- **Be creative** – use multiple tweets and tweet types in your campaign and keep them fresh. Don't be afraid to experiment within the brand restrictions you have, but be sure to be engaging and mix it up with multimedia options.

- **Be thorough** – continue to monitor throughout the campaign, and modify your campaign bids and budgets according to performance and ensure you're choosing or at least continuing to develop your understanding of the right audience, devices and locations to target.

- **Stick to your target** – once you've set a target for the campaign, stick to it and align your content with the aim, whether that's site visits or app downloads, your tweets shouldn't try to achieve everything, it should be set up to do the one thing you need it to.

- **Keep going** – while the temptation may be to find a campaign type that works and stick to it, it's always worth experimenting. Not only will your ads avoid the resentment of many of the repetitive ads on my own timeline, you'll learn and improve along the way.

## FINAL THOUGHTS

There we have it! While there's a lot more to be learned about running a successful campaign, the main takeaway from this eBook is that the process is not prohibitively complex for a newcomer to paid social. There are entire eBooks that can be written about the subtleties of demographic targeting and the various other optimisations and measurements you can make, but that shouldn't stop you from using the research you have at your disposal to make a start.

All businesses are unique and, while you may need to run a few campaigns to get the feel for it – nobody knows your business like you do, and that can help a lot in the early stages.

# GET IN TOUCH WITH US TODAY

## ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

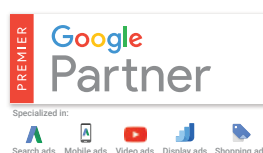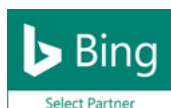## YOUR BESPOKE PAID SEARCH (PPC) ANALYSIS AND REVIEW

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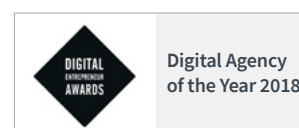
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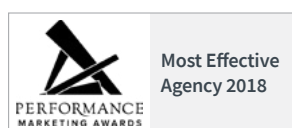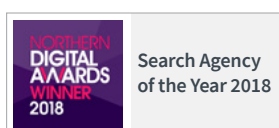
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