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THE S O C I A L
CLUB

Presented by **Ecclesiastical**

Session five:

Tools to help you advertise on social media

Getting started with Twitter

Guide
3/4

Twitter

How to set up an ads account

▶ Log into your @handle on Twitter.com

▶ Go to **ads.twitter.com** in your browser

Twitter Ads checklist

◯ Do you know the **username and password** for the Twitter account you'll be creating your ads account for?

◯ Designate a **point-person** with the authority to create and manage campaigns.

◯ Is your **profile picture recognisable?**

◯ Does your **profile picture represent your business?**

◯ Does your bio include the **name of your business, location and website URL?**

◯ **Explain what you do** in a clear and informative way.

◯ **Customise your header/ background**, use this to showcase the personality of your business.

Campaign Objectives

Twitter ad campaigns are based on specific business objectives, so the **first thing you need to do is decide what you want to achieve with your Twitter ads**.

Think carefully, because the campaign objective you choose determines which engagement types and actions you'll pay for.

Types of objectives available include:

Website Clicks

Promote tweets with **links to your website** to increase traffic.

Tweet Engagement

Promote your content with **the objective or starting conversations** and gaining engagement on your posts.

Followers

Promote your Twitter account with **the goal of increasing the number of followers** you have.

Awareness

Promote your content to a broad audience to **raise the reach**.

App Installs

Promote your app to **encourage downloads**.

Audiences

Twitter offers a number of targeting options to help you **choose the right audience for your ad and maximise your budget.**

These targeting methods allow you to **reach the users who are most relevant to you:**

Geo

You can **target your campaigns to specific geographies**, whether it be country, city, or postcodes.

Twitter geo targeting is based on a user's recent location. This is a combination of a user's current location as well as their recent location history.

Device, carrier or new mobile user

Target users with messaging by using the type of mobile device they use, the operating system for their devices and/or their carrier.

Audience Features

Behaviour

Through behaviour targeting **you can reach high-intent audiences** on Twitter based on key user behaviours.

Conversation targeting

The conversation targeting option allows you to **target audiences based on the conversations they are actively participating in on Twitter**.

There are over 10,000 conversation topics across 25 categories such as sports, lifestyle, video games and books.

Users may be considered part of a conversation if they've tweeted or engaged with a Tweet mentioning the topic or have dwelled on a Tweet about the topic.

Event targeting

Event targeting allows advertisers to **quickly and easily discover, plan for and activate events on Twitter**.

Twitter's **event calendar** shows hundreds of events around the world showing the people who are interested or participating.

You can access the calendar in your ads account in the **Analytics > Events tab**.

You can start targeting an event in your campaigns up to 2 weeks before it starts, and events expire 3 weeks after they are over.

Follower look-alikes targeting

This allows you to **target people with interests similar to an account's followers**.

For example, enter @TwitterBusiness to target people likely to be interested in advertising on Twitter.

Interest targeting

With interest targeting you can **reach users on Twitter who are broadly interested in certain topics**, including 25 interest categories that expand into 350 sub-topics.

Twitter determine users' interests based on a variety of signals, including who they follow, what they retweet, click on, tweet and more.

Keyword targeting

Keyword targeting allows you to **reach Twitter users based on keywords in their search queries, recent Tweets, and Tweets they recently engaged with**.

Tweet engager targeting

Tweet engager targeting allows you to target users who have previously engaged or seen your content.
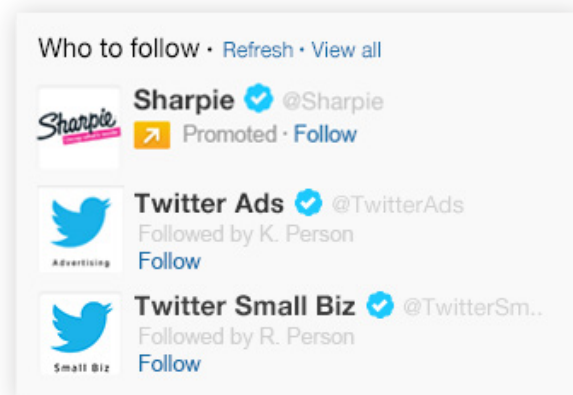
Types of Twitter Ads

Promoted Tweets

Advertisers can pay to have their ads shown to people who are not already following them on Twitter. They look like normal tweets; they just have a **'promoted'** label on them.

Promoted tweets can appear in:

- A users timeline/feed
- A users' profile
- Search results

British Airways @British_Airways
Our ad shows our plane in London. But it can go all over the UK. Enter FY14BJ & see where we are now taxi.ba.com #HomeAdvantage
↗ Promoted by British Airways
Expand ← Reply ♺ Retweet ← Favorite

Promoted Accounts

Who to follow · Refresh · View all
Sharpie ✓ @Sharpie
↗ Promoted · Follow
Twitter Ads ✓ @TwitterAds
Followed by K. Person
Follow
Twitter Small Biz ✓ @TwitterSm...
Followed by R. Person
Follow

Promoted accounts (or follower campaigns) promote a twitter account, rather than an individual post. This can be **a great method for increasing your Twitter following and raising your profile on the network**

Promoted accounts ads can appear in:

- Potential followers' timelines/feeds
- 'Who to follow' suggestions
- Search results

Promoted Trends

Trend/trending a topic or hashtag that is popular on Twitter at a given moment.

Trends for you · Change

#SwitchToO2
↗ Promoted by O2 in the UK

#Alex
Thiago Silva reacts to *that* Dave performance at Glastonbury

#InternationalJokeDay
7,800 Tweets

#CanadaDay
74K Tweets

Rashford
Marcus Rashford signs new Manchester United contract

#LDNClimateAction
1,669 Tweets

#HongKong
Legislative Council in Hong Kong issues 'red alert' to evacuate its HQ

Strasbourg
12.4K Tweets

Trends are the most talked about things on social media at the time and are clickable links which users can either click through to join the conversation or browse related content.

Promoted trends allows you to **promote a hashtag at the top of the list**. When a Twitter user clicks on a promoted trend, they see an organic list of search results for the topic.

As users pick up on the hashtag and start using it, you can gain additional organic exposure, increasing the reach of your campaign.

Go to the next guide... Getting started with LinkedIn

Join us for the next session…

How do I make social media easier? Then check it's working for me?

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