



Twitter Ads: Dos and Don'ts

Campaign Set Up

Campaign Objective

- ✓ DO choose an objective specific to what you want to get out of the campaign (don't just choose reach). Your campaign will then be optimised for that certain marketing goal.
- ✓ DO choose the Video Views objective if your aim is to generate brand awareness and you are using a video creative. Video views are much cheaper than website clicks!
- ✗ DON'T choose accelerated pacing unless you have a very time-constrained event where it is only limited to a few hours. Eg. a sporting event where you need as many people to see your ad in those 2 hours.

Ad Group Creation

Audience

- ✓ DO use the 'Tailored and flexible audiences' option if you want to remarket to existing followers of your account or customers. Here you can upload customer data such as emails or choose to target specific Twitter users, remarket to website visitors or app users.
- ✓ DO look at the 'audience summary' when selecting your audience. If too broad, you could be paying for link clicks from people who may not be totally relevant. If too specific, your ad will only show to a very small number of people or may not show at all.
- ✓ DO try and narrow your audience down to the specific people you want to target, remember you can target by:
 - Events - target attendees up to 2 weeks before and 3 weeks after an event
 - Interests - choose from different interest categories based on what users tend to connect and engage with



- Conversation topics - choose from different conversation categories based on what conversations users are participating in
- Follower look-alikes - Target people who behave similarly to another account's followers
- Keywords - Target or exclude people who searched for, tweeted or engaged with specific keywords (hashtags are included as a keyword, we recommend adding 25+ keywords)
- Movies and TV shows - Target people who tweet about or engage with movies & TV shows in a specific market

✗ DON'T choose to also target followers of your account. A click from this audience is a waste of money when you can tweet the same message organically and target them for free. Use this as a way of getting in front of new users.

Budget

✗ DON'T add a maximum bid cap or target cost initially unless you need to be very strict with how much a link click (or other depending on objective) will cost. This cap will make you less competitive and your ad may appear less often. However, after using automatic bidding, you can add this if you are finding the CPC to be too high.

Ad Creative

✓ DO add multiple tweets to one campaign to test different types of creative. You can then start to pause those that aren't performing as well. We recommend adding 3+ tweets to one campaign.

✓ DO try testing different keywords and handles and start to remove those that aren't performing as well. A good engagement rate for a promoted tweet is >1%.

✓ DO tick 'Promoted-only' when creating a new tweet if you do not want this to also appear on your organic Twitter feed and only be shown once your campaign begins.

Copy

✓ DO keep your text simple and between 1-2 short sentences.



✘ DON'T include generic hashtags in your tweet. Users may click through on this, therefore costing you and not gaining any brand awareness of your company, product, website or app.

✘ DON'T exceed the 280 character limit for ads.

Images/Videos

✓ DO use an image or video 'website card' instead of a standard promoted image or video tweet if you are wanting to drive traffic to a website. Single-image Tweets and GIFs feature text and one image or GIF. The card does not have a built-in link feature, so to include links, you must account for them in your Tweet copy which takes up characters.

✓ DO use a Promoted Tweet or Promoted Video if your objective is brand awareness not sending users to a webpage.

✓ DO use a high-quality image in the recommended resolution for Twitter: 1100x628px (landscape).

✓ DO ensure you use a high-quality video with a resolution of 1100x628px (landscape).

✘ DON'T upload a video that is over 2 minutes 20 seconds long. 15 seconds or less is the recommended length.

✘ DON'T upload a video that is over 1GB in file size.

✘ DON'T upload a video in any other format other than MP4 or MOV.

✘ DON'T exceed 50 characters in your headline (any more than this will appear truncated)

Placements

✘ DON'T select 'Twitter Audience Platform' as a placement if you don't want your ads to be shown on the Audience Network (external apps and websites).



Tracking

✓ DO add URL parameters in order to track your ad performance within Google Analytics. Use the Google URL Builder [here](#). (website URL=URL, campaign source=twitter, campaign medium=cpc, campaign name=*choose suitable name, use underscores for spaces*). Copy this whole URL and use this as your destination URL.