

WORKSHEET – 8

AIM: You need to Create Twitter Page or account of your brand/ Business/Website. You need to note down all the steps and add some snap shot also in your work. You can take help from CANVA .com to create few Photos for your page.

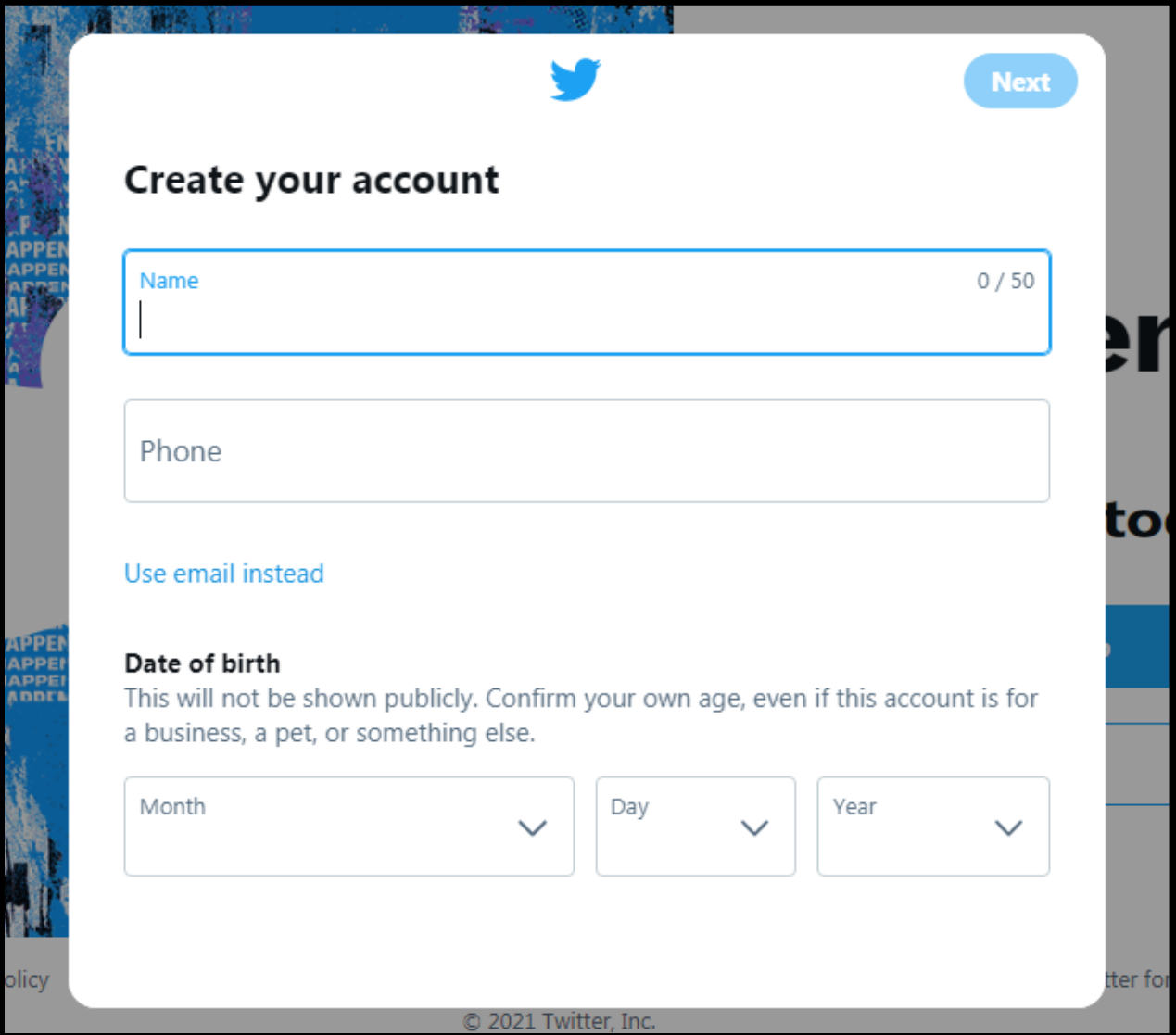
How Create Twitter Page of your brand/ Business/Website

Advertise on Twitter · Reach potential customers. Get your messages in front of people not yet following you by promoting your Tweets · Gain more followers.


1. Go to twitter.com
2. Click on sign up ,fill the blank and sign up



3. Confirm your account and click on sign up



The image shows a Twitter account creation form. At the top, there is a Twitter bird logo and a blue "Next" button. The main heading is "Create your account". Below this, there is a text input field for "Name" with a character count of "0 / 50". Underneath the name field is a text input field for "Phone". Below the phone field is a link that says "Use email instead". Further down is a section titled "Date of birth" with a subtext: "This will not be shown publicly. Confirm your own age, even if this account is for a business, a pet, or something else." Below this subtext are three dropdown menus for "Month", "Day", and "Year". At the bottom of the form, there is a copyright notice: "© 2021 Twitter, Inc.".

 [Next](#)




Create your account

Name 0 / 50

Phone


[Use email instead](#)

Date of birth
This will not be shown publicly. Confirm your own age, even if this account is for a business, a pet, or something else.

Month  Day  Year 

© 2021 Twitter, Inc.

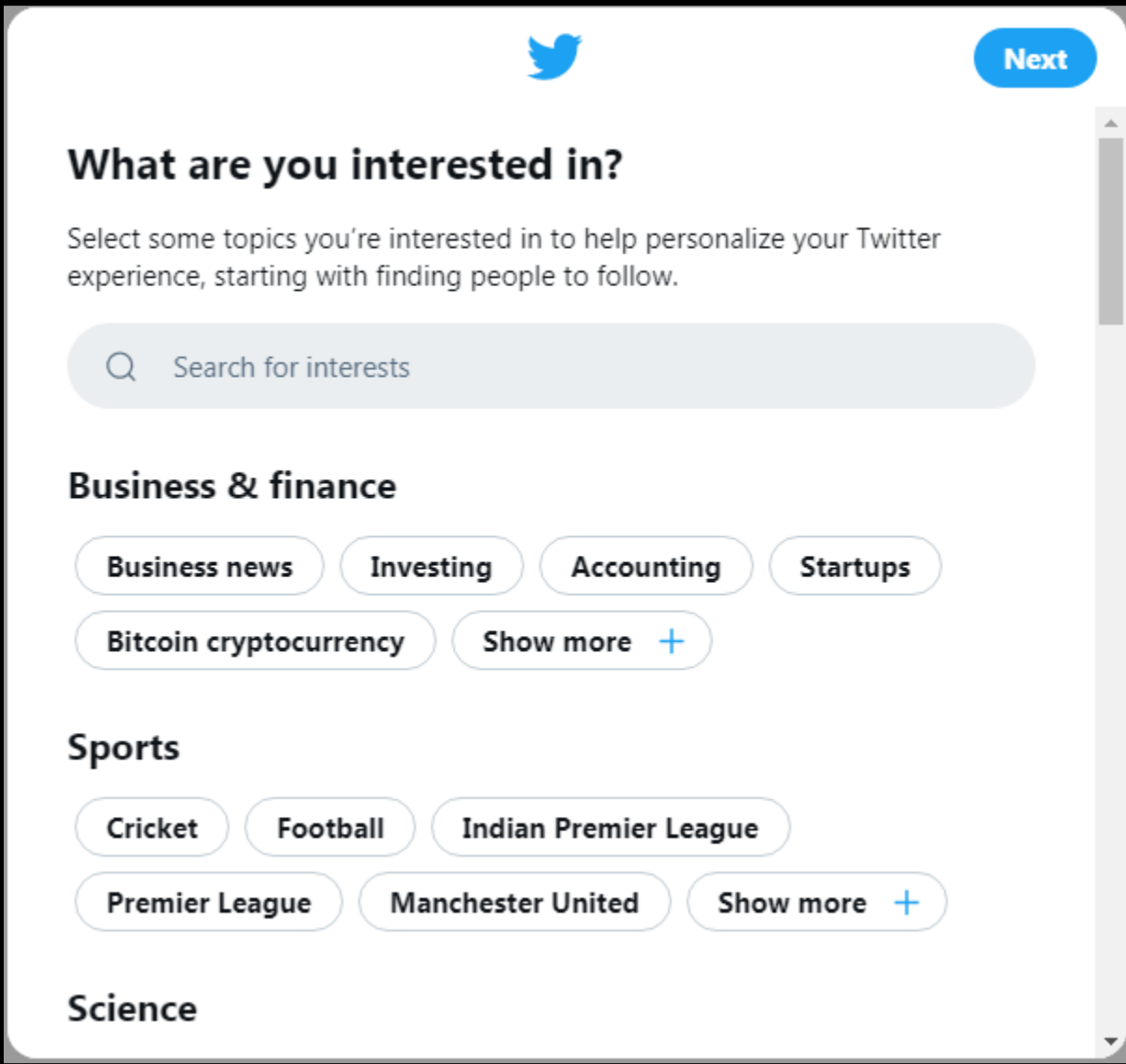
4. Choose your language and click on next



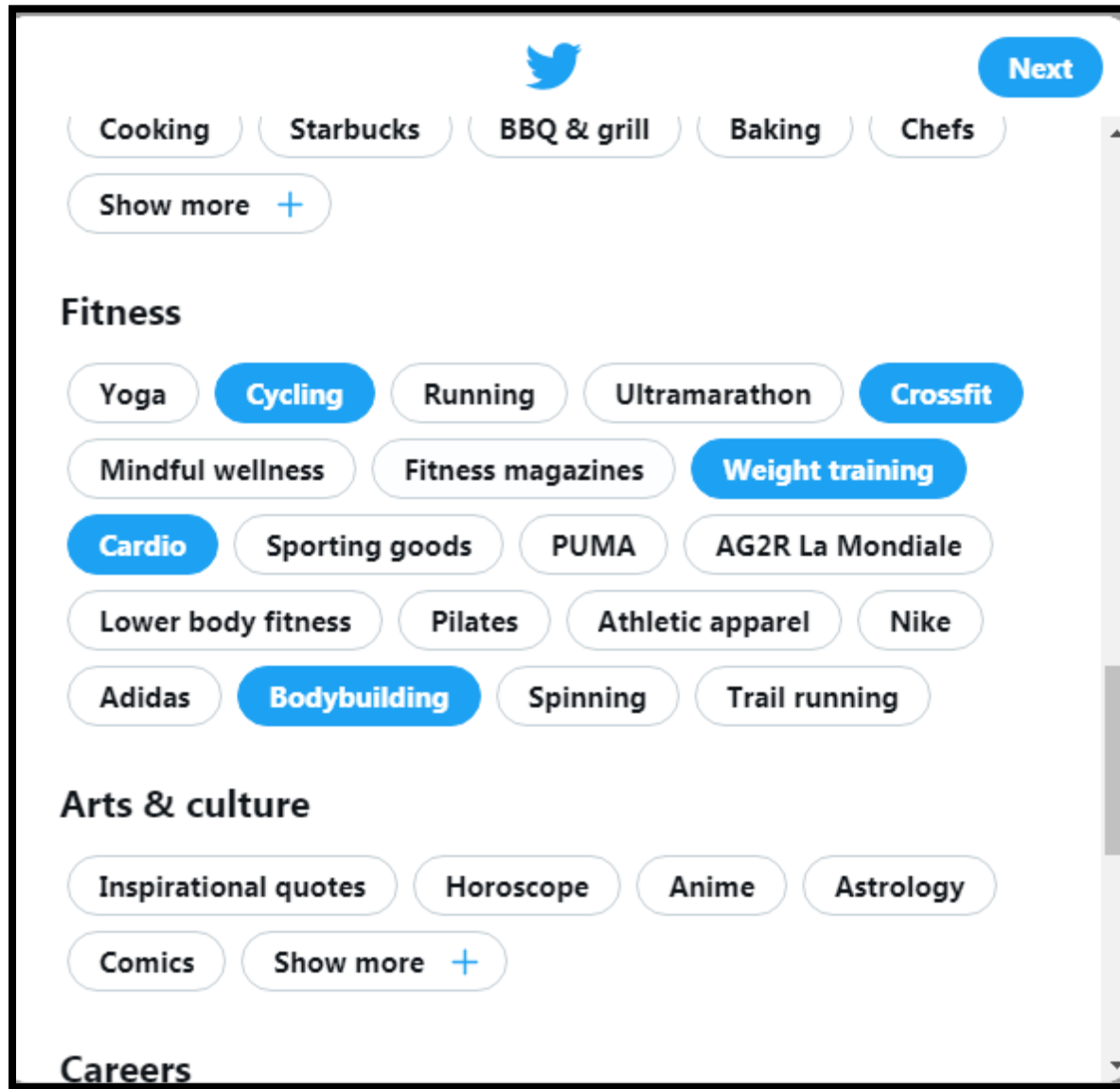
The image shows a Twitter language selection screen. At the top, there is a Twitter bird logo on the left and a blue "Next" button on the right. Below the logo, the heading "Which languages do you speak?" is displayed in bold. Underneath the heading, a subtext reads: "You'll be able to see Tweets, people, and trends in any languages you choose." A list of languages follows, each with a checkbox on the right. The languages and their checkbox states are: Bangla - বাংলা (unchecked), English (checked), Gujarati - ગુજરાતી (unchecked), Hindi - हिन्दी (checked), Kannada - ಕನ್ನಡ (unchecked), Malayalam - മലയാളം (unchecked), Marathi - मराठी (unchecked), Nepali - नेपाली (unchecked), Punjabi - ਪੰਜਾਬੀ (unchecked), and Tamil - தமிழ் (unchecked). A vertical scrollbar is visible on the right side of the language list.

| Language | Selected |
|--------------------|-------------------------------------|
| Bangla - বাংলা | <input type="checkbox"/> |
| English | <input checked="" type="checkbox"/> |
| Gujarati - ગુજરાતી | <input type="checkbox"/> |
| Hindi - हिन्दी | <input checked="" type="checkbox"/> |
| Kannada - ಕನ್ನಡ | <input type="checkbox"/> |
| Malayalam - മലയാളം | <input type="checkbox"/> |
| Marathi - मराठी | <input type="checkbox"/> |
| Nepali - नेपाली | <input type="checkbox"/> |
| Punjabi - ਪੰਜਾਬੀ | <input type="checkbox"/> |
| Tamil - தமிழ் | <input type="checkbox"/> |

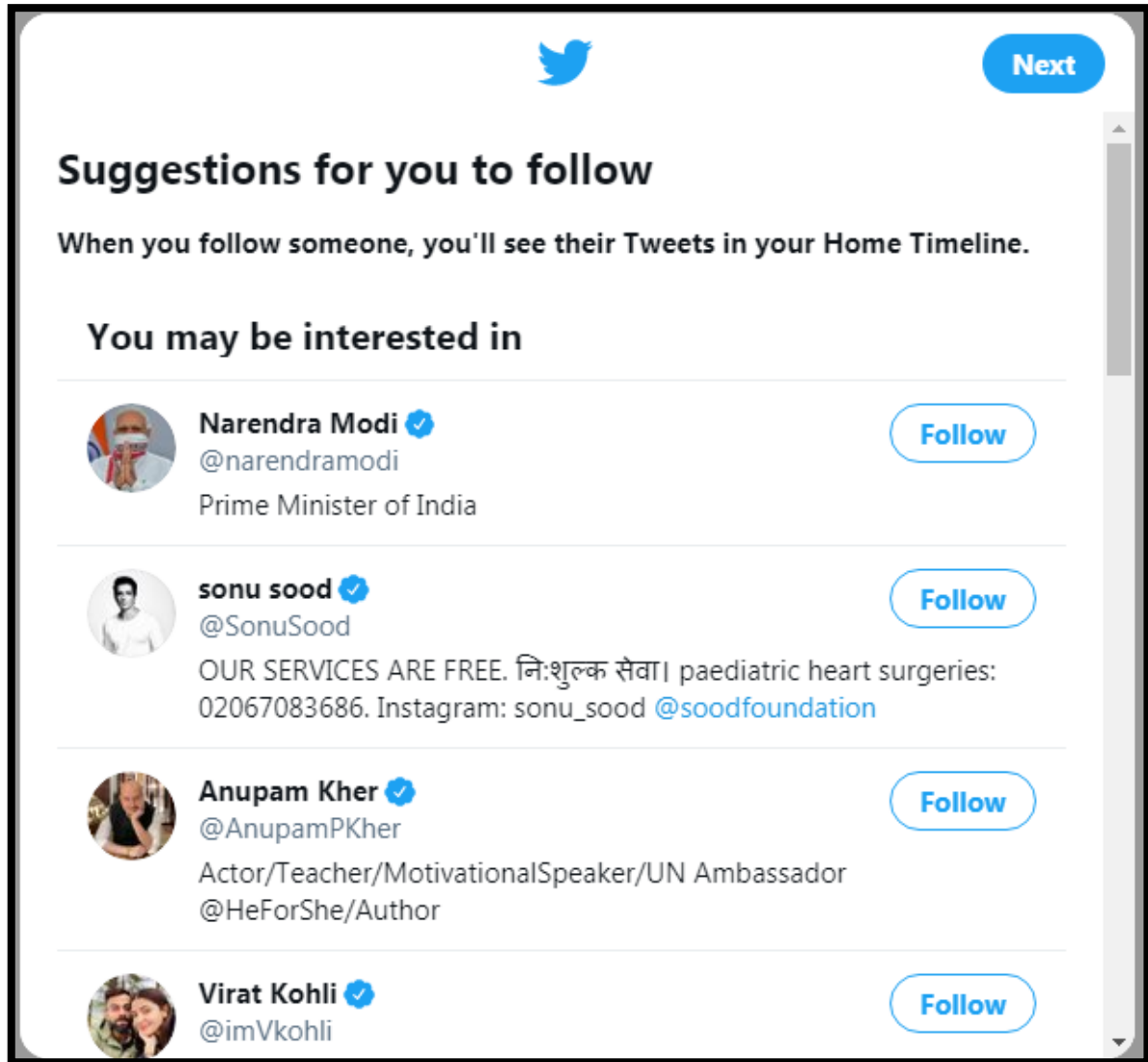
5. Choose what are you interested in? according to your business and click on next.



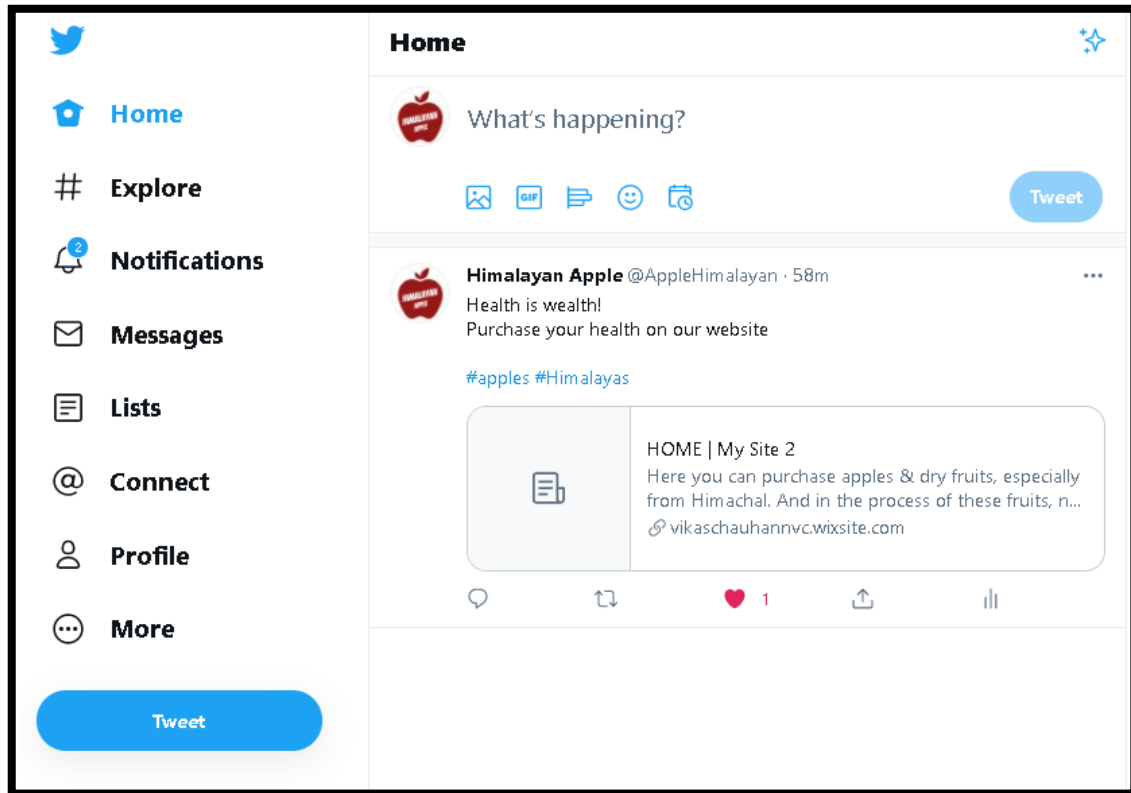
The image shows a Twitter interface for selecting interests. At the top, there is a Twitter bird logo and a blue 'Next' button. The main heading is 'What are you interested in?'. Below this, a text prompt says 'Select some topics you're interested in to help personalize your Twitter experience, starting with finding people to follow.' There is a search bar with a magnifying glass icon and the text 'Search for interests'. Below the search bar, there are two main categories: 'Business & finance' and 'Sports'. Under 'Business & finance', there are buttons for 'Business news', 'Investing', 'Accounting', 'Startups', and 'Bitcoin cryptocurrency', followed by a 'Show more +' button. Under 'Sports', there are buttons for 'Cricket', 'Football', 'Indian Premier League', 'Premier League', and 'Manchester United', followed by a 'Show more +' button. At the bottom, the category 'Science' is partially visible. A vertical scrollbar is on the right side of the selection area.



6. Choose whose you want to follow from the Suggestions for you and click on next



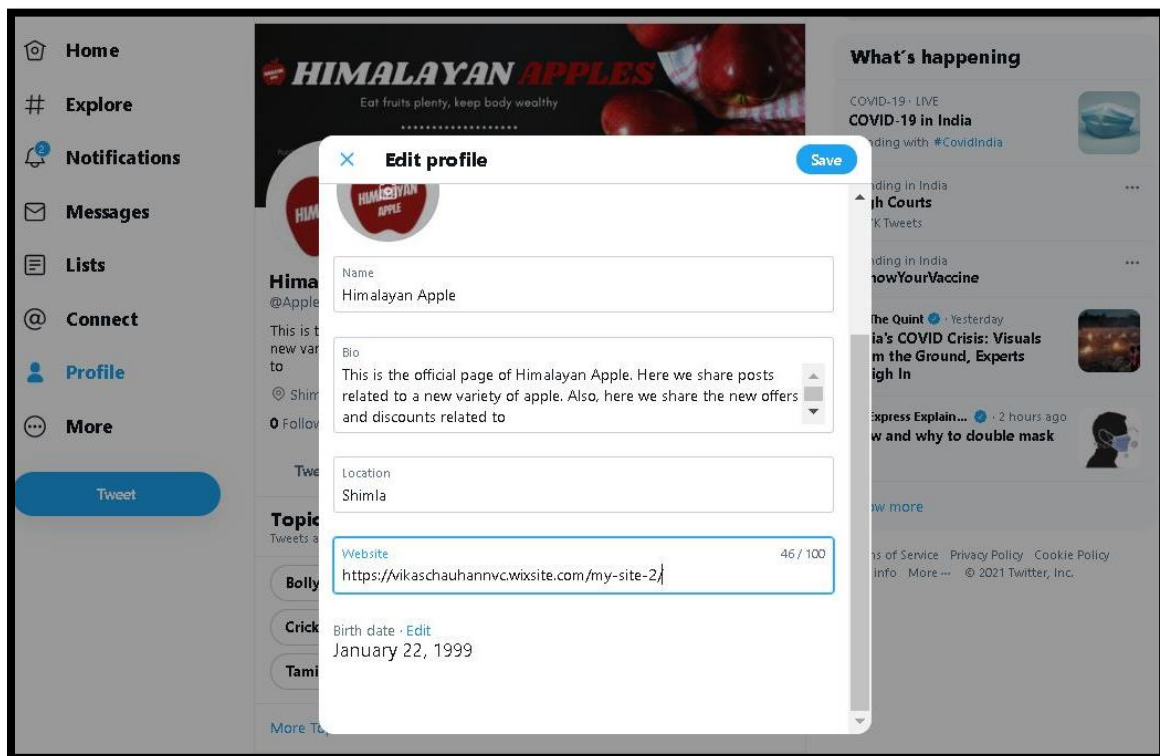
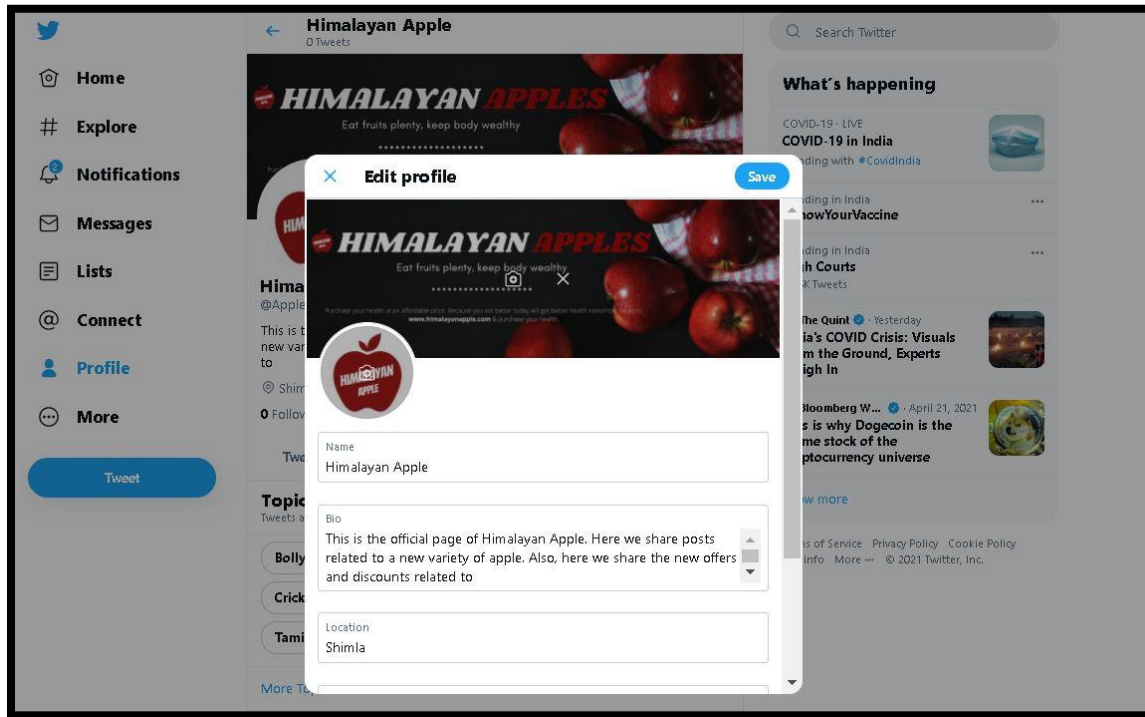
7. Now your twitter account is created and then click on profile



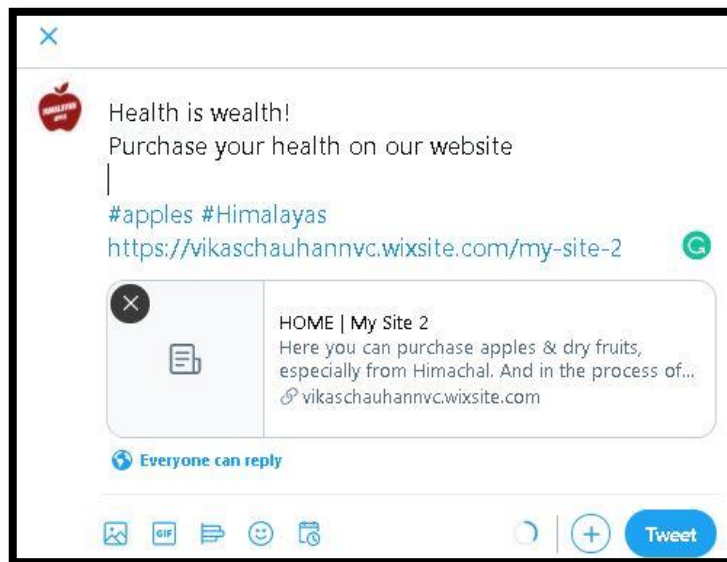
8. Now click on edit profile



9. Edit your profile according to your business work and click on save

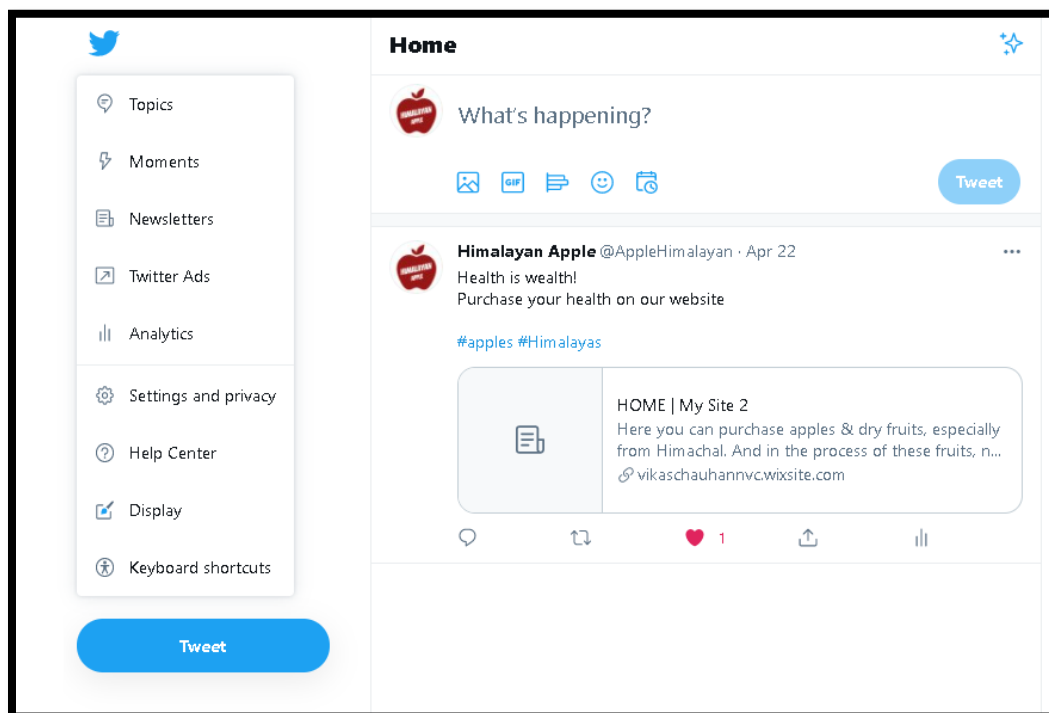


10. Now your business twitter profile ready make your first tweet



Start Your First Campaign:

1. Click on more and then on Twitter ad



2. Select the campaign objective according to the requirement

Campaign objective

Choose your objective

Need help choosing an objective? [Learn more](#)

Awareness

Reach

Maximize your ad's reach

Consideration

Video views

Get people to watch your video

Pre-roll views

Pair your ad with premium content

App installs

Get people to install your app

Website clicks

Drive traffic to your website

Engagements

Get people to engage with your Tweet

Followers

Build an audience for your account

Conversion

App re-engagements

Get people to take action in your app

Cancel

Next

3. Enter the basic detail about your campaign.

Campaign details

Objective

Engagements

Get people to engage with your Tweet

Edit

Campaign name

Digital Marketing Lab

Funding source

Credit/debit card

Remaining budget: Not available | Runs: Jul 13, 2020 - Present

Daily budget ⓘ

USD

10.00

Total budget (optional) ⓘ

USD

100.00

Start ⓘ

2021-04-22

12:00am

+06

End (optional) ⓘ

2021-05-03

12:29am

+06

4. Enter the budget, starting & ending date for your campaign.

Ad group details

Ad group name

Start (optional) ⓘ **End** (optional) ⓘ

4:18pm +06

Total ad group budget (optional) ⓘ

USD

Goal ⓘ

Get people to Retweet, like, and reply to your ad

5. Select the bid strategy.

Bid Strategy ⓘ

☒ **Autobid (recommended)**
Automatically maximize your results at the lowest price.

☐ **Maximum bid**
Set a maximum bid you'll never spend over. Bidding higher helps your ad display more often.

6. Select the expenditure by & frequency cap

Pay by ⓘ

Engagement

Frequency cap ⓘ

☒ Automatically optimize ad frequency (recommended) ⓘ
☐ Set a custom cap ⓘ

▼ Measurement options

Audience measurement tag

☐ ×

DoubleClick tracking ⓘ

☐ ×

7. Select the demographics according to advertisement tar gated audience.

Demographics

Gender

Any

Men

Women

Age

☐ All
☒ Age range

18

▼

–

54

▼

8. Select the location and language.

Location (optional) ⓘ [Bulk upload](#)

Include ⓘ

Region or state — Delhi, IN ×

Region or state — Chandigarh, IN ×

Region or state — Haryana, IN ×

Region or state — Punjab, IN ×

Region or state — Rajasthan, IN ×

Region or state — Uttaranchal, IN ×

Language (optional) ⓘ

Include ⓘ

Hindi ×

English ×

9. Select the Device on which you want to show ad.

Devices

Operating system ⓘ

☒ iOS

☒ Android

☒ Other mobile

☒ Desktop

10. Select the Device model and ISPs (Internet service provider).

Device model (optional) ⓘ

Include ×

iPad ×

iPhone 11 ×

iPhone 11 Pro ×

iPhone 12 ×

iPhone 12 mini ×

iPhone 11 Pro Max ×

iPhone 6 ×

iPhone 7 Plus ×

iPhone SE 2020 ×

iPhone X ×

Samsung Galaxy S9+ ×

Samsung Galaxy Tab S2 ×

Samsung Galaxy Trend Plus ×

Carrier (optional) ⓘ

Include ×

Uninor ×

TATA DOCOMO ×

Reliance ×

Jio ×

Idea Cellular Ltd ×

IDEA ×

AirTel (IN) ×

☐ Target people who first used Twitter on a new device or carrier

11. Select the required targeting keywords.

Targeting features

Keywords (optional) ⓘ

Recommendations

Bulk upload

Include ▾

Include + ×

healt ×

food ×

fitnes ×

fresh ×

12. Select the required targeting keywords.

Interests (optional) ⓘ

Search

Include ×

Vegetarian × Health news and general info × Cooking × Desserts and baking × Fine dining ×

Foodie news and general info ×

13. Include the most popular conversation topics related to your product/service.

Conversation topics (optional) ⓘ

Search

Include ×

Food × Fruits × Juicy Fruit × Fruity Pebbles × Fruit of the Loom ×

▼ **Additional options**

☐ Retarget people who saw or engaged with your past Tweets (optional)

☒ Expand your audience (optional) ⓘ

DEFINED EXPANDED BROAD

☐ Also target followers of @VikasChauhanNvc (optional)

14. Place your ad accordingly that you get max engagement.

Placements

Twitter placements

Put your ads where your audience is most likely to see them.

☒ Home timelines ⓘ

☒ Profiles ⓘ

☒ Search results ⓘ