Twitter Advertising Overview

Recently, Twitter revamped its brand advertising model and cost structure. The company announced it was introducing new tools for what it calls "objective-based campaigns," which include four new ways advertisers and small business can buy ads on the social media platform. Once the objective is determined, a brand will be charged per engagement for their set objective (such as new followers, clicks or app install). The five objectives now include:

Start: https://ads.twitter.com (credit card on file required).

1) **Followers**
   Grow your community on Twitter
2) **Website clicks or conversions**
   Send people to your site (to purchase, sign up, etc.)
3) **Tweet engagements**
   Reach more people and drive conversation
4) **App installs or app engagements**
   Get people to install or engage with your mobile app
5) **Leads on Twitter**
   Collect emails from people who express interest in your business

Once an objective is set, you begin building the campaign based on the desired budget and target audience in mind.

Step 1. Name and select date range for campaign.

Step 2. Select an existing Tweet or generate a new one for this campaign.

Step 3. Target specific audiencesyou want to reach. Twitter provides brands a number of ways to target desired audience, such as relevant keywords, interests or targeting specific Twitter handles and their followers. *Example*: Targeting users that are interested in "food and wine" or targeting the large follower base of @Chatelaine. Twitter also provides a number of other targeting features (such as gender, age, etc.) that can be used depending on the specifics of your campaign goals.

Step 4. Setting a budget. When setting a budget, Twitter will ask you to set an overall budget for the campaign, overall daily budget limit and how much you are willing to spend per engagement (such as a new follower). The costs associated with this system will depend on your specific campaign and audience, but typically ranges from $1.00 – $2.50 per engagement. Brands should expect to pay a few hundred dollars per campaign, though this will be entirely dependent on your available budget and objectives. Charges will be billed automatically to the credit card on file and payment history is accessible on https://ads.twitter.com.

Budget

? Set a total budget (optional).

$ None

? Set a daily maximum (required).

$ Required

Daily budget is required.

Pacing options

Enter the maximum amount you are willing to spend per Tweet engagement.

A "Tweet engagement" is when a user retweets, replies, favorites, follows, or clicks anywhere on your Promoted Tweet. You only pay for the first engagement a user makes with your Promoted Tweet. You will never be charged more than your maximum bid, **and you usually pay less**. Learn more

$ 1.85   Suggested bid: $1.50 – $2.20

Step 5. Track campaign results, spend and make adjustments when/if required.

Questions:

For any questions in regards to Twitter advertising or setting up your account, you may contact Andrew Hill from Twitter at andrewhill@twitter.com. Please visit https://business.twitter.com/ad-products for more information on Twitter advertising.