

## Module 36: Designing Facebook Advertising Campaigns-II

**Dr. Tejinderpal Singh**

Associate Professor

University Business School

Panjab University Chandigarh



### PART-1

Now let me quickly show you how to make video ads in Facebook. Remember, I am working in a previous campaign only that we started in the previous module. This time, from add media, we will select add a video. From this interface, upload video. **Make sure your video should be between 10-15 seconds.** Select the video and upload it.

Our video is added. **In total, this format of ad with the present video is eligible for 9 placements are.** If you want to increase the number of placements then, you can select a different video with different dimensions. For example, vertical video is most suitable for Instagram stories.

You can further edit the video in the ad manager itself, click on edit video

First, we have the option to crop the video. You can use these predefined settings to crop the video.

Let me keep the original video

Next, if you want to trim the video, you can do it

You can also select the thumbnail of your video.

Thumbnail is nothing. This is an image that you can show before the video starts and after the video end. The good thumbnail has an impact on the open rate of videos.

Next, we have the option to add the captions. What is the purpose of this? If want to show the transcription of in text from the text and then you can upload the file here. In this case, a text will be shown along with your video.

Few creatives to the video are also available

Like you can add the poll to your video. This is a very simple process. Just add your poll question here.

Give your two choices. This is my first choice and this is my second choice.

You want when someone clicks on the option, he should be guided to a particular page, then you can give the URL of that page here.

Next, we have the text overlay. ‘

If you want to show any text on your video then you can use this option.

Where this text should appear, just select the time from here,

You want to change the position of the text, just change it from here

You can also change the font.

Next, we have the logo overlay.

if you want to add the logo of your brand or any other log to your video then you can use this option

You can upload the link logo or you can use any image from your business account.

Make the timings related changes from here. And definition accordingly Once you are satisfied, click apply

And save

Video added.

Give your primary text, Headline, Description, website URL, Display link, call to Action

And confirm.

## PART-2

Now let me show you how to create the slideshow ads.

These types of ADS are in video formats and contains multiple images Instead of video footage.

Click on create 'slide show'

This is a video creation kit for the slideshow where we have two options.

First is, create slideshow and the second is, select from templates. You can also select a square or vertical template to create the slideshow.

Let us use the first option first

First, add photos from your desktop.

Click on continue

Our Images are added

Use this + sign to add more images.

This is a preview of our slideshow

**If you want to change the format you can change it to vertical format**

You can also set the image duration that simply means for how long an image should stay.

From this button, you can change the type of transition.

Look at the transition. It has been totally changed

If you want to add the music to your slideshow then add it from here

Things are finalized click on create slideshow

Your ad will be ready

but let me show you the second option

You can add various templates. Each template has a different number of images. You can add the logo, headline and call to action.

Let me select this one

In this case, you have to add your own images by replacing the template images

Select your first image.

Continue

Same way selects the rest of the images.

If you want to add the stickers, you can add the stickers as well

Select the position and sticker size which you think is the best one.

Just see it in the live preview of your slideshow.

Click Continue

Our videos are ready. To add these to the ad click use videos.

We have successfully added our videos. If you want, you can further add these videos

Give the primary text

Add headline and description.

I hope you all are aware of all these options

This is a preview of our ad in desktop feed

This is the preview in the mobile feed.

That's all about slide show ads

Now let us **Design ads under carousel format**. Actually, under this format, you can show up to **10 different images called cards**. Look and write a different headline and description for each of the cards separately. This type of format is very popular amongst E-Commerce websites where these websites promote multiple products under a single ad.

The designing of such type of ADS is very simple. Let me show you

This is the place for ad creatives.

And we have the place to add up to 10 cards here. You can use this Plus sign to add images for cards.

Let me show you how to work on the first card.

Select the image. It is better to upload all your images first then start design cards. Let me quickly add a few images here.

Images are added no select one image to add it to the card and press continue.

Image is added to the card, if you want you can crop your image to make it of the proper size

Add headline though it is optional

Give the description of your card

Enter the primary text; **this primary text will be common for all the cards**. You can give different headline, description, and call to action for each of the cards separately.

Add Call to action.

Let us add a second card.

Give headline, description, and call to action for this very card, Add few more cards

Let us have a preview of our ad.

Use this expand preview.

Now, we have a better idea about how our ad will look under various placements. Click on any preview and you can view it. Let us see how it will look like in desktop news feed.

See here, you can swipe the 10 images with these arrows.

Now, what is this?

This is the end card and by default, it shows the profile image of your page and if someone will click on this card, he will automatically reach to your Facebook page.

If you don't want to show this card. then you can disable this option as well let me show you how.

Just uncheck this button.

See now and the card is not visible

This is all about carousel ads. Hope now you will be able to use this format of ad well. This was the basic interface of the ad manager. We have initiated the process of designing an advertising campaign. We will continue this process in the next part. Just join me there thanks.

## Module 37: Working with Facebook Pixel

**Dr. Tejinderpal Singh**  
Associate Professor  
University Business School  
Panjab University Chandigarh



### PART-1

Hello everyone, welcome to the last module of Facebook marketing and the name of this module is “Working with Facebook Pixel”. In this module, I will discuss various aspects and working of the Facebook pixel. In this module, you will specifically learn

- 1. What is a Facebook pixel?**
- 2. How to set up Facebook pixel?**
- 3. How to create a custom audience using Facebook Pixel?**
- 4. How to create a lookalike audience using Facebook Pixel and lastly**
- 5. How to create custom conversions.**

Before I explain what is Facebook Pixel, look at this example.

I was interested to know more about NETFLIX. I opened the site of Netflix and explored the site bit more to know about 30 days of free offer. I spent some time on the site but did not subscribe to the Netflix services. After a few hours, I opened my Facebook account and I was surprised to see the ad of Netflix there.

Similarly, you must have noticed while browsing eCommerce sites like Amazon and Flipkart, most of the times we only look for information about products services and exit from the website without buying anything.

But to our surprise, ads of those products start appearing right in our Facebook newsfeed just to remind us about the recently browsed products.

In digital marketing terminology, it is called “remarketing” or “retargeting”.

In this case, marketers retarget the visitors on the basis of their interest shown on the website. The purpose of retargeting Ads is basically to remind the visitors that they had browsed few products or they had added few products to the cart. There are chances that a user may come back to the website to complete the buying process

But the question is, how a website knows, which product we have browsed or added to the cart but exit from the website without purchasing it.

The answer is a Facebook pixel.

Actually, these websites have added a Facebook pixel on their website to track the users' behaviour.

The Facebook Pixel is nothing, it is a piece of code placed on a website that allows the business to track the audience and then later on target the specific audience to show the product ads.

There are many ways of using the information collected through Facebook pixel-like to reach the right people by creating a 'Custom audience' and 'lookalike audience'

Measure the results of ads by tracking the information and whether our ads are successful in bringing the traffic to your website or not and so on.

After understanding the basics of the Facebook pixel, you must be thinking

Is it a very complex process to set up the Facebook pixel? Not at all. It is a very easy and simple process. I am going to demonstrate the Facebook pixel setup process. Just follow

Login to your ad manager account. I am using the same account that we have used in our previous module that is 'dmmooc'.

Click on these three lines.

Go to Measure and report

Then under event manager click on pixels

So, this is the place where we will set up our Facebook pixel

To create a first Facebook pixel just click on 'create pixel'

This is the place where you will give the name to your pixel.

You can give any name it is for your reference. Let it be dmmooc's pixel that has been automatically named. Giving the name of your website is optional just leave it as blank.

Click Continue

Now we have to embed the Facebook pixel in our website. There are three different ways to embed it.

The first one is to add the code using partner integration. If your website is developed using any of the CMS then you can use this method easily. For example, we have developed our website using WordPress. So, you can use this method for this purpose. In this case, you have to use one plugin.

The second method is a manual method which is one of the easiest methods to embed the pixel in our website. I will show you in a while how to do it because I prefer this method.

The third method is if you are not taking care of your website but you have a developer then you can email this code to the developer using this method. Your developer will take care of the Facebook Pixel.

As I said. I prefer manual methods. So, I will show you how to embed the code manually in our website. Select this option “Manually add pixel code to website”.

This is the code that we have to embed in our website. Don't worry at all just by looking at the code. We need not to understand what exactly is written here. We have to just copy this code and paste it in the header section of a website.

Click it, the code will be copied to your clipboard.

As we have to paste it in our website so

Go to the Dashboard of your website.

Actually, we have to embed this code in the header section of our website. With this method, our code will be embedded on every page of our website.

For this purpose, Go to appearance

Click on the theme editor

Here from the right-hand side

Click theme Header

Look for head tag

It is here

Just above it, paste the code that we have just copied

Our code is pasted here

Update the file and our file is edited successfully.

Come back to our Facebook pixel page

Click Continue Facebook pixel is embedded.

But how do I know whether my Facebook pixel has started working or not? There are two ways.

Visit your website two-three times. In a new tab of your browser.

After visiting your website, just refresh this page. If you see this type of graph that means that your Facebook pixel has started working and is reporting the data back to you.

The second way is to install a small Chrome extension called Facebook Pixel Helper.

For this purpose, go to Chrome Web Store

Search for Facebook pixel helper

This is extension that we have to install. Click add to chrome

Add extension

Facebook pixel helper has been added.

It is of grey colour that simply means, on this very page no Facebook pixel is activated.

Let me visit the page on which we have embedded are Facebook pixel

This extension is showing me 1 in green colour. That means on this very page the one Facebook pixel code is embedded and it is tracking the data.

Congratulations!!! we have successfully embedded our Facebook pixel to the website. Now it will start sending back the data to us and we can use this data to build the audience and custom conversions that we will see in the subsequent videos

## PART-2

Welcome back to the next part of our module on the Facebook pixel. In the previous video, we learnt how to set up a Facebook pixel. I hope all of you must have set up the pixel in your own websites. In this video, we will see, how to create the custom audience and lookalike audience on the basis of data captures by Facebook Pixel. Let us start.

First, we have a custom audience. I hope you remember what the custom audience is in Facebook. Now, look at one scenario understand the entire process of creating a custom audience on the basis of the Facebook pixel. All of you know that SWAYAM platform offers, free courses on diverse subjects. If any learners visit the website of SWAYAM and spend some time on it and explore a few courses and exit from the website without enrolling for any course. Now as marketers, I want to target those visitors by showing relevant ads to them when they are on Facebook or Instagram. This type of audience is very important for me because they have shown interest in my courses and they are more likely to turn into final learners. So let us see how to do it.

In the previous video we, set up our Facebook pixel at the business account level. But for the purpose of creation of audience, we have to create the Facebook pixel for ad account first and then we have to embed those pixels in our website. The process of creating the pixel and embedding the pixel in the website is almost similar to the process that we discussed in our previous video But let me start from scratch how to create the pixel for ad accounts.

This time, I will show you how to use the plugin to manage the Facebook pixel on our website. Select the business. From these three lines, Select ad manager under create and manage tab. We are under digiad manager which is a part of our business Dmmoooc .

Now we have to create the pixel for digiads account.

From AD manager, Go to measure and reports. Pixels.

Now see we are creating the pixel for Digi ads ad account.

Your page may be slightly different from this phone. If you find the option create pixel then select that option. Otherwise, click “View set up instructions”. You will be on this page.

Again we have the three options to embed the pixel to our website. But I will prefer the second one that is setting the pixel manually.



Select it.

This is the code for base pixel. Here it is important to understand what is a base level pixel.

Actually, in Facebook, there are two types of pixel

The first one is a base pixel and the second one is a specific pixel or event pixel

The base pixel will be embedded on all the pages of your website and will track the information from all the pages.

Whereas the event pixel or a specific pixel will be installed on a specific page only and it will track the information related to that page only.

For example, I want to track the information on how many purchases have been completed on my website. In this case, I will create the “thank you page”

I hope you know what is “thank you Page”

I will embed this pixel on the “thank you page”. Once the code is embedded it will start tracking the information of thank you page only not of other pages.

In this demonstration, I am going to embed the base code only.

Go to the dashboard of your website. As I said, this time I will use form plug-in to embed the code

To install the plugins,

Go to Plug-ins

Add new

Search for Tracking code manager.

This is the plugin that we have to install

Install it and activate it.

on this screen „click here“

This is the place where we have to paste the tracking code“ Give any name for your reference.

For me, this is the pixels for digiads

Go back to Facebook,

Copy this code.

Our code is copied

Don't forget to make it on.

Automatic advanced matching is very useful to capture the more data about your visitors of the website like email, gender, city and others.

Paste the code here

It is the base code so we want to put it before the head tag

Show only on devices let it be on all

Where do you want to add this code?

As this is basic code and we want to embed this code on all the pages so select, Standard code tracking. In which page I want to insert the code

Select, In the whole website

If you want to exclude any specific posted page that you can also select. ,,

Click on save

Yes, our code is successfully added it is active now

You can also take the help of Facebook pixel helper extension to check it whether it has been added or not. Just open the website.

And see there are two Facebook pixels on this very page. One is for dmmoooc business and another is for Digiads.

Come back to Facebook and click continue.

Our basic code is added. If you want to add an event code you can add from here. But I will show you it in a different video.

Click on cancel and you will be on this page.

After a few minutes just refresh this page.

And see it has started reporting back the data. We have two 'page views' that is a standard metric for Facebook pixel.

We have success embed the Facebook pixel for our Ad account. Now we are ready to create the custom audience using the data reported by Facebook pixel. How to create the custom and lookalike audience, will show you how in the next video.

### **PART-3**

Presenter: Welcome back, after creating the and embedding the Facebook pixel, we are ready to create the audience. Let us begin the process.

We are on the same page where we left last time. Our pixel has already started collecting the data. Now the data captured here can be used to create a custom audience directly.

Click on create an audience

And custom audience

I hope you know what is the custom audience? Just this for a while

Exactly, the custom audience is designed to retarget the who have interacted with us in the past. maybe on our website, maybe on our page, maybe on our app or even in our offline store.

By creating such an audience, we want to retarget the audience.

I hope you are quite familiar with this window and here we have to create the audience.

Now here we have to define the conditions for a website for the audience. We will go by the condition Include the people who fulfil any of the following criteria.

For simplicity, select only one condition. As we want any person whosoever visited our website should be included in our custom audience. Now see the green light that means our digiad pixel is ready for use that we have just created. Next is the condition syntax. By default, it is all website visitors. However, you can also include the people who have visited a specific page only or on the basis of the time spent by the visitor on your site website

Let it be all website visitors.

Time duration is 30 days. You can increase the number of days if you want to include those people who visited the website beyond the 30 days. let it be 180 days.

Give the name to your audience. For me, it is a demo audience and that is the name of my audience. Click on create an audience.

That's all

Your audience is created. In future whosoever will visit your website he will be automatically included in the audience list.

Click done

To see the audience, from event manager, select audience

See my demo audience FB pixel is there. In future, whenever I will design my any advertising campaign and I want to target only those visitors who have visited my website then I have to include this audience in the campaign designing process.

How to target the audience in campaign designing process, I have already explained it in the previous module.

In future, you can create the AUDIENCE DIRECTLY from here, Select custom audience. Select the website as your source and we are on the same window.

Next, we have a lookalike audience.

Now, this is very interesting. in case of custom audience, we target exactly that visitors who have visited our website. but there may be so many other visitors who have not visited our site but are similar to our custom audience. So, in this case, we would also like to target such type of visitors.

Here, the lookalike audience is very useful. In this case, we will provide the sample data to Facebook and Facebook will create the audience similar to that sample. For this purpose, we will provide the custom audience that we have created on the basis of the pixel has a sample data to Facebook. let me 'show you how to do it.

From the 'audience manager' clicks on create audience then lookalike audience.

We have the same window that we used to create the lookalike audience in our one of the previous modules.

The first time, we have to provide the sample data of the audience to Facebook. Can you guess which data I will provide here? yes, we will provide the data of custom audience that we have just created on the basis of the Facebook pixel. Name of that audience was demo audience Facebook pixel

Select it.

Next, provide the audience location. it depends on your business on the website what is your service area. I am selecting India here

Next, how many audiences you want to create let it be one

Let's be the percentage for closely you want to match your audience with the sample data. Lower the percentage means more closely matched audience with a sample audience.

Click on 'create audience'.

A lookalike audience is created and it will be automatically updated in the future. At the time of the campaign designing process, we have to just use this audience.

So, this was how to create a custom audience and lookalike audience by using the Facebook pixel data. I hope this was a very simple process and in future, if you want to retarget your visitors then you can make use of this process to create the target audience. in the next video, I will show you how to create the custom conversions.

#### **PART-4**

Welcome back. In this part of the module, I will discuss with you how to create custom conversions. Custom conversions are very useful to track the various activities on your website. For example, I want to see how many people are there who have added the product to the cart but exit without completing a transaction. Similar to this, there can be so many other custom conversions that I would like to track. So, let us see how to create the custom conversion using the Facebook pixel.

Go to Business Manager account. I am selecting dmoooc.

These three lines, Go to the ad manager

We are in digiad account

Again, go to these three lines

Click on pixels.

This is the Facebook pixel of the page of our ad account

To create custom conversion, click on custom conversions.

In this case, I would like to track how many purchases have been completed on my website.

This is our first conversation to you all will see this sort of page. Click custom conversion

This is the window where we have to define our custom conversion

Make sure your working in ad account pixel. The green light shows that this pixel is active.

We want to track the website event that is purchased.

Here we have to give the link of your 'thank you page'. This is the page where the user will land after completing the transaction.

Let me quickly create the 'thank you page' from our WordPress

From WordPress dashboard go to pages

and a new page.

Give the title of the page and some content

Click on publish again publish

Our page is created.

Copy this URL of the thank you page.

Paste it here.

Give any name to the conversion and giving it sales.

Select the category to which it represents

There are so many categories you have to select the best one. This is a purchase transaction

So, I will keep it as purchase

Value is optional this is the monetary value. you can leave it black but let me give it one

Click create.

Now it will start tracking the data for final purchases. The same way you can create the custom conversion for add to cart, registration, add to Wishlist and so on

Click done to complete the process

See here our custom conversion created.

Refresh the page after some times.

The states you can see it shows it is active now.

Congratulations !!! we have created our first conversion and this is the process to create rest of the conversions just try to create more conversions at your all and I will give you the more confidence to work on convergence and Facebook pixel.

## Module38: Twitter Marketing: Basics

**Dr. Tejinderpal Singh**

Associate Professor

University Business School

Panjab University Chandigarh



### PART-1

Welcome to the third module of this week and the name of this module is 'Twitter marketing: Basics'. As the name suggests in this video, we will talk about the basics of Twitter marketing. Twitter is a very popular social media platform and businesses are using heavily this platform to promote their brands, products or services.

Under this module, you will specifically learn

What is Twitter?

1. **How to set up a business profile on the Twitter account?**
2. **How to use the Twitter platform to market the product services?**
3. **What are various types of campaign that you can run on Twitter?**

As I said, Twitter is a very popular social media platform specifically used for microblogging.

I'm pretty sure that you must have heard about Twitter. What is Twitter?

Twitter is a social networking site that was started in 2006. Undoubtedly in today's world, Twitter is one of the popular social media platforms. According to HubSpot, there are 100 million daily active users and 500 million tweets sent daily on this very platform. If you are a user of Twitter then you must be aware of what sort of information you can have from Twitter. But if you are going to use Twitter for the first time then let me explain what it is all about.

As I said Twitter is a social media networking site. The prime objective of Twitter is to connect people.

If you have something very important and you won't share it immediately with the world then there cannot be a better place than Twitter. Twitter helps you to broadcast your messages immediately with millions of people who are on Twitter. It also allows people to share their thoughts with the audience at large.

According to Hubspot, Twitter allows users to discover stories regarding today's biggest news and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends.

Primarily, Twitter is being widely used by marketers to increase brand awareness and delight their audience.

The use of Twitter is free of cost you have to just create your profile on the Twitter that I am going to discuss the next video. Once you sign up for the Twitter you are in the world of Twitter.

If you like any personality, celebrity or any famous person and you want every update from their side, you have to just follow that personality. In future, whenever he or she will share anything on Twitter it will be visible in your timeline.

Similarly, many people can follow you on your brand on a Twitter that simply means if you are sharing anything on Twitter that will be visible in the timeline of your followers. Anything you share on Twitter is called *tweet* in the Twitter language.

Now the question is, can we use Twitter for marketing purposes?

Of course, Twitter has become a very popular platform amongst digital marketers to promote their brands, products, services and to connect with their followers. There are many ways to use Twitter for marketing. Let's discuss a few of the ways.

### **Creating a business profile:**

There is no doubt that many people are using Twitter for their personal use however you can create the profile of your business on Twitter itself.

From the Twitter point of view, there is no distinction in the personal profile and business profile just you have to sign up for a new Twitter account with the name of your business and your profile for the business will be created. Once your business profile is created you can use it to engage with your followers.

While creating the profile for the business you have to pay the special attention to the Handle that is the name of your business

Header: Background image

Profile picture

The bio: a brief description of your business

Website URL

The birthday that is the date of incorporation of your business

Make sure all these things properly reflect your business

### **Building Twitter follower base:**

Growing Twitter followers base is the key to Twitter marketing. By keeping relevant and engaging content on Twitter, you can grow your followers' base. People who follow you on Twitter definitely they are going to be your customer in the long run. so you can target such people with very relevant content related to your brand.

**Create a Twitter list**

Twitter list in advertising has a very important place. Anyone on Twitter can create and view the list. It is an organized group of Twitter accounts you've selected and put together in specific categories say, top marketing experts, your competitors. Whenever you will open the Twitter list it will only show the tweets from those very groups. Twitter Lists are great if you want to follow only specific accounts.

**Hosting a Twitter Chat**

Hosting a Twitter chat is a very useful way to connect with your followers. You can schedule and host a Twitter chat to engage your followers, discuss a topic, create a sense of community, and ask your audience for their opinions or input on something you're working on. Posting a Twitter chat is a very easy process you have to just announce the topic, date and time for your Twitter chat. Twitter Chats promote interaction and engagement on your profile and get people talking about your brand. It also creates a more personal experience between your audience members and your business.

**Advertisement on Twitter**

Advertisement on Twitter is really a popular way to use Twitter for marketing purpose. If you are using this method your tweets can be easily discovered by thousands of people and will help you in increasing your influence and followers. **Primarily there are two ways to advertise on Twitter. the first one is promoting the tweet and the second one is Twitter ads** I will discuss both of the methods in the subsequent module.

**Driving the traffic to your website:**

Twitter is a good platform to drive the traffic for your website. you can give the URL of your website of pages at various places in Twitter, like, in your profile page, in your tweets, in retweets, by embedded tweets in the website, and so on.

**Use of Twitter moments:**

Twitter Moments are collections of tweets about a specific topic or event. You can create moments with a collection of tweets regarding your topic of choice and show it in your timeline.

So, this was the basic information about Twitter. I hope now you have the idea why Twitter is an important platform for social media marketing. In the next video, I will demonstrate to you how to set up a Twitter account for personal as well as for marketing account.

**PART-2**



Welcome back, we have understood why Twitter is an important platform for digital marketing. Now, this is time to start with setting up of Twitter profile. The Twitter profile is a must to work with Twitter advertising. Let see how to sign up for Twitter from scratch and understand the working of twitter.

For this purpose, Go to [twitter.com](https://twitter.com)

Click on Sign Up

Enter the name of your business

I am entering DMMooc here.

Here, we have both the options, either you can give your phone number or you give you mail ID. I am using my mail ID here.

Click next.

Confirm your account name and mail ID is correct.

And click the signup

You will receive the verification code on your mail id that you have given here.

Copy the code and paste it here.

Press next

Keep the strong password.

Press next

You can set the profile pics later on just skip it.

Describe yourself, we will write a description later on. Just skip it

Connect to your address book to find the new people you may know on Twitter. For the time being select 'Not Now'

Want to find the friends and see who they follow. Just select 'not now'

Select the language you speak or your customer speaks

I am selecting English, Hindi and Punjabi

Select Few of the topics in which you are interested or your business is interested

And press next

There are people suggested by twitter to whom you want to follow. In this case, if you follow someone you will see their tweets and other activities in your Twitter timeline

If you are interested in someone you can select him or her. I am not selecting anyone as it is our demo account

Click next

Next welcome message from Twitter. Click on get started. There are few settings related to font size, colour and background. If you want to customize the Twitter page little bit you can select the settings accordingly.

Click on change view.

You will be on this page.

This is the basic structure of Twitter timeline.

All tweeted shared by you or the people to whom you follow will be visible here.

The very first thing that we have to edit here is the profile of your business.

Click on profile

Click edit profile.

This is your Twitter handle. Twitter handle is the name of your business or brand. People will easily recognize you from by this name. Look at the URL it has you're the name of my business. People can simply reach to your Twitter profile by using this URL. If you want to rename it you can do it. But your Twitter handle should be unique.

I am leaving it as it is.

Next brief description of your business, you can add Vision and Mission of your business here but within 160 characters

Enter the location

Give the address of your website

Give the date of birth. In the case of a business profile, you may give the date of incorporation of your business. Rest of the settings, let be the default.

Now change the profile picture. Just put the logo of your business here. If you want to crop it, you can crop it a little bit. The profile picture is added. Next, we have to add the cover picture sometime called header picture. Select any picture. Adjust it. See our cover picture is added.

Save it

Date of birth. We have successfully edited our profile

Your cover picture is here.

This is your profile picture

This is my Twitter handle

Location and other details also there.

It shows me that as of now I am not following anyone. And no one is following me.

Here we have few suggestions to follow people on the internet; If we are interested then we can follow these celebrities or personalities on Twitter to have more updated from them

whenever they share anything. Let me follow a few of them. Now see, I am following three individuals and no one is following me yet. Actually, you have to promote your Twitter handle across your customers so that they follow you for more updates.

Here you can see the trending topics. If you want to know more about this topic then you can click on these hashtags.

Let us post our first tweet. A tweet is just like a post may consist of text, images, polls or GIFs. Write anything here within the limit of 280 characters only. If you want to add an image to your message you can add that from here.

You can also add any Gif image

You can start any Twitter poll

You can set the choices and the duration of your pool by using various settings.

You may also make use of smileys in your tweet.

Let me add one image to the tweet.

You can only add one multimedia content to your tweet at a point.

Use this Plus sign to add one more tweet.

Let it be the single to tweet only.

Click on the tweet to post your tweet.

The tweet has been posted and it will be visible to our followers if any

You can further see that in my timeline the tweets have started appearing of those people to whom I am following.

Let us explore a few more options of tweets.

If you want to reply any tweet you can reply from here. Write any message in the reply box.

This is a retweet. It is similar to the share of a post on Facebook. If you want to share the post you can retweet it.

From here you can like the tweet

Here, we have a few more options to share and embed the tweet

Let us look at few more options from the sidebar

First, we have the explore: By using this option you can have more information on different topics, news, celebrity, entertainment etc. What is happening in your timeline you will get a notification to all your activities. You can see all your notification from here.

If you want to privately chat with any of the members you can do it from messages. It is useful when customers directly want to interact with you

This option is very useful i.e list

A list is a group of Twitter accounts. You can create your own lists or subscribe to lists created by others. This is the way to quickly access those people to whom you are following.

We have a few more option, I will talk about these options in the Twitter advertisement.

So, this was the basic about Twitter account set up. I advise you to create your Twitter account; follow a few people on Twitter, share few tweets, and play around the rest of the option. The more you are familiar with the Twitter options you will be able to design twitter marketing campaigns more effectively.