

The Guide to **Successful** Twitter Ad Campaigns



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Introduction

Businesses pay Twitter \$200,000 to sponsor a promoted trending topic for a day (source: [All Things D](#)). Though the price is steep, the results are real: 34 percent of marketers have generated leads and 20 percent have closed deals using Twitter (source: [Digital Buzz Blog](#), [AllTwitter](#)). The combination of Twitter and advertising reveals opportunities that go far beyond traditional advertising. Social media increases your ad value, giving you a deeper level of tracking, measurement and targeting capabilities. All of this leads to increased ad effectiveness.

Your Twitter ad campaign needs to entice your audience to do two things: take action and pass on your message. Peer-to-peer recommendations are one of the most powerful tools in your advertising arsenal. Creating and sharing compelling content is at the heart of achieving your ad campaign goals.

Effective Twitter ads leverage connections and broaden your reach. These ads also promote users to opt in to your messaging, participate in contests, promotions, and sales, visit your online store, extend their engagement with you, and create opportunities with likes and other actions.

Creating successful Twitter ads not only includes targeted content and budget, but a well-rounded approach to social media strategy, including social media listening, engagement, measurement, analysis and scalability.



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Social Media Listening for Twitter Ad Insight

Listening is one of the primary principles of great social media marketing – it brings the world to your doorstep, allowing you to respond and take action in a smarter, more agile way.

Monitoring Your Brand

A brand is the sum of all conversations, and in the fast-moving and dynamic world of social media, you need a handle on how your brand is being perceived. Gauging the health of your brand online enables your Twitter campaign to be sensitive to your audience's sentiment and point of view. Do you know if your customers love you, are frustrated by your customer service, or if they talk about your newest product favorably? Social listening gives you the insight you need to provide language that best suits your customers.

Learning About Other Marketing Campaigns

If you want to keep an eye on your competitors' marketing efforts, make sure you monitor the keywords they use in their campaigns. Observe their language and compare it to how you speak, and how your customers speak. Note how they position themselves in the market.

How successful are their efforts? Are people engaging with those messages and following them back? How do customers describe your competitors on social media? Does it match up with their own self-understanding?

Many brands see social media as just another megaphone to blast marketing campaigns and news releases to customers and prospects. If your Twitter campaign is built on a foundation of attentive listening, you will be far more effective.

Setting Up Your Twitter Ad Campaign

[Advertising on Twitter](#) presents unique opportunities and challenges. Because most users read their Twitter stream across devices in chronological order, you may reach a greater percentage of your fans than Facebook without ads, but the shelf life of your regular Tweets is shorter. That’s why Twitter offers three basic ways to advertise on the site:

Promoted Tweets

Amplify content across both the Twitter desktop and mobile platform. Your Tweets display either directly in users’ feeds or are targeted toward particular search terms. There are several targeting options available, such as location and gender. To begin, select your most engaging Tweets (that are already live). This is important because Twitter’s algorithm chooses the most popular Tweets based on Retweets and clicks. Then choose a daily amount to spend promoting them to your audience. Twitter will charge per click.



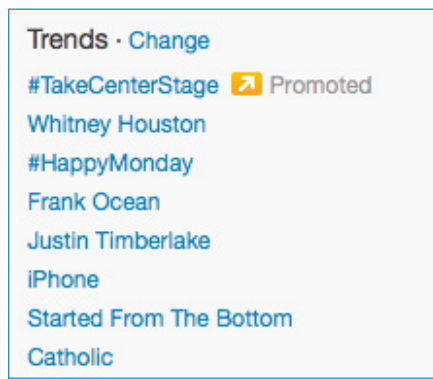
Promoted Accounts

Find and add new followers by promoting your Twitter account in both search results and the “Who to Follow” section. Your account will appear to the users whose interests seem to match your account. To start, select a daily amount to spend. Twitter will then charge you based on each new follower.



Promoted Trends

If you're looking to start a conversation around a topic, Promoted Trends allows you to choose a relevant hashtag and place your Tweet at the top of the list of trending topics.



Scaling Twitter Ads

Scale refers to how your organization handles resources related to growth. The larger the scale (more eyeballs reached, more metrics, more users for an app, etc.) the more drain there is on your resources.

A well-planned Twitter ad campaign uses a balance of metrics, automation, hands-on marketing, sharing and budget tracking to succeed. Being able to balance all of these aspects reduces your costs and resources. To help, it's important to have someone taking ownership of your Twitter ad process.

Targeting Twitter Ads

For as long as you've advertised, you have always looked for ways to target your message to the right groups of people. With social networks, the information available on users is significantly greater than any other medium. And because social networks provide access to a great wealth of information, you now have the power to granularly target your ads to the people who will respond to them.

Twitter offers geotargeting so you can select where your audience is located and only advertise there. You can break this down by country or metropolitan area. Consider using Google Analytics to determine top countries for your audience, like [SocialMediaB2B did here](#).

Automation

Automation works with your CRM, engagement platform, social ad campaigns and metrics to set rules around your ad budget. It can assist with publishing, allowing you to run your ads on multiple platforms in multiple formats. Based on all the information it collects, your automation engine can suggest and implement ad changes.

The simple idea behind advertising automation is not to replace the human element of buying ads; instead, automation allows you to use data to strategically determine how you want the system to purchase your Twitter ads. By combining your media-buying teams with technology that allows you to automate decision-making without having to sit by a computer, you can efficiently purchase ads, spending more money on those that are working while scaling back on those that are not.

Here are some things to consider when it comes to automation:

1. How much control to give to an automation system versus media-buying control
2. How much money to devote to a budget for automated ad-purchasing
3. The engagement threshold level for purchasing social ads automatically
4. Who receives alerts when an automation level is triggered
5. The type of ads that can be purchased automatically, versus manual purchasing

A circular infographic with a dotted border. The text inside reads: "20% of marketers have closed deals using Twitter." The "20%" is in a large, bold, blue font, while the rest of the text is in a smaller, dark grey font.

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Social Media Engagement for Twitter Ads

Now that you're listening to your community and crafting Twitter ads that serve your community's needs and interests, it's time to elicit a response. Engagement is the bridge between listening and advertising. By using engagement to reach beyond the walls of your company, you enrich your Twitter campaign with value and authenticity.

There's a whole range of responses you may be seeking with your Twitter campaign, including new followers, Retweets, and direct dialogue. During your campaign, there are many ways to jump in and say hello in order to generate these responses.

Respond to Feedback

Positive feedback offers your brand a chance to turn casual fans and admirers into full blown fanatics, or brand evangelists. These superfans aren't simply sharing your latest Tweet. They're actively touting your organization both online and off and advocating for you, sending new business your way. Be sure to thank them for the kind words they share on Twitter and return the favor by sharing their content.

In the social media realm, negative commentary around your brand will happen. Be sure to respond quickly as social media users have come to expect a rapid response. Stay focused and learn from it. "This is a great chance to support your position and gain respect by communicating it respectfully. You never want to leave negative feedback out there that makes a good point."-- John Hall, CEO of Digital Talent Agents (source: [Washington Post](#))

Remember there is no right or standard way to engage. The right type of engagement for you is defined by the goals you set for your social media campaign.

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John Hall, CEO of Digital Talent Agents

Campaign Measurement and Optimization

Social ad reporting and measurement is key to keeping your ad campaign on budget and on track. Here's how to get your measuring and reporting in motion.

1. Create a list of the metrics you need to measure. Among some of the top Twitter ads metrics:
 - Click-through rate
 - Reach
 - Unique clicks
 - Cost per Retweet
 - Cost per follower or engaged follower
 - Cost per conversion
 - Share of Voice
 - Share of Conversation
2. Determine the tools you'll use to gather this data. You can use larger, robust platforms like Salesforce Marketing Cloud and/or [Twitter Analytics](#), a tool accessible to Twitter advertisers.
3. Create targeted landing pages. Include a strong call-to-action to generate purchases or leads, from ecommerce to free ebook downloads.
4. Create analytics reports. Using your pre-determined list of metrics, show goals vs. results in a visual and engaging way. Include key takeaways and next steps. Share your reports on a weekly basis.
5. Make public-facing versions of your results in the form of case studies. Sharing information takes your success beyond your boss' desk and can serve as a helpful and motivational piece of content internally and externally.

Conclusion

It's time to embark on a well-run, well-monitored Twitter ad campaign. With this ebook in hand, get ready to create successful Twitter campaigns and get the most bang for your buck with your advertising budget.

Learn more about Salesforce Marketing Cloud [here](#) or click the button below for a free demo.



Have questions? Contact us:

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