

## An Intro to Advertising in the Twitter-sphere

More than half of the people who engage with causes on social media take further actions such as donating or volunteering. With **86 percent** of U.S. nonprofits and charities on Twitter, now is the time for organizations to find creative ways to reach prospective change-makers, engage existing supporters and take part in the conversations driving your issues. Standing out among the crowd requires originality and a strong Twitter advertising campaign strategy.

### Set an Objective

The first step to launching a successful Twitter campaign is identifying what you want your ads to do for you. Like in any good strategy, your first order of business is determining your objective. Do you want to grow your reach, engage your existing supporter base or drive change-makers to your website? Setting your objective for Twitter ads will help guide your campaign from start to finish.

### Create a Campaign

Once you set your objective, **pick the campaign style that best serves your goal**. There are several types of campaigns you can run, so select the best type for your objective from the drop-down menu. Craft three to four ads per campaign for optimum performance. Choose from these campaign types:



**Grow your following:** Use this campaign to identify existing or new supporters who are on Twitter but not yet part of your network. “Follow” campaigns appear in your target audience’s “Home” timelines, “Who to follow” sections and in Twitter searches.



**Increase tweet engagements:** “Engagement” campaigns, or “promoted tweets,” are the way to share your best content with the largest, most targeted audience. Using your **Tweet activity dashboard**, look at your past tweets to see which have performed well among your followers. Try creating promoted tweets that model these. You can also boost your most recent tweets that are getting a lot of retweets and favorites.



**Drive website clicks:** Given Twitter’s 140 character limit, “Website Click” campaigns are a great way to direct audiences back to your website. Use a **Website Card** in your ad to provide users with more context about your site before clicking through to it. Be sure to set up **online conversion tracking** to analyze clicks to your website.



**Expand app installs and engagements:** Whether your audiences already have your app and you wish to re-engage them or your goal is to increase the number of people who have installed it, the “App” campaign can drive users to your app directly from Twitter.

Manage each ad you create by clicking the gear icon or profile image on the right side of your Twitter account and choose “Twitter Ads” from the drop-down menu.

## Define Your Audience

Organizations can target ads to specific audiences based on their demographics, frequently used keywords, followers and interest areas. Organizations can also use their own data (such as an email or Twitter list) to target **tailored audiences**. Select from the following **targeting options**:



**1. Demographic targeting:** If you know that you want to reach a highly specific audience, you can target your ads by location, called Geographic targeting (countries, states/regions, metro areas or postal codes); gender, or you can use Language targeting.



**2. Keyword targeting:** Targeting audiences by keywords is a good way to get your messages in front of users who are already talking about your issue area(s). This includes audiences who have recently used keywords or hashtags about your issue area. It's **important to research the keywords you want to use** before using this audience targeting approach.



**3. Follower targeting:** This approach allows you to target your ads to users whose interests are similar to those of a specific Twitter handle's followers.



**4. Interest targeting:** You can also target audiences based on Twitter's assessment of their topical **interests**. For example, Twitter might assign the interest "Babies and toddlers" to users who follow early childhood organizations and regularly engage with tweets that talk about children. Targeting by interest can be a good place to start if you're unsure which keywords are most relevant to your audiences.

**5. Behavior targeting:** With behavior targeting, nonprofits can reach audiences based on the causes or organizations they donate to both online and offline.

**6. Keyword targeting:** Deliver timely messages to users based on what they've recently tweeted or engaged with in tweets.

## Cost-Per-Action

Twitter ads use a "cost-per-action" pricing approach so you only pay for the actions your campaign was meant to produce, not the number of people who see your ad. See more on bidding and auctions [here](#).

## Make a Budget

The key to determining an appropriate budget for Twitter campaigns is to test. Try starting with a small amount such as \$50 – \$100 and experiment with different ads and audience targets. We recommend targeting ads to users who frequently use keywords related to your issue or fit the demographics you're hoping to reach. If you're running an "Engagement" campaign, target one ad based on keywords and another to those who share interests with a similar organization's handle. Track the performance of the ads to determine which campaign is more successful at reaching your intended audience and objective.



## Use Best Practices

Below are some best practices to get your organization started with Twitter ads.

**Be visual.** Including images that resonate with your audience helps them connect with your message and can increase engagement by up to **313 percent**.

**Be specific.** Give your audiences specific asks that clearly state what you want them to do and why doing so will be of value to them and your organization.

**Be brief.** Keep your content short. While each tweet allows up to 140 characters, ads that use 100 or fewer characters perform best.

