

TWITTER ADS

An Introduction to Advertising in the Twittersphere. With 86 percent of U.S. nonprofits and charities on Twitter, now is the time for organizations to find creative ways to reach prospective changemakers, 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 in launching a successful Twitter campaign is to identify what you want your ads to do for you. As in any good strategy, your first order of business is to determine your objective. Do you want to grow your reach, engage your existing supporter base or drive changemakers to your website? Setting your objective for Twitter ads will help guide your campaign from start to finish.

Create a Campaign

Manage each of your ad campaigns by clicking the gear icon or profile image on the right side of your Twitter account and choosing “Twitter Ads” from the drop-down menu. Once you set your objective, [pick the campaign style objective that best serves your goal](#). 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 that appear in your target audience’s “Home” timelines, “Who to follow” sections and in Twitter searches.
- ✚ **Increase tweet engagements:** “Engagement” campaigns are the way to share your best, most engaging content with the largest, most-targeted audience. Using your [Tweet activity dashboard](#), review past tweets to see which have performed well among your followers. Create new tweets that model these successes or boost existing tweets that have collected a lot of retweets and likes.
- ✚ **Drive website clicks:** “Website Click” campaigns are a great way to direct audiences back to your website to learn more about your work or to take action. Use a [Website Card](#) in your ad to provide users with more context about your site before clicking through to the site. Be sure to set up [online conversion tracking](#) to analyze clicks to your website.
- ✚ **Build name recognition:** “Awareness” campaigns help introduce your organization to as many people as possible by maximizing the number of people who see your tweet. Use this campaign to increase your organization’s name recognition among audiences, rather than drive engagement with your causes.
- ✚ **Promote video views:** Use “Promoted video” campaigns to show your videos or GIFs to a targeted, engaged audience. Videos auto-play on scroll, increasing viewership and encouraging people to tap or click.
- ✚ **Expand app installs and engagements:** Whether your audiences 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.

Define Your Audience

Organizations can target ads to specific audiences based on their demographics, frequently used keywords, followers and interest areas. Organizations also can use their own data (such as email or Twitter lists) 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 language.
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(s). This includes audiences that recently have used keywords or hashtags about your issue. It's [important to research the keywords you want to use](#) before choosing this audience targeting approach.
3. **Follower targeting:** This approach allows you to direct your ads to users whose interests are similar to those of a specific Twitter handle's followers.
4. **Interest targeting:** You also can 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 that audience members donate to, as well as their lifestyle or online purchasing behaviors.
6. **TV or event targeting:** If you know that your audiences will be active around a specific event or television broadcast, these targeting options allow you to reach Twitter users who are engaged with the shows or events before, during and after they occur.

Please see [Political Advertising to learn more about Twitter's changes to its ad policy](#), some of which affect audience targeting for cause and issue ads.

Make a Budget

The key to determining an appropriate budget for Twitter campaigns is to test. Start with a small amount such as \$50 – \$100 and experiment with different ads and audience targets. For example, if you're running an "Engagement" campaign, target one ad based on keywords and another to people who share interests with a similar organization's handle. Track the performance of the ads to determine which approach is more successful at reaching your intended audience and goal. Twitter ads use a "cost-per-action" pricing approach, so you pay only for the actions that your campaign was meant to produce.

See more on bidding and auctions in [this Twitter FAQ](#). [Promote Mode](#) is an automated advertising option within the platform. Twitter automatically promotes your tweets to your target audiences for a monthly fee. Twitter recommends this tool for accounts with up to 2,000 followers.



Use Best Practices

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

Be visual. Including images or videos that resonate with your audiences helps them connect with your message and can increase engagement by up to 300 percent.

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

Be brief. While each tweet allows up to 280 characters, ads that use 100 or fewer characters tend to perform best.