

## Lesson no. 4: Twitter Marketing

### I. CREATING CAMPAIGNS

Twitter is a great marketing channel for driving traffic and generating leads. In fact, **42% of Twitter users follow brands or companies**, which means if you're not using Twitter for your business yet, you should learn how to integrate Twitter into your social media marketing strategy.

Step 1: Choose Promoted Tweets vs. Promoted Accounts

**What's the difference?** Promoting tweets will allow your tweets to appear in users' Twitter streams or in Twitter search results, whereas promoting your account will display your username under the "Who to Follow" section in users' homepages.



Promote your Tweets



Promote your account

Step 2: Select Primary Targeting Criteria

It's important to customize your audience to be a good fit for your company and your message, and that way you're only paying for clicks from folks who might have some interest in

downloading your content or learning more about your product or service. A more targeted audience is more likely to help you generate qualified leads.

**What are my options?** You can target your campaigns by interests and followers, or by keywords (only if you're promoting tweets, not accounts). Twitter now also has a Tailored Audiences feature, which gives you the option to target your website visitors or lists pulled from your database.

### Step 3: Choose From Additional Targeting Options

Beyond targeting certain interests and keywords, you can also choose to target your audience by location, device, and gender.

You'll want to target by location if you run a local business, or if you sell primarily to specific regions (whether that's your city or North America).

? Choose all of the locations you want to reach.

Target specific locations  Show ads in all available locations

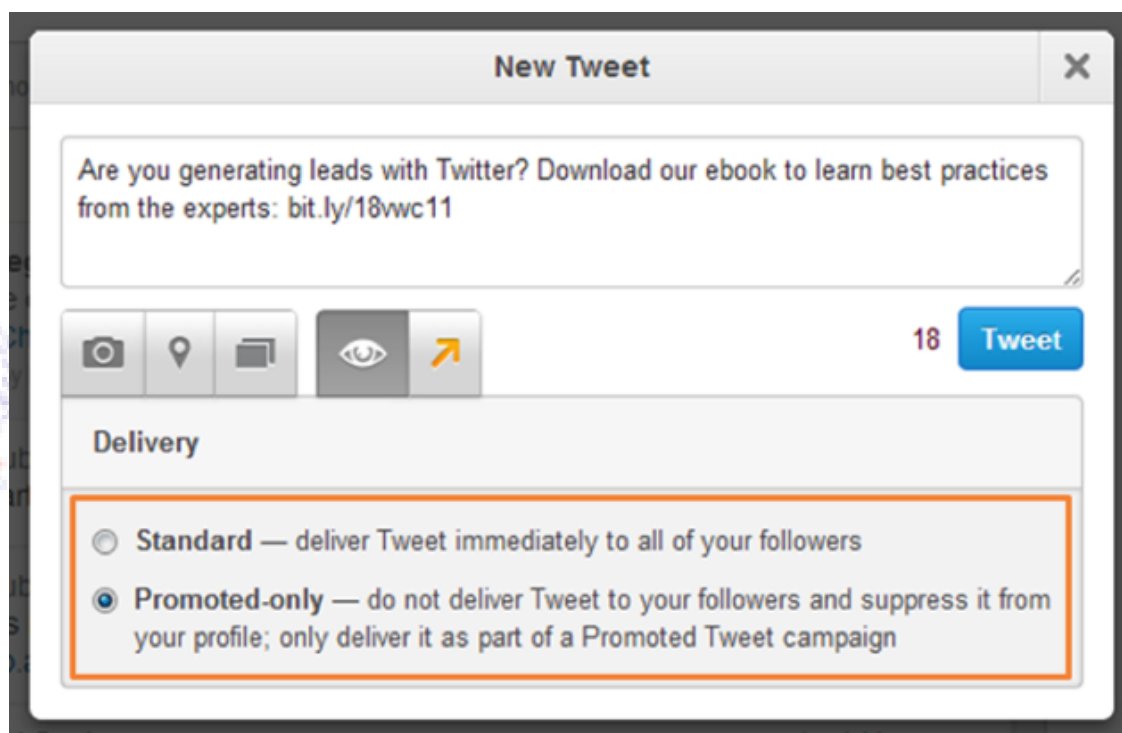
Search for locations, e.g. United States	or	Import multiple locations
Target users located in...		
Country	× United States	× Canada

### Step 4: Create Your Tweets

This is the fun part! Once you've determined the structure of your campaigns and your target audience, go ahead and create

the tweets you'd like to promote. You can either select from existing tweets in your account, or create new ones.

When crafting a new tweet, click on the eye icon to select delivery type -- standard (which will promote it immediately to your followers just like an organic tweet), or promoted-only (which will only promote it through your Twitter Ads campaign).



And there you have it! Simply assign your campaign a daily budget and a maximum spend limit, and set it live