

## Lesson no. 5: Twitter Marketing

### I. TYPES OF ADS

#### i. AppCard

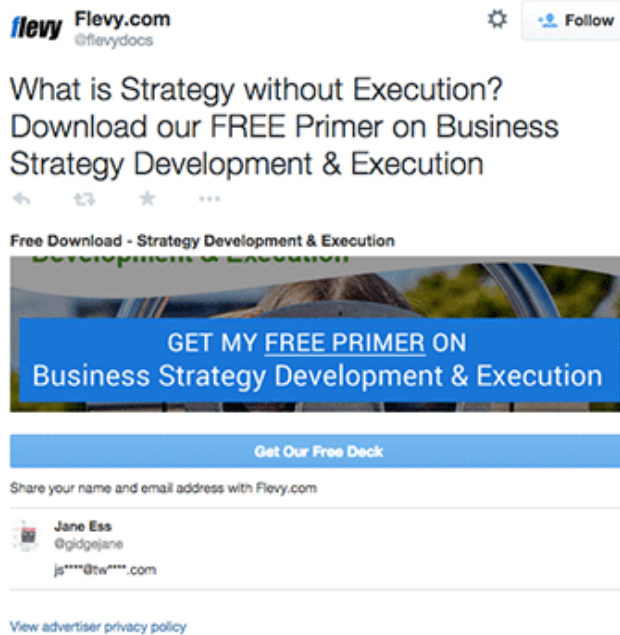
Brands that have a mobile application will use this type of ad to drive app installs. When users click on this ad, they will be taken to the app store for download. This app offering includes space for a title, description, icon, and app rating or price.

The app card is compatible with iPhone, iPad, and Google Play apps with approved app ID.



## ii. **Lead Generation Card**

Businesses that want to collect highly qualified leads on Twitter will use this type of ad to capture email addresses to grow their database.



The screenshot shows a tweet from Flevy.com (@flevydocs) with a lead generation card. The tweet text is: "What is Strategy without Execution? Download our FREE Primer on Business Strategy Development & Execution". The card features a blue banner with the text "GET MY FREE PRIMER ON Business Strategy Development & Execution" and a "Get Our Free Deck" button. Below the card is a form to "Share your name and email address with Flevy.com" with the name "Jane Ess" and email "js\*\*\*\*@tw\*\*\*\*.com".

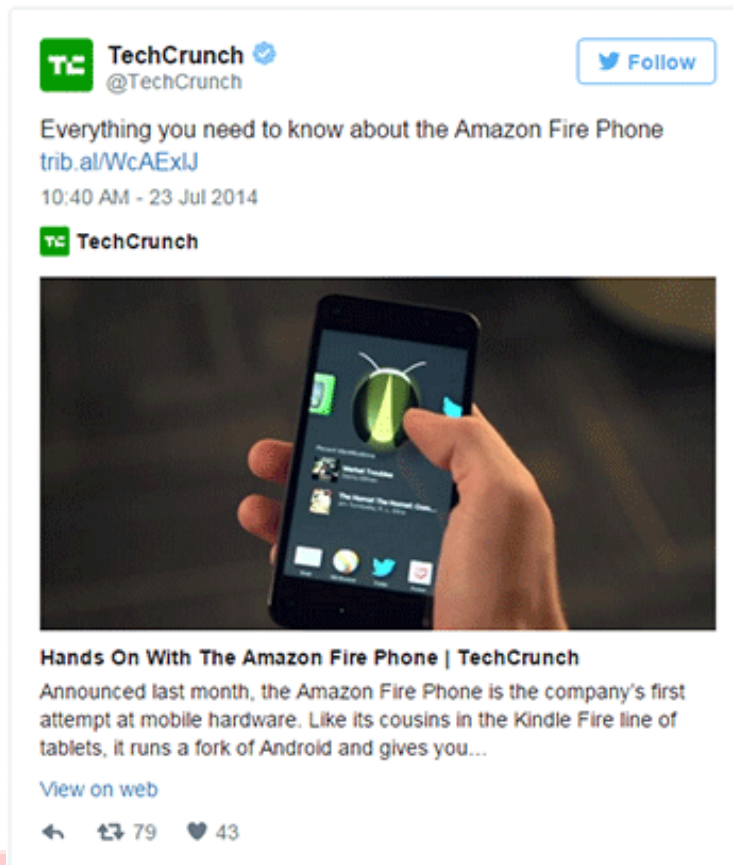


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## iii. **PhotoCard**

Now called the “Summary Card with Large Image,” the Photo Card allows you to put a full-width image, title, description, and link alongside your desired tweet. Clicking on the image will take the user to your website, as opposed to the organic tweet which expands the image to a full-screen version of your tweet. This type is ideal for increasing web traffic for campaigns that rely on visual content.



iv. **Gallery**

**Card**

This type of ad is similar to the Photo Card, but allows your brand to showcase a variety of products or images from your website to give them a preview of what they will find when they click through.



**v. WebsiteCard**

Businesses trying to increase web traffic will use this type of ad to send users to any website or landing page they desire. The card has space for a horizontal image, text, link, and a call-to-action button for impressive results.

**vi. PlayerCard**

A place for music, video, or GIFs you want to share as part of your marketing campaign. This is one of the most effective cards which encourages users to watch, listen and click-through to your content.

**vii. SummaryCard**

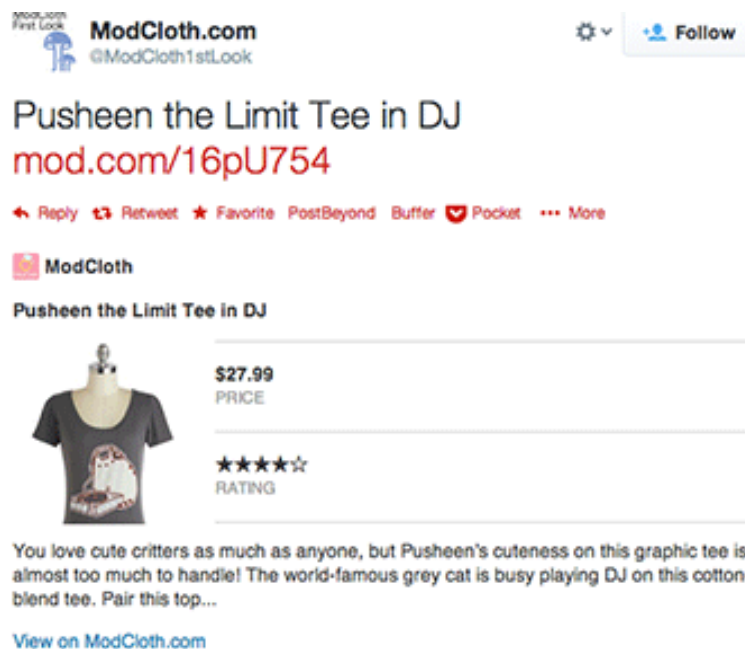
We like to refer to Summary Cards as the “Sneak Peek Cards.” As an organic tweet, these usually come up in a search when the user has only included a link in addition to

their text – almost like a “default” tweet. It includes a title, description, thumbnail image, and direct link to your content.



viii. **ProductCard**

This is the best ad option for retailers. Product Cards let you show off your products with space for an image, description of up to 200 characters, product details, and price or stock availability.



### ix. **Conversational**

### **Card**

We left the newest ad for last since it really builds off of the formats we have already described. Taking promoted tweets to a whole new level, Conversational Cards will show a call-to-action button with customizable hashtags. By clicking on the button, a pre-populated message designed by your brand will pop up for the user to tweet and help continue the conversation YOU have started.



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