



Digital Marketing

Creation Guide For Twitter Ads

Focussed On eBooks



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Types of Twitter Ads:

- **Promoted Tweets:** If your primary goal is lead generation, you'll definitely want to put your money toward Promoted Tweets. They are just like regular tweets that an advertiser pays to display it to the people who are yet not following them, except that they have a label that says 'Promoted'.
- **Promoted Accounts:** If you're simply looking to grow your follower base and build up your audience, Promoted Accounts is a good choice. They are also known as follower campaign. They are target to users who are don't yet follow you but may find your content interesting.
- **Promoted Trends:** Trending topics on Twitter are the most talked about subjects on the social network, appearing on users' timelines, on the Explore tab, and on the Twitter app. Promoted Trends allow you to promote a hashtag at the top of that list.



The screenshot shows a Twitter home page with several elements highlighted by colored boxes and arrows:

- Promoted Account:** A green box highlights the 'Samsung TV USA' account in the 'Who to follow' section, with a green arrow pointing to it.
- Promoted Trend:** A blue box highlights the 'Watch Katy Perry' trend in the 'Trends' section, with a blue arrow pointing to it.
- Promoted Tweet:** A red box highlights a tweet from 'NFL @nfl' about Dexter McCcluster's return, with a red arrow pointing to it.
- Promoted Tweet:** Another red box highlights a tweet from 'Mashable @mashable' about the iPhone 5S, with a red arrow pointing to it.

Setting up Campaign

1) Set up your Twitter ads account

If you've never used Twitter ads before, you'll need to set up an account. Just log into your Twitter account, then head to ads.twitter.com. Follow the steps to complete the setup. Now you are all set to create your first ad campaign.

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