

Amplify

Best Practices For Your Brand On Twitter



Sponsoring premium content from the original source using Amplify? Follow these simple best practices to engage your key target audiences and deliver your brand messaging on Twitter.



Creative



Targeting



Campaign Set-Up

Video Length

Test videos of varying lengths from 6 to 30 seconds to see what performs best amongst your key target audience.

Utilise Brand Ambassadors

Feature talent and brand ambassadors in the first 3 seconds of the videos.

Clear Branding

Ensure that your branding is featured dominantly throughout the video to establish brand association.

Call To Action

Maximize tweet copy and include a clear call to action.

Doing The Heavy Lifting

Use Ads Editor for bulk upload sheets where multiple campaigns can be created in one go, helping you to make as many campaigns as needed per sponsored content clip.

Bulk Changes In Seconds

Make bulk changes all in one place with the help of Ads Editor.

Ongoing Optimizations

Adopt a granular approach whilst setting up campaigns, such as splitting out different targeting into separate ad groups. Poor performing targeting can then be identified and paused with a single click during optimisations.

Reaching Your Target Audience

Layer on Twitter Ads targeting to double up the efforts of engaging your key target audience.

Real-Time Conversation

Keyword targeting can help reach an audience who are talking about/engaging with a specific subject.

Tv Targeting

Use Twitter's unique TV targeting to reach those who are engaged with certain TV shows, helping your Twitter campaign compliment your TV strategy.

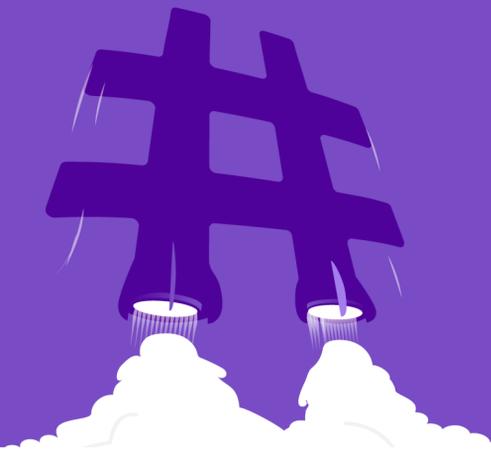
Buzz Around Events

Align your Twitter ads around large sporting, entertainment and other events with our event targeting.



Twitter Video

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Twitter's relevant and curated feed environment makes ads more memorable, engaging and effective⁴.

Follow these simple best practices to structure your assets for maximum impact, optimise content for a feed environment and create unskippable experiences with video on Twitter.



Create Stopping Power



Create Impact



Create Unstoppable Experiences

Include A Hook

Build in an intriguing set-up or dynamic set of actions to draw people in¹.

Feature People

Feature people in the first few frames to drive emotional connection and higher view rates².

Pull Talent Forward

Pull talent and brand ambassadors forward quickly.

Early Branding

Feature branding to drive association with your brand early³.

Leverage Tweet Copy

Tweet copy can help to draw people's attention through use of language and punctuation.

Don't Rely On Sound

Use captions and visual cues for get your message across without sound.

Bias To Short Form

Aim for 15 seconds or less to drive maximum memory encoding⁴.

Use Hero Spots Strategically

Use longer-form assets to align with TV campaigns or to drive emotional intensity⁴.

Sweat Assets

Stretch hero assets into multiple pieces of creative such as GIFs and scratchreels.

Design Participation

Move consumers from viewing to doing with immersive video formats.

Broadcast Live

Broadcast planned brand moments or create new user experiences.

Align With Premium Content

Align with premium publishers through our pre-roll programs.

Leverage Creators

Tap into Niche creators to create engaging video content or tap into large audiences.

Twitter Ads Manager

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With the additional capabilities on Twitter Ads Manager, your campaigns can be set up faster and go further.

Use these new features to create a customised dashboard, quickly download data for reports and make changes to your campaigns in an instant.



Filter



Report



Edit

Finding Your Campaigns

Use the 4 filters at the top of the dashboard to find the campaigns that you are looking for with ease. The filters include campaign funding source, objective, status and campaign name.

Saving Filters

Save your filters to jump back to certain campaigns instantly.

Customising Metrics

Change the metrics in the dashboard to show only those that you need in the order that you require them in. Save your customised view so that you refer back to it at a later date.

Breakdown Of Performance

Use the breakdown dropdown to segment your data to give you a more in depth view during reporting.

Exporting Data

Export data to suit your reporting needs, whether you need time segmentation or the number of conversions, you can find it in the export menu.

Audience Tab

The audience tab will break down performance by demographics and targeting to allow in depth analysis of the audience for PCAs.

Quick Edit

Make topline changes to campaigns such as flight times and budgets in an instant using the quick edit functionality.

Bulk Changes

Tick multiple campaigns to quickly apply the same changes across all of them or to pause multiple campaigns.

Edit Ad Groups

Adjust ad group budgets, bids and flight times in the dashboard.

Change History

Track the changes that have been made to all campaigns using the history tab.

Optimisations 101

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A good campaign set up and structure will mean that your campaigns hit an audience that your ads resonate with.

Follow these simple best practices to optimise your campaigns to ensure that you hit KPIs whilst delivering maximum cost efficiency, helping your budget go further on Twitter.



Filter

Granularity Is Key

Split campaigns by audience segments and then split targeting into separate ad groups for greater control during optimisations.

Aim For Low Bids

Start with the lowest bid possible and gradually raise bids if there is not enough traction.

Time Sensitive Content

If ads need to be served quickly, use automatic bid and accelerated delivery.

Consider The Buying Model

In general, the 3s/100% in-view buying model generates longer views i.e. if KPIs are completed views.



Report

Think Like The Consumer

Put yourself in the shoes of the consumer to decide who your core audience are.

Start Broad

Test all targeting that is relevant to the campaign and start by reaching as large an audience as possible.

Use Previous Learnings

Use targeting that performed well in previous campaigns and consider leaving out targeting that underperformed.

Use Data

Utilise data management platforms for third party audience lists and targeting capabilities that are outside of the dashboard.



Edit

Audience Insights

Use the audience insights tab to monitor ad performance amongst different demographics and audiences.

Refresh Tweets

Test as many tweets as possible and repost tweets to prevent tweet fatigue. The older the tweet, the less competitive it is.

Trim Underperforming Targeting

Pause ad groups that contain targeting that is not performing.

Pacing

Raise bids and daily budgets where the targeting is performing well to force more spend on these segments. Adjust budgets daily where necessary to ensure that campaigns pace at 100%.