



## The most important 6 steps to create an advertising campaign on Twitter

### Introduction

There are many types of [digital marketing](#) these days, including what has appeared recently, is [the Twitter](#) application, which is a social network site that provides a micro-blogging service. The one. And that is directly through Twitter or by sending an SMS text message or instant messaging programs or through applications and mobile applications provided by developers such as Facebook, TwitBird, Twitterrific, Twhirl, twitterfox and others, building electronic stores has become easy in recent times. , which [supports building and creating electronic](#) campaigns on applications smoothly and in faster ways than [traditional marketing](#)

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### What is Twitter and what are its features

Twitter is one of the important social media platforms for managing reputation and building brand awareness. Business owners use Twitter marketing strategies to target the ideal audience, boost their business, increase traffic to their sites, and increase sales.

Statistics show that the number of active Twitter users is 330 monthly

users and 500 daily active users, and other statistics say that 74% of Twitter users follow small businesses for product updates, 88% of companies with more than 100 employees use Twitter for marketing purposes, and that Total ad engagements are up 91% year over year, making Twitter an indispensable destination for marketers and business owners, and a powerful force to connect with your customer audience. What distinguishes Twitter from other applications, [You may be interested in checking out Social Media Marketing](#)

night mode

lengthen your tweet

Refine your search

Disable reading indicators

Monitor your tweets

Limit notification

Saving on data usage

Highlight your profile

Browse properly

Subscribe to tweets

### [How does Twitter differ from other social media applications](#)

The Twitter application is different from other existing applications in terms of use, the use of Twitter lies in that you can

Find out the news of your followers and what they are doing now ,[You may be interested in reading 5 secrets to ensure the success of the advertising campaign on Facebook](#)

Find out what your followers are up to and what they would like to do

News of your followers where are you now

Inform your followers with your latest news and developments

Asking and inquiring about something or something

Communicate with others or reply to their tweets

Send a private message (DM) to those who follow and follow you

Post useful links with a title for the link

Post a video link with the clip title

Post a link to a picture of yourself or a picture

Marketing an idea, product, service, or whatever

Follow the latest news and offers of companies

Communicating with clients and providing them with assistance

Discuss or share about a topic using the hashtag

Follow the latest news, blogs, online newspapers and RSS feeds for your favorite sites

Retweets you like to your followers

Communicate with famous personalities and VIPs directly through their Twitter accounts and know their latest news

Assistance and provision of social and humanitarian services to others (blood donation, tracing, etc.)



### The Five Steps of Twitter Marketing

Here are the most important secrets and ways to succeed in Twitter marketing Twitter ,[You may be interested to see 4 steps to master Instagram marketing](#).

Twitter marketing starts with building a professional account

The steps to create an account on Twitter are easy but it is necessary to make sure that you are doing it correctly and professionally. What will also help in creating a professional and consistent brand image

You will have no other choice when you start choosing a professional name and a professional username for your company account on Twitter, but to keep in both cases your real company name, if the username is already reserved, look for a name that is easy for you to associate with your brand and what it represents, to make it easier for customers while they search for you For example: Aldo shoes company discovered that the username Aldo was owned by a private account that was not associated with the brand on Twitter so the company created another username instead that is easy, simple and easy to remember Aldo\_Shoes

Avoid names with numbers, uncommon acronyms, hard-to-remember names, or the addition of strange symbols, it is essential to have the same username across all your social media profiles for the purpose of consistency in your branding

Add an eye-catching resume, in which you describe briefly your services or products, and also include the keywords that your customers use in searching

for products or services, you can also not miss the opportunity to add your geographical location to facilitate customers in your area to reach you, and your site link e-mail in the "Website" field in the profile settings, which will allow to increase the number of visits to the site

### Define Twitter Marketing Goals

If you spend a lot of time on your company's Twitter account, you must make sure that you are achieving the best possible results. No marketing strategy is complete without measurable goals that you want to achieve. Without goals, you will be prone to making a lot of mistakes, and you will push your efforts towards failure. If you do not specify any kind of goals that you want to achieve, you can start by defining the general goals you want to achieve during a year such as: increasing brand awareness, increasing revenue, creating a loyal fan base, and then setting daily goals such as: communicating with the audience, marketing a product New, Increase sales, increase followers, monitor and improve your brand reputation, respond to customer complaints faster, increase traffic to your website, connect with influencers

All of your goals should include deadlines, this could be weekly, monthly, quarterly or whatever works best for your field

### Choosing what content to post on Twitter

There are different forms of content that you can share with your audience on Twitter, it is essential that all forms share the fact that through them you will provide users with high-quality, engaging, useful content that educates customers and relevant to your products or services. Be the content owner Offer value to your customers and don't over-promote your services Use hashtags and share with your audience various offers, discounts, contests, polls, promotional texts, photos (89% of tweets with photos are retweeted and liked), infographics, videos (82% of Twitter users watch video content on Twitter)

Plan your campaign based on local, global, regional events and design your content with that: Hajj, World Cup, Oscars, etc. Customers expect brands to take a stand on common social and environmental issues that everyone is talking about on Twitter and other platforms allowing you to By expressing such issues and demonstrating your position, your experience, and the extent of your interaction with what interests your followers

The most important goal of all is to manage your account in a personal way with engaging and exclusive content, instead of just sending meaningless

tweets i.e. boosting engagement and interacting with the audience with replies and polls and there is nothing wrong with asking to retweet, and retweet what you deem important, useful, and relevant with your brand

In order to enhance engagement on the content you publish, you should know the best time to post, the best time to share content on Twitter may vary depending on your geographical location and the nature of your business (for-profit companies, non-profit organizations, educational institutions, etc.)

Full automation of Twitter marketing could hurt the company

There are many tools for scheduling the posting process and monitoring reactions on Twitter and other social accounts such as: Hootsuite Buffer, Tweetdeck, Through automation, it will be easy for you to schedule tweets without having to spend extra time on Twitter, and the automation can save effort and time, The publishing process is regulated, but using full automation of the Twitter marketing campaign is not a good idea, you should not lose sight of the fact that the human dimension disappears completely with full automation solutions, automated publishing undermines all efforts to build trust and loyalty between the brand and the audience, customers usually want In direct human interaction with brands via social media platforms, and feel more connected to them

Posting something at the wrong time can cause problems for the company, for example posting a topic at a certain time during a global catastrophe is likely to suddenly damage the company's image and it would be beneficial to pause the automatic posting, you will need to devote additional time and real human effort to the interaction With your customers the right way

Search, explore and find solutions

One of the best ways to succeed in Twitter marketing is to do research to find out what the audience in your industry is talking about, what they think of your brand and your competitors, what they care about and how you can help them show your expertise and skills in finding solutions Right for them, research gives you precedence in knowing customer trends, finding solutions and helping users answer their questions



## The most important 6 steps to create an advertising campaign on Twitter

Each advertising campaign has steps that you must follow to be successful in work and in the application, and here are the most important steps that enhance the success of the advertising campaign on the Twitter application

You have to choose how you want to make ads

Do you want to make ads that promote individual tweets (Twitter Ads) or do you want to make an entire ad campaign for a specific goal (Promote Mode)

Promoted Tweets will allow to appear in daily Twitter streams but only for specific people

Running Twitter Ads is a more comprehensive campaign, where you use multiple sets of tweets to achieve one goal for your brand.

Depending on your goal, Twitter Ads can display your username in places other than a user's newsfeed, such as the Who Will Follow section on the left of their Twitter homepage.

Select the goal of the Twitter advertising campaign you want

To start a Twitter advertising campaign, your next step is to define your goal.

You have eight goals to choose from

App installs - App installs

Followers

Tweet engagements

Promoted video views

Website clicks or conversions

App re-engagements

In-stream video views (pre-roll .)

Awareness

Ad campaigns focused on Followers, also known as "Sponsored Accounts". This type of campaign allows you to promote your profile, rather than a series of tweets, in the news feeds of the target audience and on the profile pages of other accounts they are interested in

Fill in the details of your advertising campaign

At this stage, you must adjust all the settings related to your advertising campaign. You can specify your campaign budget, campaign start and end date, campaign name and many other detailed options

Create an ad group within your campaign

Next, you will create an ad group for your campaign

Ad groups are individual ads made up of their budgets, audiences, start and end times but run under the umbrella of your larger campaign

Define your target audience for each ad group

Under the 'Details' tab in your ad group, select 'Targeting'. This is where you will set the parameters of your target audience

It is important to customize your audience to be relevant to your company and message

Select creatives for a Twitter ad campaign

The final point when running a Twitter ad campaign is to choose the creatives you'd like to run with each ad group that belongs to your campaign

Creatives are simply the Tweets you want to promote, and you can select them from the list of Tweets that appear under the Creatives tab of each ad group

This is the fun part. You can choose from existing tweets in your account or create new tweets

## Conclusion

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