

VERSION 02

# #TWEETSMARTER

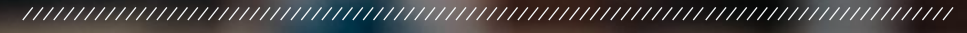
## LEARN FROM THE EXPERTS




Business

Best practices to help  
you drive website traffic  
and app installs from Twitter.

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# INTRODUCTION



## INTRODUCTION

In the first edition of #TweetSmarter we analyzed our data to uncover guidelines and best practices for Promoted Tweets.

This time, we're taking it one step further — by connecting with experts at Twitter HQ who've looked at thousands of direct response campaigns and understand the creative nuances that make them successful.

We've combined these expert insights with real life examples from around the world, and we're bringing them to you so you can start driving website clicks and app installations today.



# MEET THE EXPERTS



**MEET THE EXPERTS**

Our experts have years of experience in direct response marketing and understand how to drive actions from Tweets using Website Cards and App Install Cards.

**AMANDA FELSON @FELSIE**

*Driving website traffic & conversions*



As a Global Direct Response Specialist, Amanda works with Twitter's strategic performance advertisers to generate leads, drive sales and measure social ROI.

////////////////////////////////////  
**“I LOVE SHOWING  
 BUSINESSES HOW THEY  
 CAN SEE ROI FROM  
 TWITTER AND SHARE  
 THEIR PERSONALITY  
 WITH THE WORLD.”**  
 //////////////////////////////////////

**SYLVIA LAM @SYLVIALAM**

*Mobile app promotion*



Sylvia is a Global Mobile Apps Specialist. She is responsible for mobile app ad revenue and strategy at Twitter and works with businesses around the world.

////////////////////////////////////  
**“THE MOBILE APPS  
 LANDSCAPE IS SO  
 COMPETITIVE — IT’S  
 EXCITING TO HELP SMALL  
 BUSINESS STAND OUT  
 AND GET DISCOVERED.”**  
 //////////////////////////////////////



//////  
**GETTING STARTED**  
//////



**GETTING STARTED**

Every great campaign starts with a strategy.

**TAKE A STEP BACK AND MAKE SURE YOU:** **Think about your company's mission**

Understanding what you stand for will help you create consistent and meaningful campaigns that feel authentic.

 **Create a value proposition**

Clearly stating how you differ from your competitors and can benefit your customers will help you understand who to target and how to position your product.

 **Set an objective**

Do you want to drive more people to your website? Drive more sales? Encourage people to install or engage with your app? Identifying your goals at the outset will help you choose the right campaign.

 **Define your metrics for success**

These should align with your objective. Be specific! If your goal is to drive website traffic, are you focusing on a percentage increase in traffic, or a target cost per click (CPC) for each visit?

 **Get organized**

Plan your advertising budget, understand your developer resources and craft a design plan.

////////////////////////////////////  
**“TWITTER GIVES MARKETERS ACCESS TO BILLIONS OF REAL-TIME MOMENTS. STARTING WITH A CLEAR STRATEGY WILL HELP YOU FOCUS ON THE MOMENTS THAT MATTER TO YOUR BUSINESS, AND TO YOUR CUSTOMERS.”**

—————  
*@felsie*  
////////////////////////////////////



# MEET THE CARDS



## MEET THE CARDS

Ready to go? It's time to start putting together the components for your Twitter Ads campaigns. We spoke with @felsie and @sylvialam to understand the best practices for the three key elements of a Website Card and an App Install Card.





//////  
**BEST PRACTICES**  
//////



**BEST PRACTICES**

For these three key elements we'll be sharing:

Proven creative themes and tips



Real life examples



Simple testing strategies

## BEST PRACTICES

## THE IMAGE

One of the ways Website Cards and App Install Cards encourage people to click through to your site or to download your app is by showing them an engaging image. Here are four image themes that often drive results, according to our experts.

## 1. Showcase your product

Think of your image as an opportunity to introduce your brand to new users. Stay away from the stock images!



For an app, this can be as simple as highlighting a great screenshot showing an exciting in-app moment.



## #PROTIP

*Match your screenshots to the type of device you're targeting — don't show an Android phone if you're targeting your campaign to iPhone users.*

<sup>3</sup> The Spanish mobile app @WorldofBingo features their game in action on a mobile device.

BEST PRACTICES

2. Share the company you keep

Emphasize any associations with well-known names or products to get users' attention.



3. Explain the process

The goal of a campaign is often to reach new customers — so you can't assume that they already know how your product or service works. A quick 1, 2, 3 diagram or concise sentence can get your value proposition across at a glance.



#PROTIP

**“NEVER ASSUME THAT PEOPLE HAVE HEARD OF YOUR BUSINESS. USE THE IMAGE TO TELL THEM EXACTLY HOW IT’LL WORK.”**

@sylvialam

## BEST PRACTICES

## 4. Localize

If you're geo-targeting your campaign, align your image to the city or region you're targeting.

**Jukely** @jukely

Always a show to go to. Go see unlimited DJs and bands for \$25/mo. Request your invite for Austin.

**Jukely Unlimited Concerts**  
jukely.com  
[Learn more](#)

Promoted by Jukely

RETWEETS 26 FAVORITES 103

8:23 PM - 28 Apr 2015

**Bridj** @Bridj

Imagine commuting to work in a comfy seat with tons of room and free wifi. Install our app today to hop on board.

**Bridj**

Install

Bridj  
★★★★★ 27 ratings  
Promoted by Bridj  
4/8/15, 8:16 AM

## #PROTIP

*Our experts recommend starting with three localized images for your top target cities or countries before using this strategy for every location.*

//////////

*Make it format friendly:*

- **80%** of Twitter users access it from a mobile device.
- The ad image takes a large portion of the mobile screen.

BEST PRACTICES

TEST TO TRY

Try testing lifestyle vs. product images to see which resonate more with your audience.



Try including an app store download button on your ad image so people know exactly where to find your app.



<sup>1</sup>@WaveApplication encourages users to download their app to locate their friends quickly.



## BEST PRACTICES

## CALL TO ACTION

Website and App Install Cards have a call-to-action button. You have options, so here are some things to think about when choosing the best CTA for your Ads.

## Website Cards

Match the CTA to the desired action. You have something you want users to do, so be specific to give them as much context as possible. Try “*Read More*” for a Card that links to a blog post or case study, or “*Register Now*” if your goal is sign-ups. Here are some of our CTAs in action:

**MISSPAP**  
@misspapcouk

Get ready for the new season in our stunning collection of party dresses! Shop now from only £9.99

New styles added daily!!  
misspap.co.uk  
**Shop now**

Promoted by MISSPAP

RETWEETS 3 FAVORITES 15

7:27 AM - 5 May 2015

**Mundo Can-Am**  
@MundoCanAm

El totalmente nuevo Can-Am Maverick X ds Turbo. Para aquellos que ponen todo a prueba, incluidos a si mismos...

DESCUBRE LA EMOCION DE 121 HP TURBO

Hemos superado los límites. Ahora es tu turno.  
mx.brp.com  
**Quote here**

Promoted by Mundo Can-Am

RETWEETS 15 FAVORITES 40

10:52 PM - 20 Apr 2015

**Maarten Volders**  
@MaartenVolders

How do you build habit-forming products?  
How do you get your users Hooked?

HOOKED

Join this full day Hooked workshop with best-selling author Nir Eyal  
hookedfest.be  
**Get tickets**

Promoted by Maarten Volders

RETWEETS 4 FAVORITES 6

1:12 PM - 4 May 2015

## #PROTIP

Match the CTA button to your desired action.

- [Apply here](#)
- [Book now](#)
- [Book tickets](#)
- [Donate](#)
- [Enroll now](#)
- [Get a quote](#)
- [Get tickets](#)
- [Learn more](#)
- [Locate a dealer](#)
- [Order now](#)
- [Play now](#)
- [Preorder now](#)
- [Quote here](#)
- [Read more](#)
- [Register now](#)
- [Schedule now](#)
- [Shop now](#)
- [Sign up now](#)
- [Subscribe](#)
- [View now](#)
- [Visit now](#)

<sup>1</sup>@MundoCanAm is a company based out of Mexico that sells outdoor vehicles to adventure seekers.

## App Install Cards

Match the CTA to the desired audience. The call-to-action button for your App Install Card can be automatically adjusted based on your audience. If your target is new users, it will say “Install.” If your goal is retention and re-engagement, you’ll want to target existing users and add a deep link to your Card.

 **WineInBlack**  
@WineInBlack

Téléchargez votre caviste virtuel gratuitement und découvrez notre sélection d'exception à prix privilège.


 Translate from French

 **WineInBlack**




**Wine in Black - Vins et Champagn...**  
★★★★★ 7 ratings  
Promoted by Wine in Black  
4/9/15, 07:29

**Install**


 **Bloom & Wild**  
@BloomandWild

Make someone's day with a delivery of fresh flowers from Bloom & Wild. Save 15% off your order with code GET15




**Bloom & Wild - Flower Delivery**  
★★★★★ 6 ratings  
Promoted by Bloom & Wild  
3/20/15, 3:42 AM

**Open**

 **ZingyPet**  
@ZingyPet

Not enough time to save the world & walk your dog? Book a trusted Zingy walker from your phone anywhere, at anytime



**Zingy**  
★★★★★ 3 ratings  
Promoted by Zingy  
5/14/15, 5:37 PM

**Book**

## #PROTIP

*If your goal is to drive downloads from new users, select the “Install” CTA button.*

//////////

*If your goal is retention and re-engagement select one of the following CTA buttons:*

- *Book*
- *Connect*
- *Open*
- *Order*
- *Play*
- *Shop*

<sup>1</sup>@WineInBlack is a French app where users can discover and purchase wine at discounted prices.

## BEST PRACTICES

## TWEET COPY

Your choice of image and CTA button should inform the rest of your Tweet. Each part serves a purpose! Here are four themes for your Tweet copy that our experts suggest:

“THE IMAGE SHOULD SHOW OFF THE BUSINESS. THE HEADLINE AND CTA SHOULD CALL OUT THE OFFER. THE TWEET COPY GENERATES INTRIGUE AND INTEREST.”

@felsie

## Convey a sense of urgency

Why do people need to visit your site or download your app right now? Maybe your offer is only available for a short period of time, or your supply is limited. Consider the real-time nature of the Twitter platform and give people a reason to take immediate action.



## Minimize distractions

Focus the user on the desired action by avoiding @handles and #hashtags. You want the most clickable elements to be the CTA button and the image.

- Website Cards paired with Tweets that don't include an @ or a # drive **23% more clicks**

BEST PRACTICES

- App Install Cards paired with Tweets that don't include an @ or a # drive **11% more clicks**



Share reviews and ratings

Testimonials and social status are a valuable commodity.

Let your audience know if you have a high rating from users or have received positive press.



“WHY WOULD I WANT TO USE YOUR APP VS. DOING IT ON THE COMPUTER? TELL ME WHY IT’S GREAT.”

@sylvialam

#PROTIP

Want to drive mobile app downloads? Try including the platform in your Tweet copy too: App Install Cards paired with Tweets that include the words “iOS” or “Android” get **11.5% more clicks!**

<sup>1</sup>@t\_frutta is an Italian app that gives users cash rewards for taking photos of their shopping receipts.

## BEST PRACTICES

**Give users a roadmap**

The first step may be installing the app or visiting your website — but what's next? Make sure you mention the next step for potential customers (such as reading a book or buying a pair of shoes) so they know exactly what to do.

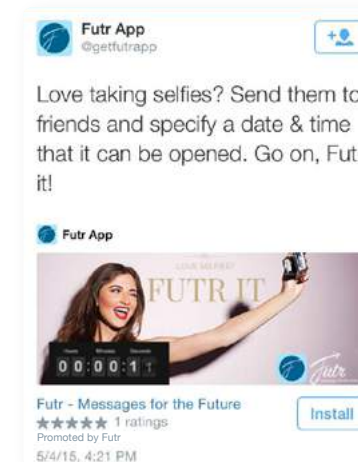
**Ask a question**

It helps users feel like they're part of a conversation and can compel them to click through.

- Website Cards paired with Tweets that include a “?” drive **25% more clicks**



- App Install Cards paired with Tweets that include a “?” drive **8% more clicks**



## BEST PRACTICES

## TEST TO TRY

**MIX AND MATCH**

The same Website or App Install Card can be used with different Tweet copy. Ideally, our experts recommend 4-6 different Tweets so that you can test out copy variations, such as:

- **Using symbols and numbers**  
Does “20% off” drive better conversions than “\$10 savings”? How does “Delivery included!” compare with “Free shipping”?
- **Different styles of customer testimonials**  
Will a quote from a positive review perform better than sharing the number of positive reviews received?
- **Timely messages**  
Does a reference to a recent event or pop culture moment generate more interest than a more timeless approach?

**“KEEP USERS’ INTEREST BY KEEPING YOUR CAMPAIGNS FRESH. FOR YOUR ALWAYS-ON CAMPAIGNS, CONSIDER USING A CALENDAR WITH REGULAR REMINDERS TO INTRODUCE FRESH TWEET COPY.”**

[@felsie](#)

Jan Feb March April May June July Aug Sept Oct Nov Dec

- Promotional Sales
- Advertising Facebook & YouTube
- Marketing Events & Sponsorships
- Marketing International
- Marketing Team/Video
- Product

# KEY TAKEAWAYS



**JUNE**

- GoPro
- STS
- BOARD GIVEAWAY
- TEAM TRIP FOOTY
- RIDE EXPLAINED
- ARNOLD TEAM TRIP
- SALE-NEWSLETTER

**JULY**

- SLOPESTYLE
- STS-TRIP-POLL
- Misc-RYAN RIDE
- MKT-JO LA TRIP
- FRA-PRIZES
- JULY 4TH SALE

**KEY TAKEAWAYS**

Now you're ready to put together a stand-out creative campaign.

**AS YOU CRAFT YOUR CARDS, KEEP THESE KEY TAKEAWAYS IN MIND:**

**1** Start off with clear goals and keep your audience in mind

Knowing what you want to achieve and who you want to reach will help you tailor your campaigns and track your ROI.

**2** Make the most of the Tweet and Card elements

You have an image, a call to action button and your Tweet copy to work with — each element has different strengths, so use them to your advantage.

**3** Experiment and test

We'll automatically display your best-performing Tweets most often. The businesses that see the most success with Twitter experiment with new creative elements often and hone what performs well.

**#RESOURCES****VISIT**

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