



Twitter Ads account setup

SERVICE OUTLINE

Strategy. Twitter profile setup or improvement. Conversion tracking.

Setup of engagement and website clicks campaigns

Targeting by follower look-alike, keywords, demographics and interests

Tweet engager targeting

Additional consultation

Dedicated landing pages

Twitter gathers proponents of all ideas, even the most striking ones, which makes it a valuable tool for building thought leadership and point of view, especially to an early adopter audience. Its advertising capabilities aren't yet of the highest caliber, but getting better every day. Twitter campaigns should focus on engagement and sparking audience interest. Therefore, the best campaign formats to promote right now are invitations for webinars and ebook downloads.

	ESSENTIAL 2 WEEKS	COMPLETE 4 WEEKS
Strategy. Twitter profile setup or improvement. Conversion tracking.	✓	✓
Setup of engagement and website clicks campaigns	✓	✓
Targeting by follower look-alike, keywords, demographics and interests	✓	✓
Tweet engager targeting	✗	✓
Additional consultation	✓	✓
Dedicated landing pages	✗	✓