Ins and Outs of Twitter Ads Worksheet

Use this worksheet to help you create your Twitter Ads using best practices. Fill in the blanks to supply information specific to your needs. Check off when you complete it.

☐ I have set up and optimized my basic twitter account

☐ I have created a Twitter marketing plan specifically for Business Goals related to:

☐   Content Tweets

☐   Product & Service Tweets

☐   Audience Achievement Tweets

☐

☐

☐

☐ I have set up my Twitter ads account.

☐ I have optimized my *strategies* to incorporate ad campaigns and objectives.

☐ I chose one or more of the objectives below for each tweet and campaign goal.

Native Built-in Twitter Ad Objectives

☐ Awareness

☐ Tweet engagements

☐ Followers

☐ Website clicks or conversions

☐ App installs

☐ App re-engagements

☐ Promoted video views

☐ In-stream video views

My Business Related Goals & Short Objectives

☐ I have chosen and inserted an Ad Group for my first campaign.

☐ I also have considered these campaign elements:

    ☐ Time range - Start: _____ and End Time _____

    ☐ Account time zone: _____

    ☐ Total ad group budget: _____

    ☐ Bid type: _____

    ☐ Promoted Tweet location: _____

    ☐ Creative and Ad placement: _____

☐ I have considered these sub-groups for later campaigns:

    ☐

    ☐

    ☐

    ☐

    ☐

    ☐

    ☐

    ☐

    ☐

    ☐

☐ I chose the target audience I want to focus on from these audience segments.

☐ gender	☐ technology device
☐ age range	☐ events
☐ location	☐ interests
☐ language	☐ behaviors

- [ ] keywords
- [ ] life stages
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
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- [ ] _____
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- [ ] _____
- [ ] _____
- [ ] _____

Campaign Details

Campaign Name: Group:

Time range - Start: _____ End Time: _____

Ad Campaign budget:

Preferred Ad Position:

Ad Content Elements

Ad Text:

Ad Hook:

Ad Problem & Solution:

Related Emotions:

Motivating Words:

Ad Call to Action 1:

Ad Call to Action 2:

Ad Call to Action 3:

Motivational Words:

Image/Meme Names:

Video Names or Links:

Promoted Tweets

Tweet 1:

Tweet 2:

Tweet 3:

Tweet 4:

Tweet 5:

Tweet 6:

Tweet 7:

Notes: