

Twitter paid campaign experiment

Objectives

Test targeting and advert creative to determine how to better take advantage of Twitter Ads to gain new relevant followers (often called a 'followers campaign').

Goal

Increase the number of relevant followers

Creatives

- We think every child deserves a home. Follow us if you agree.
- Follow us if you think every child deserves a safe and loving home
- Follow us if you agree every child deserves a safe and loving home

Targeting

Two campaigns were carried out using different targeting methods:

1. Handle targeting - followers of other similar twitter handles, living in England and aged between 25 and 65
2. Demographic targeting
 - People living in houses rather than flats
 - Aged between 25 and 65
 - Living in England

Budget

Total: £210

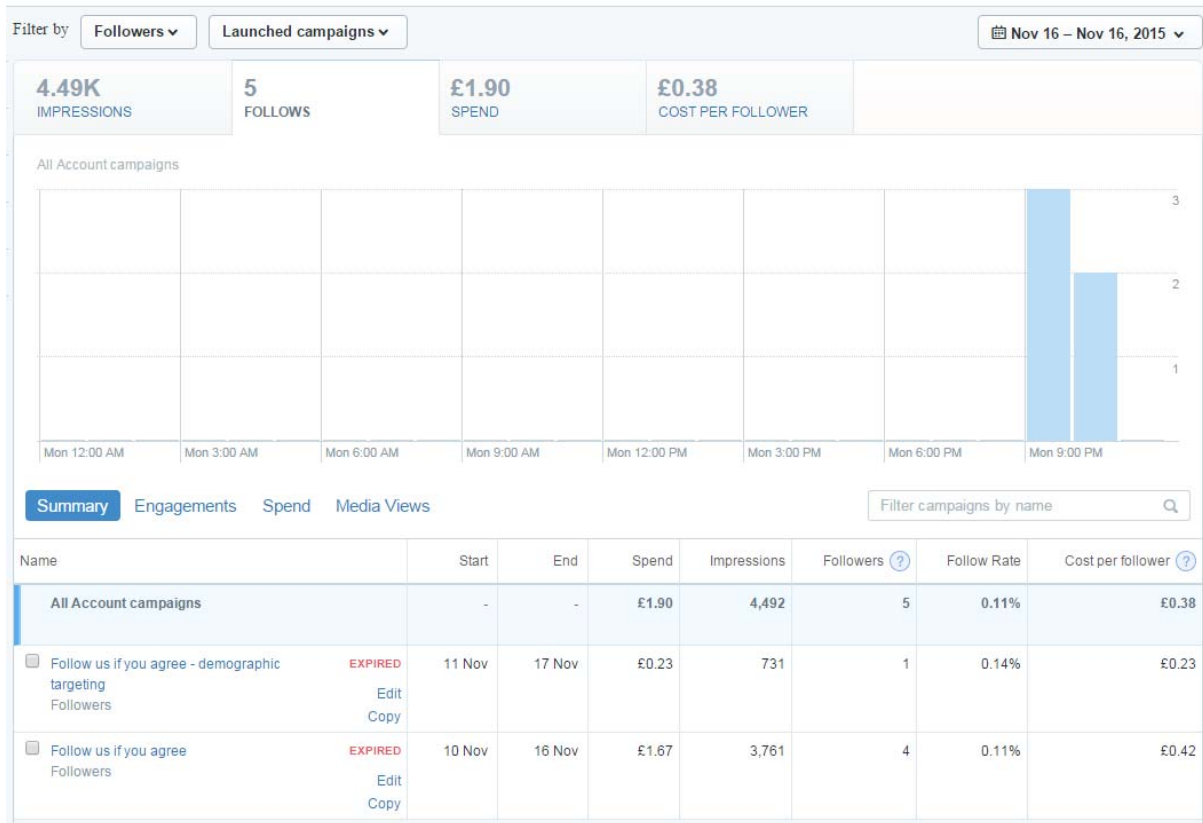
Duration: 1 week – Handle targeting 10-16 November – Demographic targeting 11-17 November

Campaigns: £105 for the week, with a maximum of £15 per day.

Results

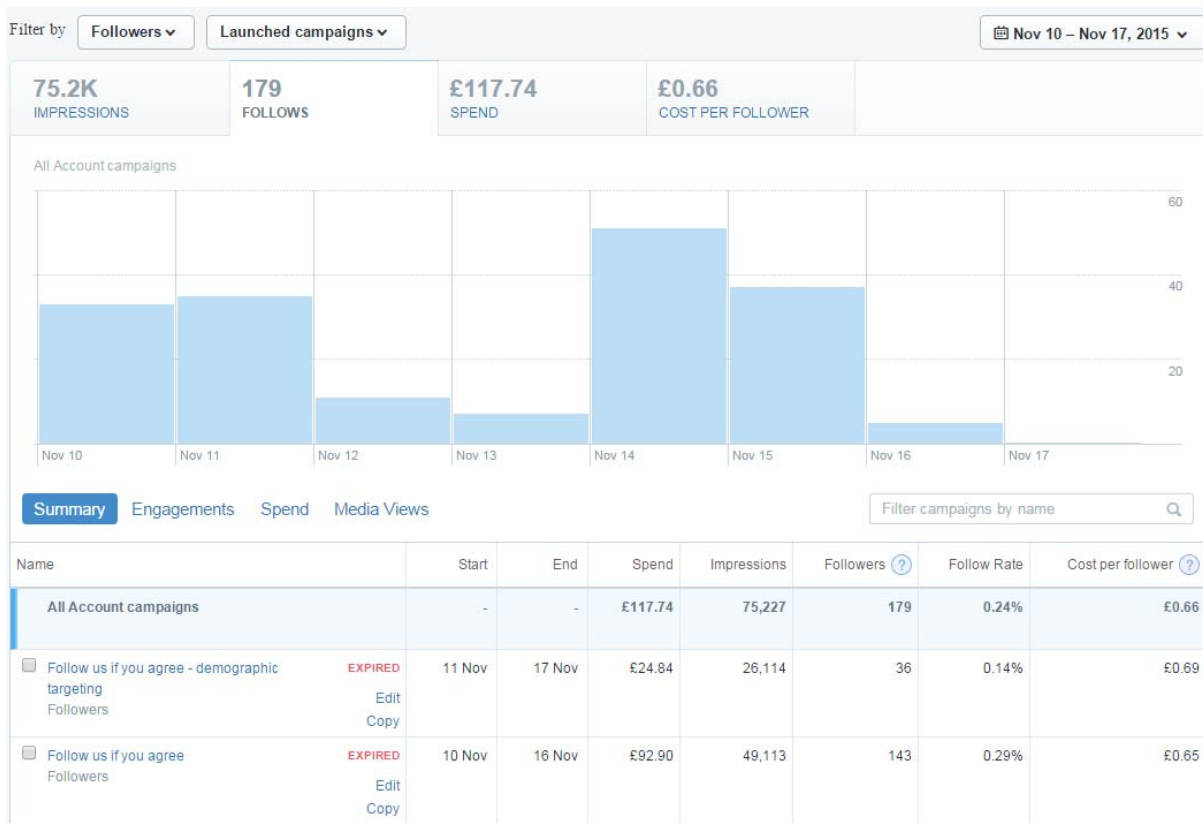
Originally there was no maximum bid set but this was adjusted to £0.50 after 24 hours. This was done as it appeared to be setting an unrealistically high cost per follower (CPF). The experiment started off positively as Twitter gives the campaign a bit of an initial push to work out which creative works best. CPF over the first three hours was very encouraging at the £0.30 mark. CPF gradually increased to £1 at which time we called Twitter to discuss ways to reduce this. They advised that £1 is about normal for a CPF. That said, having read a number of articles on CPF we decided to try and see how effective our campaign would be if we reduced the maximum bid to £0.50.

This was successful and reduced our CPF to below £0.40 after the initial period where CPF was comparatively high. Impressions were very low until 9pm when they increased and although we only gained 5 new followers, they came in at a thrifty £0.38 each. The following screen shot illustrates my point.

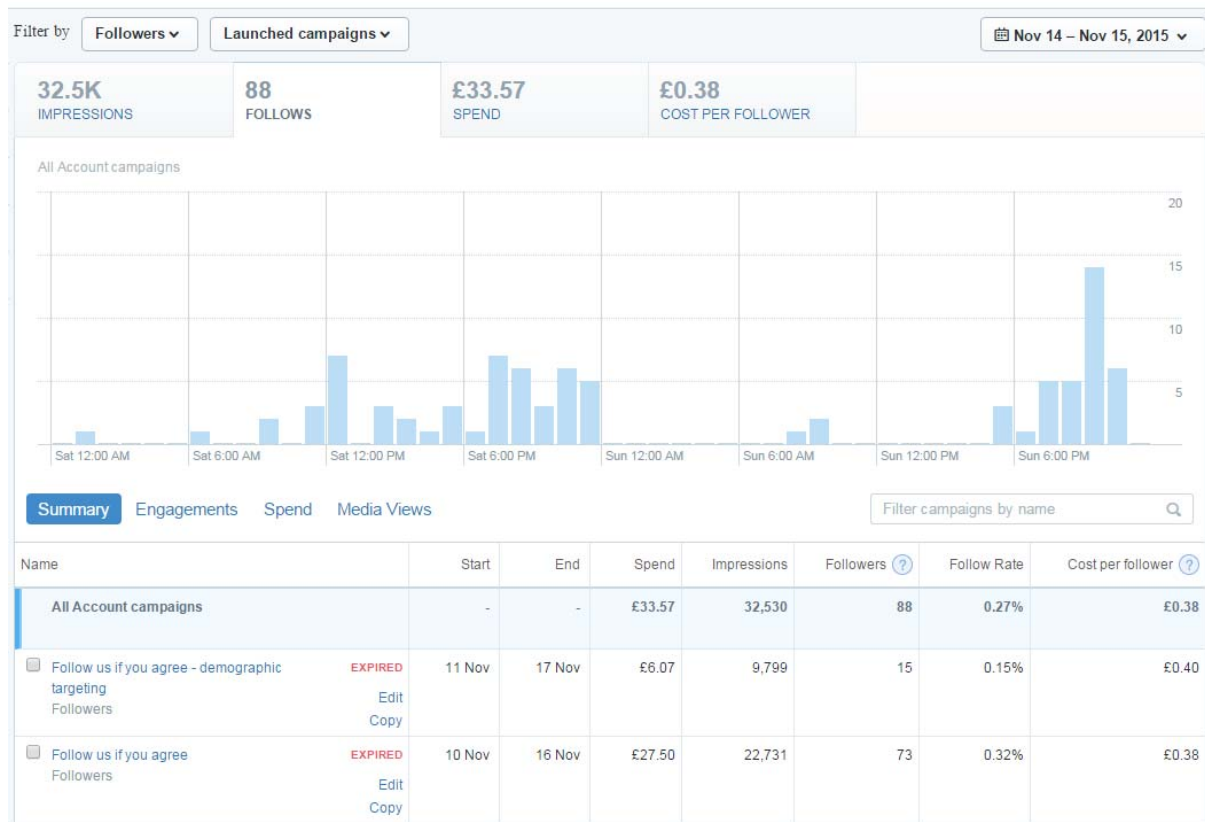


There is no activity throughout the day as our bid is too low but we gain followers after 9pm.

The table below shows the results of the experiment – 179 followers at £0.66



The weekend was by far the best time for us which would indicate a reduction in competitor activity and resulted in many more followers. Over the course of the two days we gained 88 new followers at a CPF of £0.38.



Conclusion

Campaigns to gain new relevant followers can help build your twitter audience when done in tandem with your normal unpaid twitter activity. The great thing is that when a person follows you on twitter, all subsequent tweets will make it to their timeline (which is not the case with Facebook pages).

It's good practice to experiment with Twitter and be prepared to change your campaign half way through if you think you are not getting value for money. Running two campaigns simultaneously means you can compare tactics; either targeting or creative to see what works best. You can pause or stop a campaign if it is not performing well.

Make sure not to trust the default settings prescribed by Twitter as you'll be paying way too much. Experiment with bidding at under £0.50 and have a go at running campaigns at different times of the week and even different times of day. Experimenting will help you learn faster and will mean you'll get more for your money.

Finally, reporting is pretty good and you can get a clear picture of what is happening with your campaign using the standard twitter AdWords interface. If you haven't already seen it, go in with your twitter login details and have a look around:

<http://ads.twitter.com>

Please get in touch if you have any questions or would like to discuss anything covered in this brief report.

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