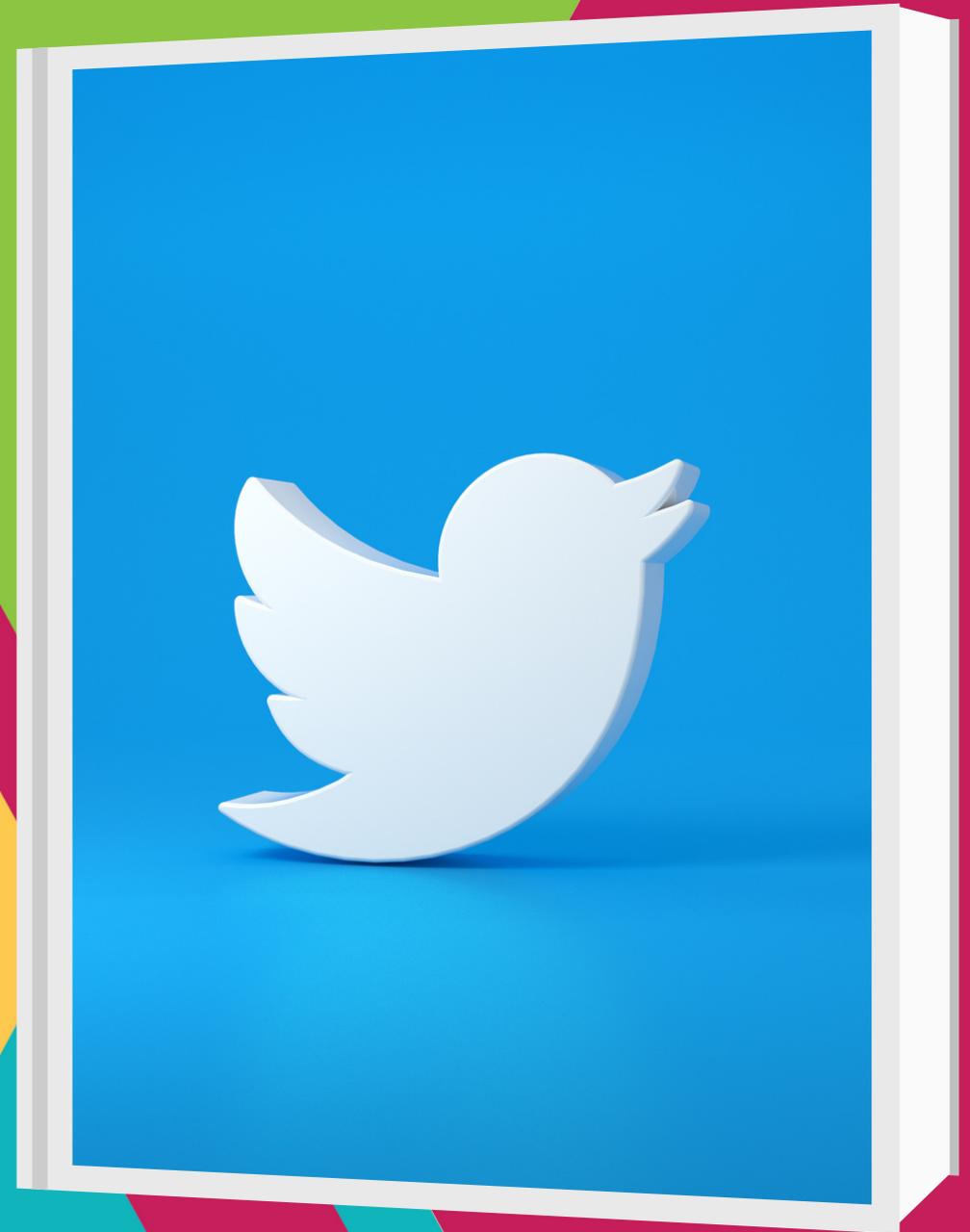


# Twitter Advertising Service Summary



CREATIVE  
CONVERSIONS

[www.creativeconversions.co](http://www.creativeconversions.co)



## Service Summary

# TWITTER ADVERTISING

For all of our recurring services, we charge from the date the project is opened until the date invoicing takes place on the first of every month or until the date you archive or pause the campaign.

To avoid any gaps between the project beginning and the work commencing, we highly recommend that you gather all the necessary information before we begin working on your project.



## The Work We Do

### First Month Inclusions

- Initial Briefing
- Complete and agree on the Twitter Advertisement brief
- Twitter business center access
- Create Pixel for Conversion Tracking and apply it to your website where applicable.
- Set up Campaign and Ad Sets.
- Create Tweets- send for quality review
- Campaign made live following approval
- Internal Daily Review & Adjustments of Campaign Per Month
- Weekly reports (First month only)
- Month-end report (Every month)

### Regular Monthly Inclusions

- Setup new campaign
- Tweets sent for quality review
- Internal Daily Review & Adjustments of Campaign Per Month
- Monthly Reports

### Types of Twitter Advertising Direct ads

- Reach
- Video Views
- App Installs
- Pre-roll Video Views Website Clicks
- Followers
- App Re-engagements

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# Retargeting What's Next

## Twitter (ads only)

- Custom Audience

## Notes Regarding Twitter Advertising

Twitter has held appeal for users of all ages for a long time now. Twitter Advertising allows you to directly engage and interact with the audience on a public platform at affordable rates! It's most effective when you have set a goal in mind.

Some great examples of this include starting conversations around your brand, building followers, increasing awareness, video views or website clicks. Twitter Advertising is a great method for marketing and remarketing your brand among the living trends. If you don't have a Twitter ad account, we'd be happy to assist you in putting one together. Please contact us for a quote.