

# LegalPPC's Guide to



# Promoted Tweets

## Purpose of "LegalPPC's Guide to Twitter Promoted Tweets"

In April 2013, Twitter unveiled an enhanced version of its "Promoted Tweets" advertising to allow advertisers to target tweeters by keywords that they are putting into their Tweets.

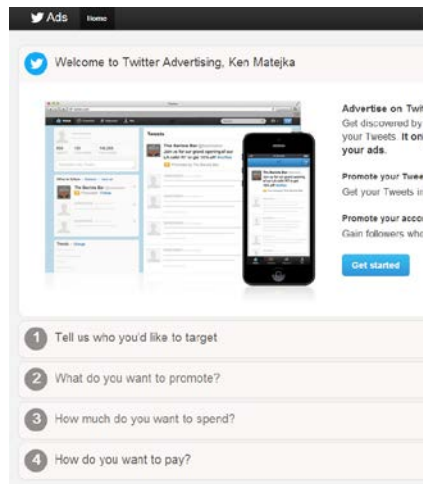
LegalPPC believes that, since the advertising can be geographically targeted as well, this could be an excellent and affordable way to get your law firm's message in front of a lot of local Twitter users (recognizing that it's too new to know for sure but at least it won't cost much).

This guide is to get you started, step-by-step, in case you want to give it a shot.

1. Go to <https://ads.twitter.com>

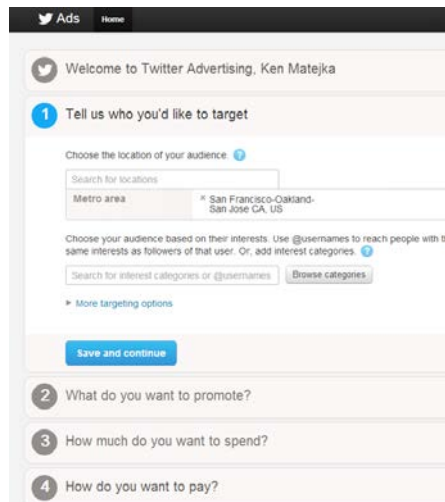
2. Click on the blue button that says "Get started."

Note: Steps 3 through 5, following, aren't critically important because you'll need to do it again later.



3. Choose your geographic target by typing in your location in the "Search for locations" box. Do not enter anything into the "Search for interest categories or user names" box.

Click on the blue "Save and continue" button.



- Under the category of "What do you want to promote?" choose "Promoted Tweets" - not "Promoted Accounts."

- Set your daily budget (for example, \$25 per day) and how much you're willing to spend per click (for example, \$1.50 per click).

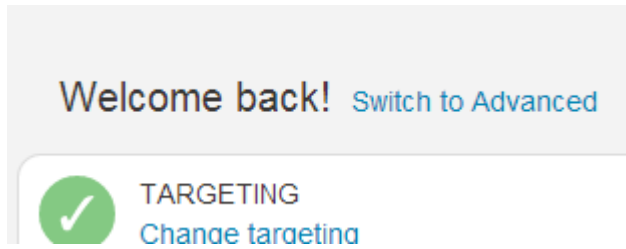
This budget part doesn't matter that much because you'll need to do it again later.

- Give Twitter your billing information. This part is important.

**Now for the exciting part - Keyword Targeting!**

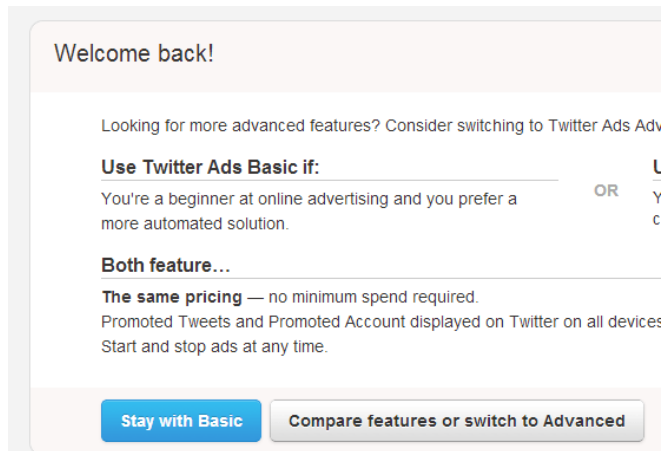
- 7. To keyword-target in Twitter, you need to switch from "Basic" to "Advanced."

Click on the link that says "Switch to Advanced."

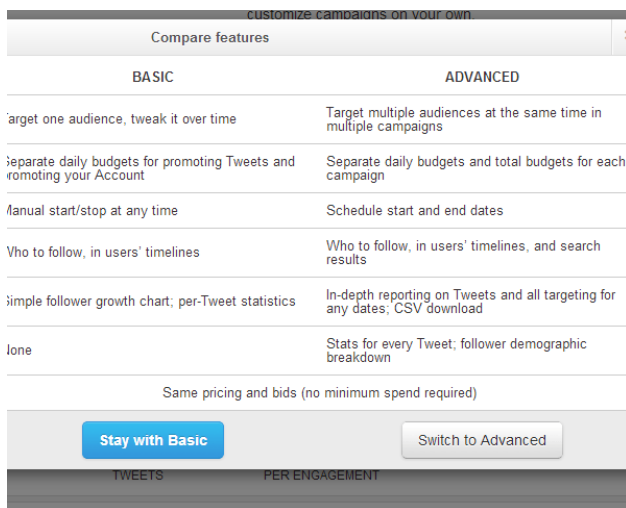


- 8. Click on the button that says "Compare features or switch to Advanced."

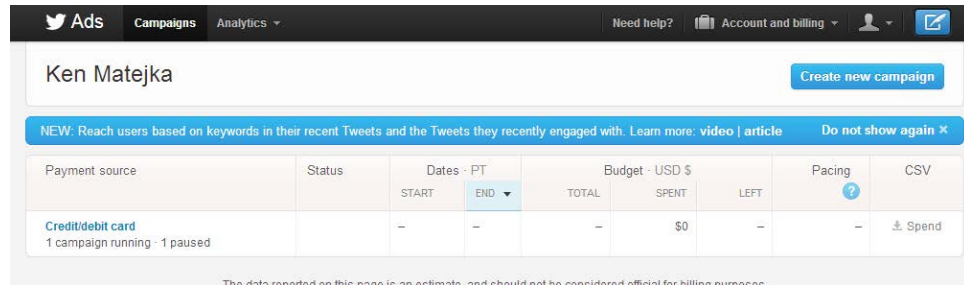
It's a 3-step process because there's no way to switch back to "Basic" after you've switched to "Advanced." They want to be sure you know what you're getting into.



- 9. Admire the list of "Advanced" features, then click on the button that says "Switch to Advanced."

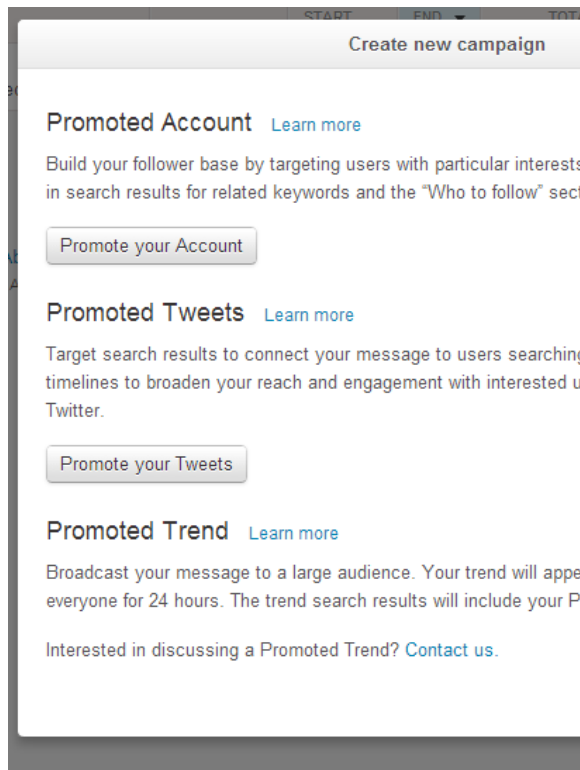


10. On your new dashboard, find the blue button that says "Create new campaign" in the upper right corner and click on it.



11. You'll find yourself repeating a few steps of the process from earlier in this guide because you're now creating an advanced campaign instead of your "Basic" campaign.

As in step 4, above, choose "Promote your Tweets."



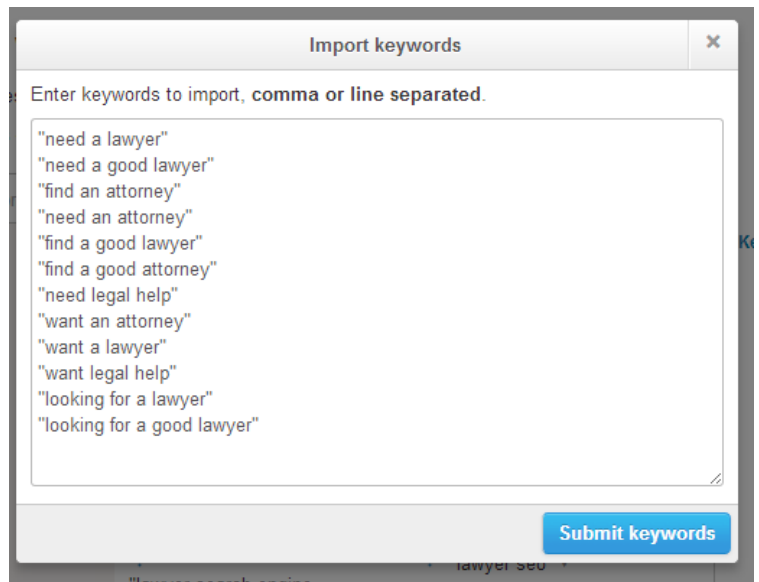
12. Choose "Target by keywords."



13. Click on the button that says "Import multiple keywords" to open the text box to the right.

Copy the following phrases (or whatever phrases you prefer) into the box. Include the quotes so that they go in as "phrase matches."

- "find a lawyer"
- "need a lawyer"
- "need a good lawyer"
- "find an attorney"
- "need an attorney"
- "find a good lawyer"
- "find a good attorney"
- "need legal help"
- "want an attorney"
- "want a lawyer"
- "want legal help"
- "looking for a lawyer"
- "looking for a good lawyer"



Add any phrases that you think would be suitable that I've overlooked.

14. Again, you'll need to choose your geographic area.

Don't limit your target audience by device or gender.

Who is your target audience?

Locations   ?

Metro area \* San Francisco-Oakland-San Jose CA, US

Devices [Limit targeting to specific devices and platforms.](#)

Gender [Limit targeting by gender.](#)

15. Now it's time to write the Tweet that you want people to see. Click on "Promote a new Tweet."

Which Tweets do you want to promote?

Show:    Hide @replies

16. Compose your tweet in the textbox that opens, as shown here. Add your phone number if you have the space but you only have 140 characters.

law firm marketing

New Tweet

Need a Lawyer? The Lawyer Referral Service can help. A public service of the Bar Association of San Francisco. <http://bit.ly/13cR7oB>

7

17. Decide what page on your website you'd like people to go to and shrink your URL at bitly.com for inclusion in the Tweet.

bitly [Sign in](#) [Join now. It's fast & free!](#)

Lawyer Referral Service | The Bar Association of San Francisco  
www.sfbar.org/lawyerreferrals/index.aspx?twitter

*The Lawyer Referral & Information Service (LRIS) offers legal assistance from lawyers who are pre-screened for their experience in over 100 legal areas, including: if you have been injured, the referral and the first thirty-minute consultation with your lawyer are absolutely free. For all other legal issues, you pay only \$35 for the referral and first thirty-minute consultation.*

Tip: if you add "/?twitter" to the end of your URL before you shrink it, as shown here, it'll be easier to track in your Google Analytics later.

18. You won't need to re-enter your billing information because you did that already in step 6, above, when your account was still "Basic."

Decide what your total budget is going to be for the experiment (for example, \$50), your daily budget and your bid.

Give the campaign a unique name so that later you can compare its performance to other campaigns you may end up creating.

**Campaign dates and budget**

Payment source **VISA** Visa ending in 3303

Dates  Run this campaign continuously  Customize start and end dates

Campaign budget USD \$ 50.00 ⚠  
 The total budget for this campaign (the minimum based on spend so far, is USD \$0.00) ?

Daily budget USD \$ 25 ? [Show pacing options](#)

Maximum bid USD \$ 1.50 No bid guidance is available at this time.

Enter the maximum amount you're willing to spend per engagement. An engagement occurs whenever a user clicks, retweets, @replies to, or favorites a Tweet. **The minimum is \$0.01.** ?

Give your campaign a name to identify it in your reports.

Name

[Create campaign](#) [Cancel](#)

19. Look at your dashboard once in a while to see how it's going.

20. Remember to have fun.

The screenshot shows the Twitter Ads dashboard for a campaign named "Need a Lawyer". At the top, it displays campaign details: "PROMOTED TWEETS IN TIMELINE", "6 May 2013" (START DATE), "END DATE", "\$50" (TOTAL BUDGET), "\$25" (DAILY BUDGET), and "\$1.50" (MAX BID). Below this, there are navigation tabs for "Home", "Credit/debit card", and "Need a Lawyer". A blue banner indicates "NEW: Reach users based on keywords in their recent Tweets and the Tweets they recently engaged with." Below that, a message states "Your campaign has been created successfully." The campaign targets are listed as "1 location", "All devices", "18 keywords", and "Any gender", with a date range of "6 May 2013 - 6 May 2013". A summary table shows 0 IMPRESSIONS, 0 ENGAGEMENTS, \$0 CAMPAIGN SPEND, and \$0.00 ECPE. A table titled "Breakdown by Tweet of campaign Need a Lawyer" shows one tweet promoted: "Ken Matejka @KenASLegalPPC" with the text "Want More Clients? We'll make it happen. Online visibility experts for Solos: advertising, social media & more. bit.ly/12ovWRt". The table indicates "No data during the selected date range" for impressions and engagements.