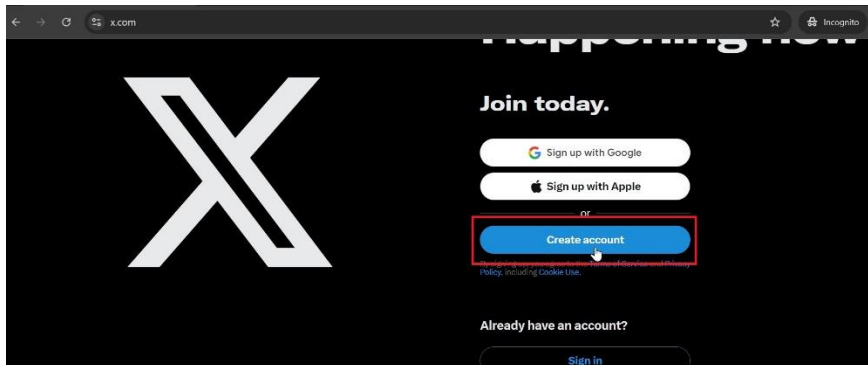


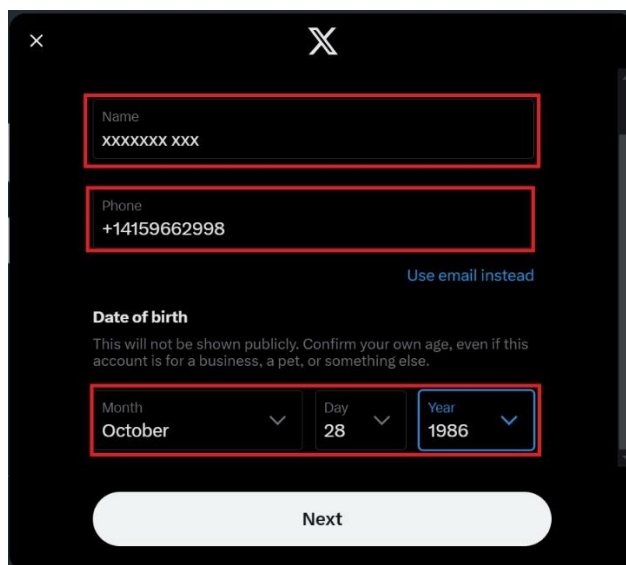
Step-by-Step Guide to Create a Twitter(X) Account:

On a Computer or Mobile Browser:

1. Go to Twitter's website: Open your browser and go to x.com.

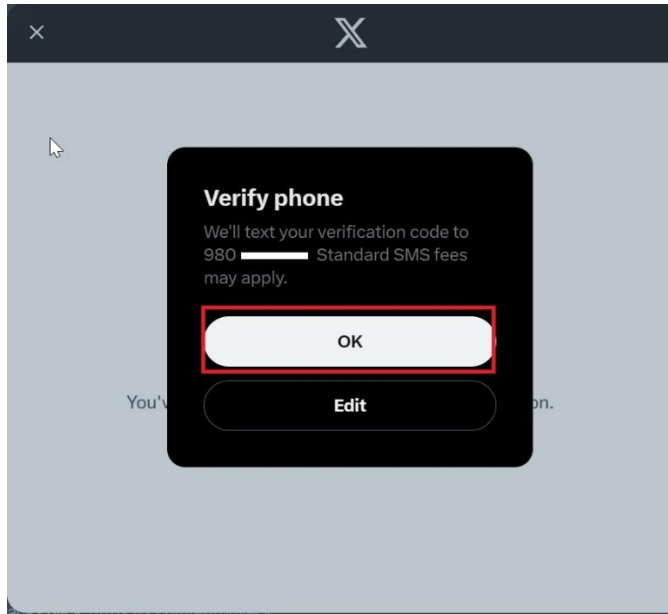


2. Click on "Sign Up": You'll see a button that says Sign up on the homepage.
3. Enter your information:
 - o Enter your name (or a brand name if creating a business account).
 - o Enter your phone number or use an email address instead by clicking "Use email instead."
 - o Enter your date of birth.

A screenshot of the Twitter(X) account creation form. The form is on a dark background with a white 'X' logo at the top. It has three main input fields: 'Name' with placeholder text 'xxxxxxx xxx', 'Phone' with '+14159662998', and 'Date of birth' with dropdown menus for 'Month' (October), 'Day' (28), and 'Year' (1986). A blue link 'Use email instead' is next to the phone field. At the bottom, there is a white 'Next' button.

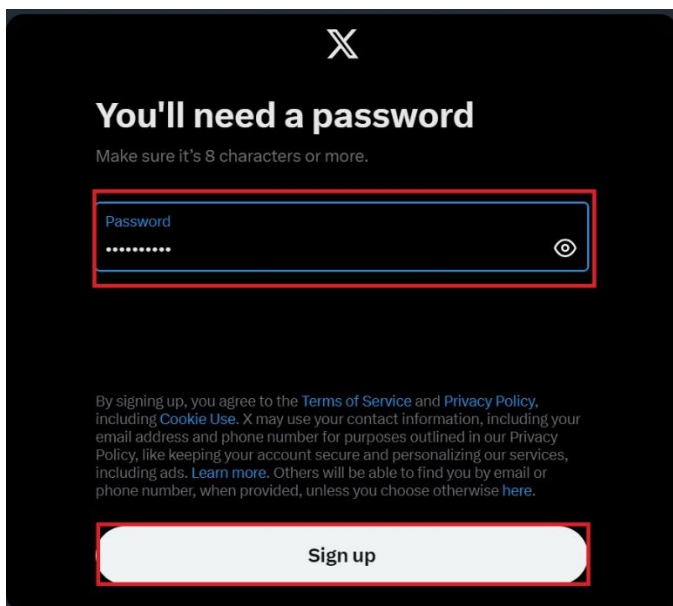
4. Click "Next": Review the options like personalized ads or recommendations, and then click Next.
5. Create your account: Click Sign Up to confirm your information. Twitter will ask you to verify your phone number or email.
6. Verify your account:
 - o If you entered a phone number, Twitter will send you an SMS code.



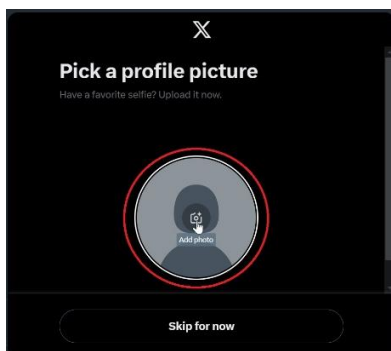


- If you entered an email, check your inbox for the verification email and follow the instructions.

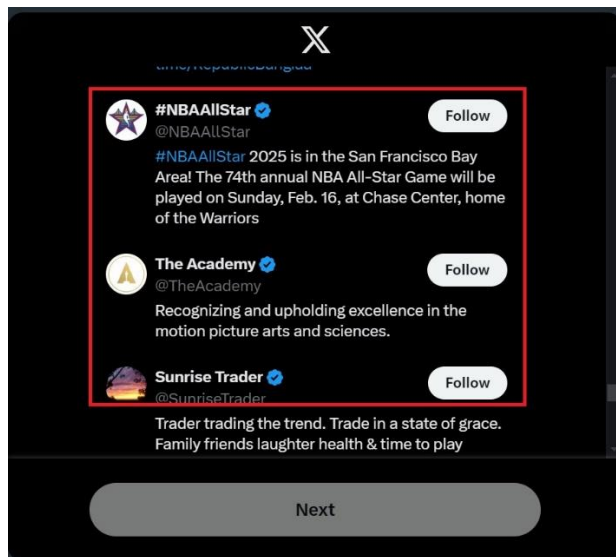
7. Set a password: Choose a strong password that's at least 8 characters long.



8. Customize your profile: Add a profile picture, bio, and other details.



9. Start following people: Twitter will suggest people to follow, and you can search for other accounts.



On the Twitter App:

1. Download the Twitter app: Find it on the App Store (iOS) or Google Play Store (Android).
2. Open the app and tap Create account.
3. Follow the same steps as above to enter your name, phone number or email, date of birth, and verify your account.
4. Once your account is set up, you can start tweeting, following others, and customizing your profile.

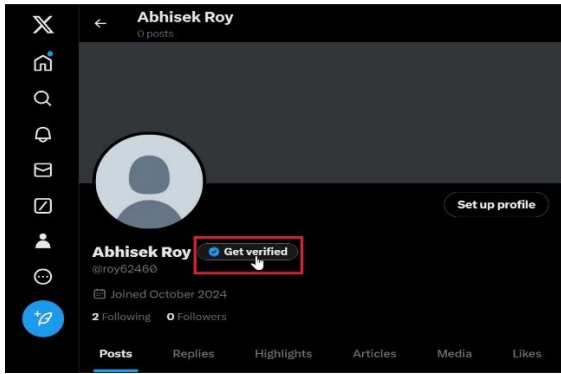
That's it! You're now ready to tweet and engage with others on Twitter.

How to setup a Twitter Ads account & run a campaign

Running ads on Twitter is a great way to reach a specific audience, promote your content, and grow your business.

To run ads on twitter you have to subscribe to either Twitter Blue **(their \$8/month verification for individuals and small organizations)** or Verified Organizations **(the "gold check" higher-tier subscription at a whopping \$1000/month)** to run Twitter ads.

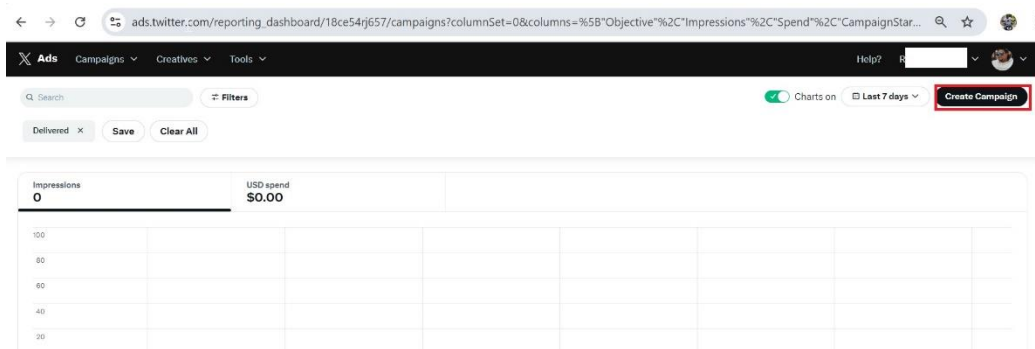




After you get verified here's how to get started with Twitter Ads:

1. Create a Twitter Ads Account

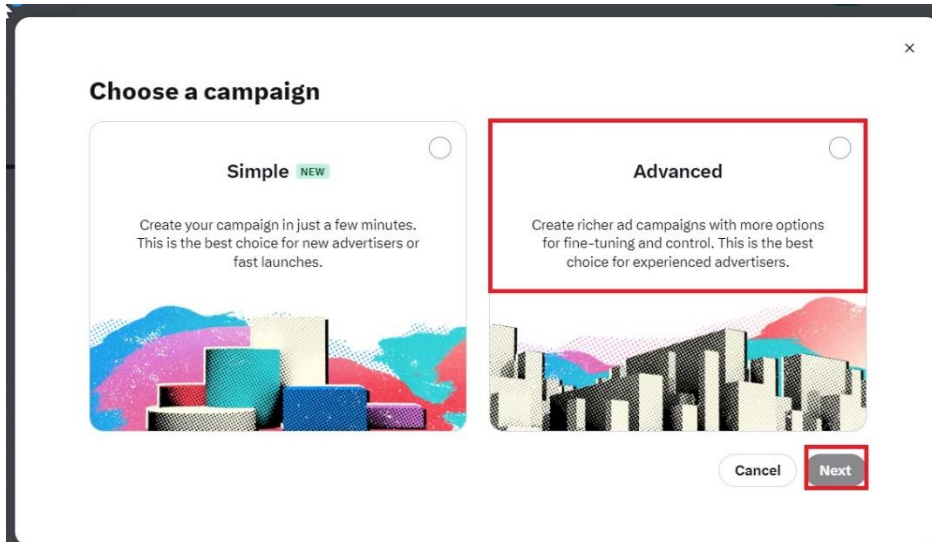
- Go to <https://ads.twitter.com/>
- Log in using your Twitter account credentials or create a new Twitter account if you don't have one.
- Once logged in, click on the **“Create Campaign”** button.



2. Choose campaign

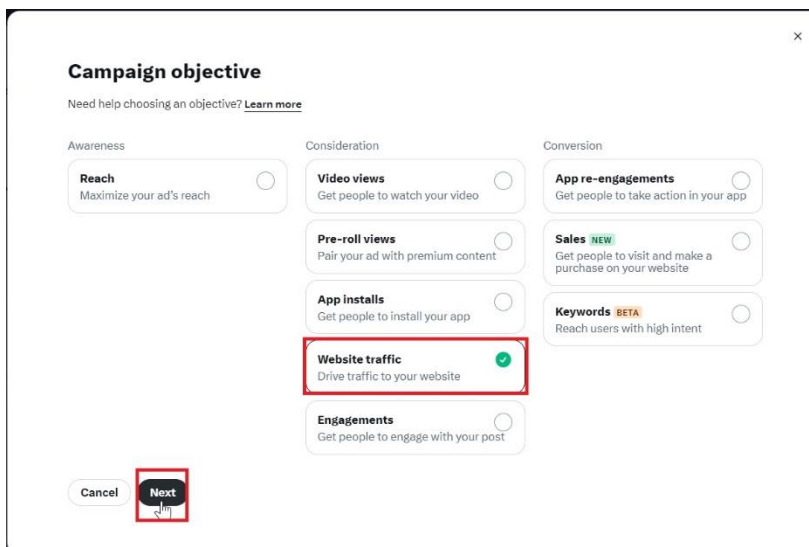
- You will be given 2 options here. Always use the **“Advanced”** settings and click on Next.





2. Choose Your Campaign Objective

- Twitter provides several campaign objectives depending on your goals.
- Select the objective that aligns with your business goal.



3. Define Your Campaign Details

- **Campaign Name:** Give your campaign a name for easy tracking.

Campaign details

Objective
Website traffic
 Drive traffic to your website [Edit](#)

Campaign name (optional)
 Traffic Ad 245

Funding source
 MasterCard ending in [REDACTED]
 Remaining budget: \$0.00 | Runs: August 27, 2018 - Present

A/B test Off

Campaign budget optimization Off

> Advanced

[Exit](#) [Save draft](#) [Next](#)

4. Create Ad Groups

After you click on “Next” you will be taken to a new page where you will set your Ad Group details:

- **Budget:** Set a total or daily budget for your campaign. You can also define your bidding strategy (automatic or manual bidding).
 - **Total Budget:** The maximum amount you want to spend for the entire campaign.
 - **Daily Budget:** How much you want to spend per day.

Ad group details

Ad group name (optional)
 Website Ads

Dynamic product ads Off

Budget & Schedule

Daily ad group budget Total spend (optional)

Start
 PDT

Audience estimate

97.6M–107.9M

Based on your targeting selections, this is the estimated size of your audience over 30 days.

[+ Create ad group](#) [Copy ad group](#)

[Back](#) [Exit](#) [Save draft](#) [Next](#)

- Twitter Ads are divided into **Ad Groups**. Each ad group allows you to test different audiences, bids, and creatives within a single campaign.



Delivery

Goal ⓘ
Site visits (recommended) ✓
Get people to visit pages on your website.

Site visit event ⓘ
Select which action you want the user to take on your website.
Select an event ✓

Bid strategy ⓘ
Autobid (recommended) ✓
Automatically maximize your results at the lowest price.

Maximum bid
Set the maximum you're willing to bid for each site visit.

6. Target Your Audience

Twitter offers various targeting options to help you reach your desired audience:

- **Demographics:** Location, gender, language, device, age, etc.
- **Keywords:** Show your ads to users based on the keywords they're searching for.
- **Interests and Follower Look-alikes:** Target people interested in specific topics or similar to the followers of certain accounts.
- **Behavior:** Target users based on their purchasing behaviors and lifestyle.
- **Custom Audiences:** Upload your own data (like email lists) or create look-alike audiences.



Specific locations Radius around a location **NEW**

Location (optional) ⓘ Bulk upload

Search Q

Include 🗑️ ×

Country — United States of America ×

Devices

Operating system ⓘ

iOS All ▾

Android All ▾

Other mobile All ▾

Targeting features

X may optimize your campaign to serve the best and most relevant ads to X Premium users, even if they may not match the targeting features chosen below. [Learn more](#)

Keywords (optional) ⓘ Bulk upload

Include ▾ options trading

Include 🗑️ ×

trading × crypto × forex trading × options trading ×

Follower look-alikes (optional) ⓘ Recommendations Bulk upload

Search Q

Interests (optional) ⓘ

Search Q

Include ×

Business — Entrepreneurship × Business — Investors and patents ×

Business — Small business × Business — Technology ×

Technology and computing — Mobile × Technology and computing — SEO ×

Technology and computing — Startups ×

Once you have filled up your “**Targeting feature**” you need to click on “**Next**” and proceed.

7. Set Up Your Creative

- **Promoted Tweets:** Select existing tweets to promote, or create new ones.
- **Images or Videos:** Add engaging media to your tweet to capture attention. You can use images, videos, or even carousel formats.
- Include a **strong call-to-action** (CTA) and a clear message that aligns with your campaign goal.



Ad name (optional)

Website Ad

70

Product category

Not supported for scheduled or draft campaigns.

Business & Industrial > Finance & Insurance

Destination

Website


Creative type

Choose what kind of ad will take people to your destination.

Media



[Redacted]

Launch Your Digital Assets Exchange in 3 Minutes! 
Your exchange will be live in 24 Hours, allowing you to enter the market faster than ever!
So are you ready to go live?
Signup & start your free trial today.
Just fill out the form below and get a call back from our experts.

3 



Single media

1 photo or video



Carousel

2-6 photos or videos

Media



facebook-add (2).jpg

Oct 18, 2024

× Remove

▲ Details

Headline

70

Website URL

https://www.paybitopro.com/



You can also view the preview of the ad on the right side of your screen.



Once you are done with the creative click on “**Next**”.

8. Launch Your Campaign

- Once you've reviewed your targeting, creatives, and budget, click **Launch Campaign**.
- Twitter will start showing your ads to the audience you've defined.

Campaign

[Edit](#)

Campaign details

Name	Traffic Ad
Objective	Website traffic
Funding source	MasterCard ending in 2208
Campaign Budget Optimization	Off

Ad groups + [Create ad group](#)

[Copy](#) [Edit](#)

Ad group details

Name	Website Ads
------	-------------

[Back](#) [Exit](#) [Save draft](#) [Launch campaign](#)

By following these steps, you can successfully create and run ads on Twitter, ensuring they reach the right audience and achieve your marketing goals.

