Step 1: Choose from the dropdown name sponsorship within campaign set up form

Objective > **Campaign details**

Exit   Save draft   Next

CAMPAIGN
Untitled
└ Objective
└ **Campaign details**

AD GROUPS
Untitled
└ Ad group details
└ Targeting
└ Creatives

REVIEW
└ Campaign review

Campaign setup

☐ **This campaign has a sponsorship**

Campaign name

Untitled

Funding source

Choose one ⌄

Daily budget ⓘ

USD   100.00

Total budget (optional) ⓘ

USD   0.00

Objective summary

♥

Tweet engagements

How it works
Promote your Tweets to start conversations with the audience you want. Research shows that increased engagement leads to brand lift and offline sales.

What you pay for
Pay only for the initial engagement. You're not billed for organic engagements that follow.

Then: Select the correct dropdown sponsorship name that will appear below "Choose one"

Objective > **Campaign details**

Exit   Save draft   Next

CAMPAIGN
Untitled
└ Objective
└ **Campaign details**

AD GROUPS
Untitled
└ Ad group details
└ Targeting
└ Creatives

REVIEW
└ Campaign review

Campaign setup

☑ **This campaign has a sponsorship**
Sponsorship

Choose one ⌄

Campaign name

Untitled

Funding source

Choose one ⌄

Daily budget ⓘ

USD   100.00

Total budget (optional) ⓘ

USD   0.00

Objective summary

♥

Tweet engagements

How it works
Promote your Tweets to start conversations with the audience you want. Research shows that increased engagement leads to brand lift and offline sales.

What you pay for
Pay only for the initial engagement. You're not billed for organic engagements that follow.

When to use it
You want to maximize engagement of your

Campaign objective

Need help choosing an objective for your business needs? Learn more

If you want to run political ads, you'll need to get certified. Learn more

Tweet engagements
You want to maximize engagement of your Tweets and get more people talking about your business.

Promoted video views
You want more people to see your GIFs or videos.

Awareness
You want as many people as possible to see your Tweet.

Website clicks or conversions
You want people to visit and take an action on your website (e.g. download a paper or make a purchase).

In-stream video views (pre-roll)
You want to pair your videos with premium content.

Followers
You want to build an engaged audience to amplify your message, on and off Twitter.

App installs
You want people to download your app.

App re-engagements
You want your existing users to open and use your app.

Step 2: Choose your objective

Recommendations:

- For video tweets, no pre-roll – Promoted video views
- For photos & GIFs – Tweet engagements
- For link tweets – Website clicks or conversions

Campaign setup

Campaign name

Name of your campaign

Funding source

NBC x Client – Vertical - 2019

Daily budget ⓘ

USD

Total budget (optional) ⓘ

USD

Start

EDT

End (optional)

+ Specify time

▶ Advanced

Step 3: Name Your Campaign (up to you)

Step 4: Make sure the funding source matches what you choose in the "sponsorship selector" you should see: NBC x Client – Vertical - 2019 written.

Step 5: Set daily budget and total budget (note, to make sure we spend the full budget we have to add an inflated budget for daily goals when the post actualizes.)

Step 6: Add in start date and end date

Step 7: Hit "Next" in the top right corner.

Ad group setup

Ad group name

Your ad group name here

Start (optional) ⓘ   **End** (optional) ⓘ

(+ Specify time)   (+ Specify time)

Total ad group budget (optional) ⓘ

USD   Your budget here

Bid type

Maximum bid   ⌄

Bid amount

USD [   ]   per **objective**

▶ Measurement options

Bid type

Your suggested bid range based
on your sponsorship selector
budget will appear here

Copy ad group

Step 8: Set up ad group
similarly to campaign
setup. Fill in all of the
categories

Your audiences

Tailored and flexible audiences

| All | Search | 🔍 |

☐ Target similar people to those in your chosen audiences.

Demographics

Gender

[Any gender | Male | Female]

Age

◉ All ages
◯ Age range

Locations, languages, technology ⓘ

| All | Search | 🔍 |

Bulk upload

Locations ⓘ

United States ✕

☐ Target people who first used Twitter on a new device or carrier

Audience summary

🖼 Not available

RECOMMENDED

Defining your own audience is optional. Twitter continuously optimizes your campaign for high performance so providing fewer targeting parameters may improve your results.

Copy ad group

Step 9: Select gender, age range, locations, etc.

Audience features

Keywords, events, behaviors, interests, follower look-alikes, movies, and TV shows

All | Search 🔍

Bulk upload

Recommendations ❓

✓○ On

No audience targeting selected

Retarget people who saw or engaged with your past Tweets

○✕

Expand your audience `NEW` ⓘ

✓○

DEFINED — — — — — — — — — — — — — —○— — — — — — — — — — — — — BROAD
                                                              EXPANDED

▶ Additional options

Step 10: Upload targeting

A. Select "bulk upload" (this will expand the section) When you're done uploading follow step B for each group.

B. When you are done uploading targeting, you can also search for more keywords

Step 11: Select the tweet(s) you would like to amplify

Creatives

1 selected
Tweets

Search 🔍 | ⟳ | ✦ | ⦿ Preview

Make sure you are choosing from the NBC handle using arrow to the right ⌄ | Choose from Promoted-only Tweets using arrow ⌄ | ☐ Show replies and mentions

Tweet

☑ | ⬤ | Name of NBC account @ NBC handle 20h

The tweet you are amplifying here

0:40

Campaign review

Save draft Launch campaign

Campaign details

▤ Untitled   ✎ Edit

Objective	Promoted video views, tweet engagements, etc.
Start	Date & time
End	Specified end date
Daily budget	$ amount you set in the beginning
Funding source	Sponsorship selector name here
Pacing	Standard unless otherwise noted

Step 12: Review all campaign details to the left. If this looks correct,

Step 13: Click "Launch campaign" on the top right corner. Your tweet(s) will now be amplified at the scheduled time.