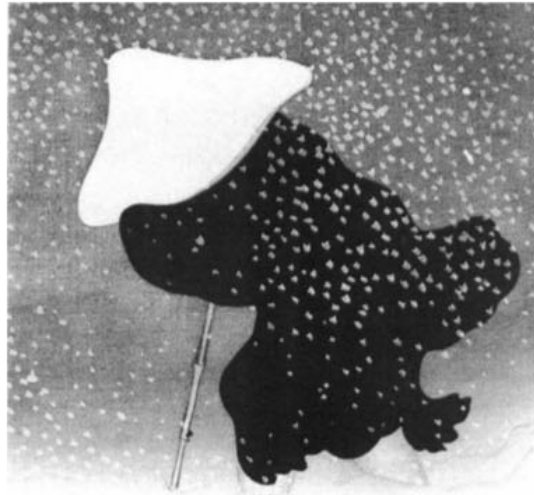


Twitter Ads Discovery

Using Twitter Ads to nuke your bad ideas, refine your good ones, and find your tribe.



brought to you by tiny poems

About Me | why you should care

Name: Jason Williscroft →

Profession: Software Engineer
Enterprise Systems Architect
Old Guy (i.e. "Consultant")

Industries: Military (ops & tds)
Finance (data & analytics)
Internet (ai & automation)



KCG



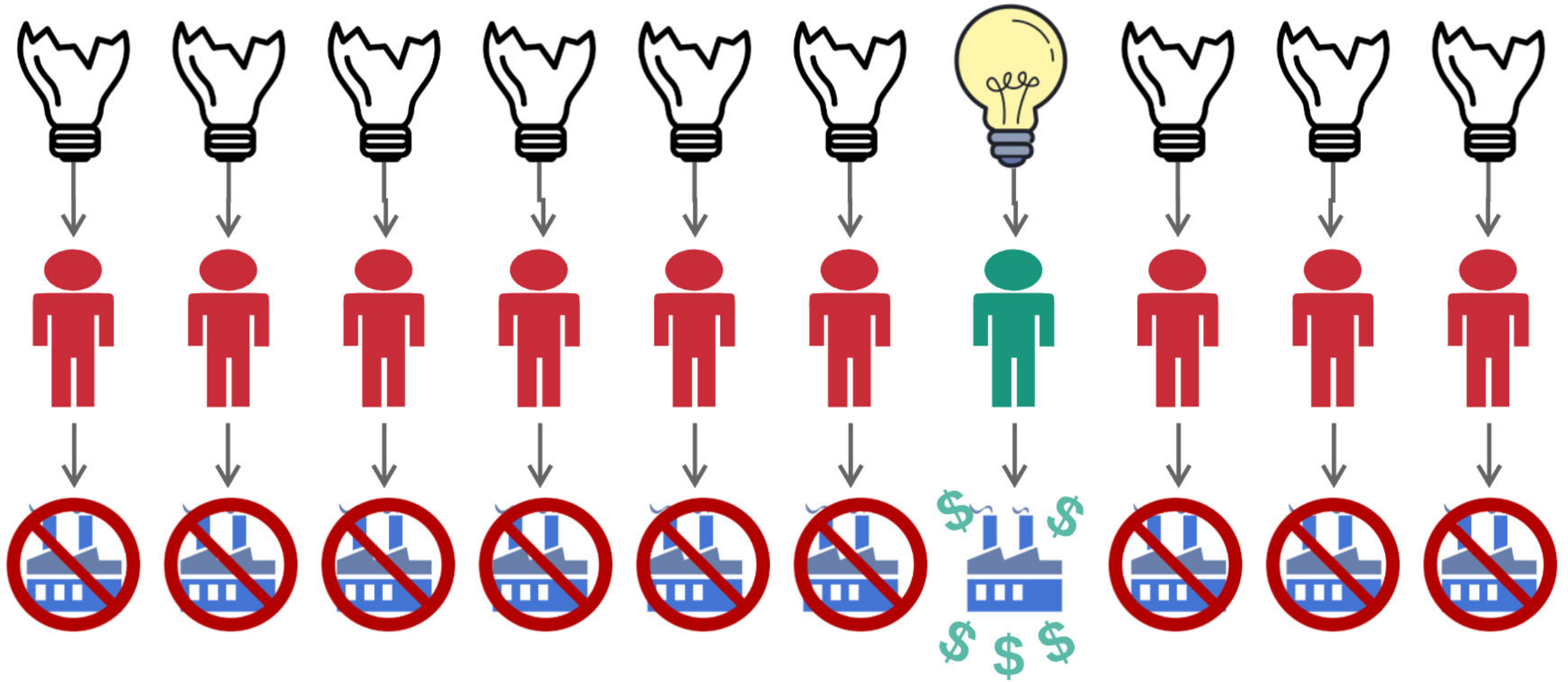
I BUILD TOOLS
THAT HELP PEOPLE
MAKE BETTER DECISIONS

Idea Economics | why most of yours stink

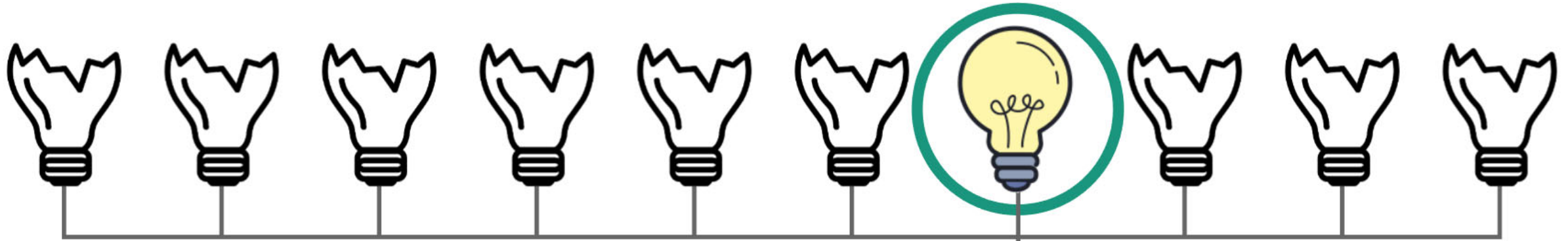
- 1 The more rare and desirable a thing is, the higher its value:
THE LAW OF SUPPLY AND DEMAND.
- 2 There is nothing in the world more valuable than a
REALLY GOOD IDEA.
- 3 Really good ideas are PRECIOUS and RARE... meaning
WORTHLESS ideas are COMMON. Including most of yours.

Q.E.D.

Idea Triage | ancient history

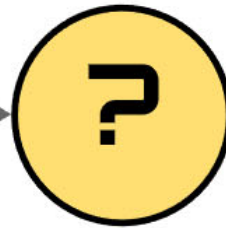


Idea Triage | this week

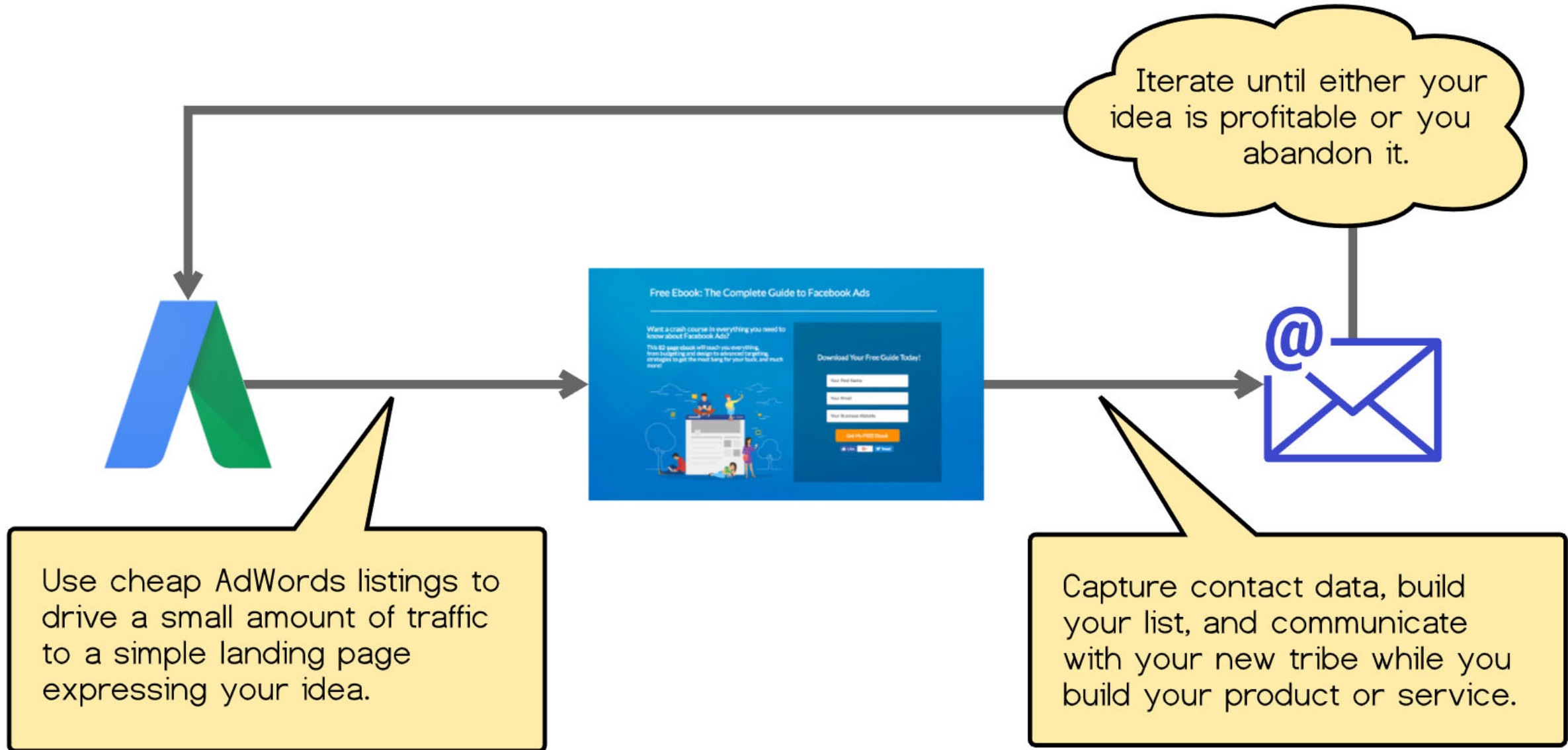


Discovery

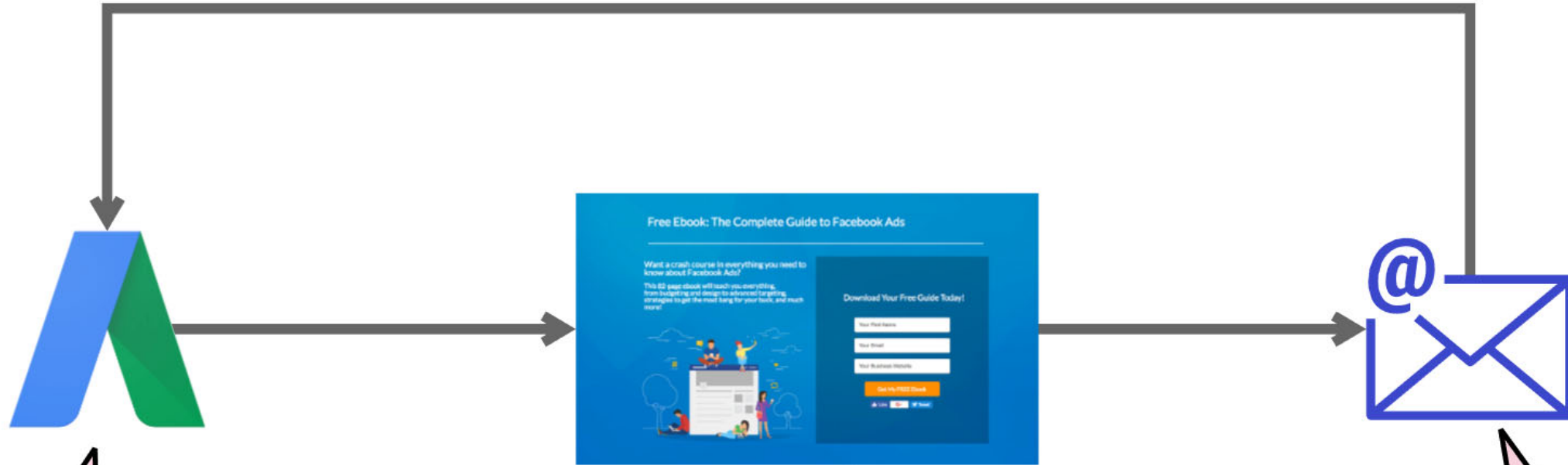
- ▶ Begin as early in the ideation process as possible.
- ▶ Run continuously & use early results to refine old ideas & develop new ones.
- ▶ Process must be cheap, lightweight, and **MASSIVELY SCALABLE!**



Discovery | ancient history



Discovery | ancient history



Google Ads no longer supports low-bid, low traffic ads. Neither do Facebook or Instagram!

It takes a day to build a decent landing page. You can spawn bad ideas much faster than that!

Exhaust your tribe with dumb ideas and they will tune you out before you have a good one!


Discovery | ancient history

The Bottom Line

With a few tweaks to account for technology changes, this is STILL a great process to use once you have narrowed your universe down to a handful of good-to-great ideas.

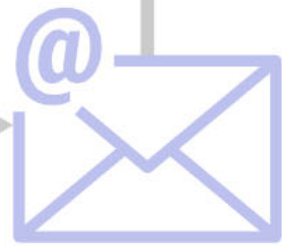
But as a method of discovering THOSE within a universe of thousands of dumb ideas...

IT'S HOPELESS.



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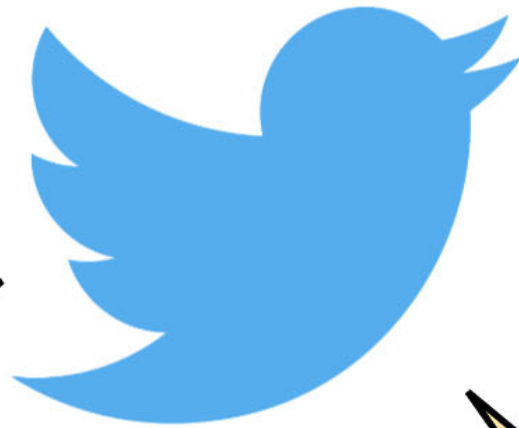
Discovery | this week

Twitter Ads still supports the low-bid, low-traffic use case.

No landing page required. Twitter registers engagement when users interact directly with a promoted Tweet.

No need to game the system. Write a message and add it to a campaign. That's it.

Low cost of iteration means you can iterate a LOT.



TWITTER ADS

Expose your ideas to true strangers. The good ones will create followers, and the bad ones won't annoy your tribe.

Harness the power of influencers, without dealing with influencers.

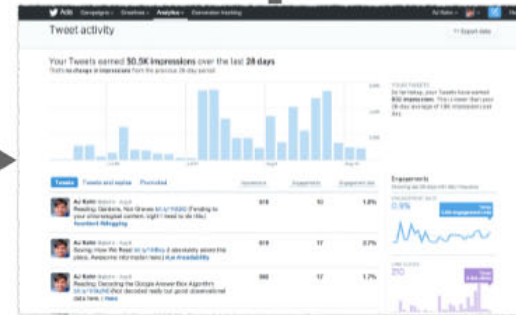
Deep analytics expose just what is resonating, and with whom.

Simple format keeps the focus on the idea rather than the presentation.

Discovery | this week



Iterate, adjusting both message and target demographic to bring both into alignment.



Use Twitter to express your ideas economically and promote them across your target demographic.

Use analytics to understand which of your ideas resonate, and with whom.

Discovery | this week

The Bottom Line

Developing and refining ideas is an intuitive process that ALWAYS takes place over time. Discovery adds quantitative muscle to something you already know how to do.

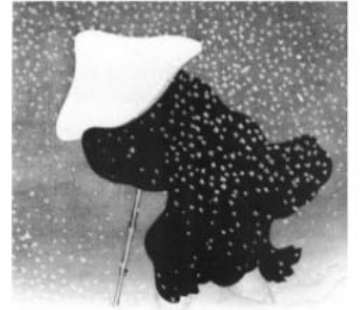
Take emotion out of the process. Reject bad ideas EARLY and OFTEN so you can focus on the good ones, because...

every good idea
contains within it the seed
of a better one

Use Twitter to ex
economically and
across your target

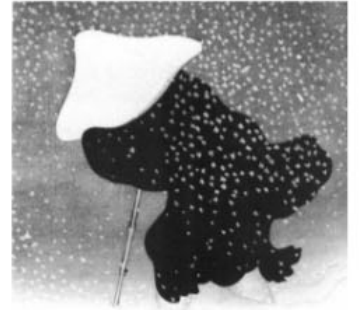
understand which
resonate, and with

For Example | tiny poems



- ▶ In 2013 I began posting haiku occasionally to Twitter account @17moraе. By 2017 I had established a backlog and started using a scheduling tool to automate posting.
- ▶ In late 2017 I started using Twitter Ads to test engagement. I quickly discovered that very low-bid ads could generate consistent engagement as long as they weren't actively SELLING something.
- ▶ I used demographic and influencer targeting to narrow the focus of my campaigns. Patterns emerged, and I let these drive the direction of new content.
- ▶ A "very high" Twitter Ad engagement rate is 1-3%. My current top 5 promoted tweets average 22% engagement over time, and my top EIGHTY are all over 15%!
- ▶ This year I am sponsoring an art contest. The outcome will be an illustrated volume entitled *100 tiny poems*, featuring my most engaging work. Winning artists will earn a piece of the book's revenue, and the contest will be judged by Twitter Ads.

For Example | tiny poems



Key Points

Each haiku is **self-contained** and independent of the others. Your ideas should be expressed the same way.

DO. NOT. SELL. Your goal is to provoke an engagement, not a conversion. Speak your truth, not your pitch.

Use external tools like TweepMap to **discover who influences your growing tribe...** and then target **THEIR tribes!**

Easy does it! Like all good things, great ideas take time to develop and grow.

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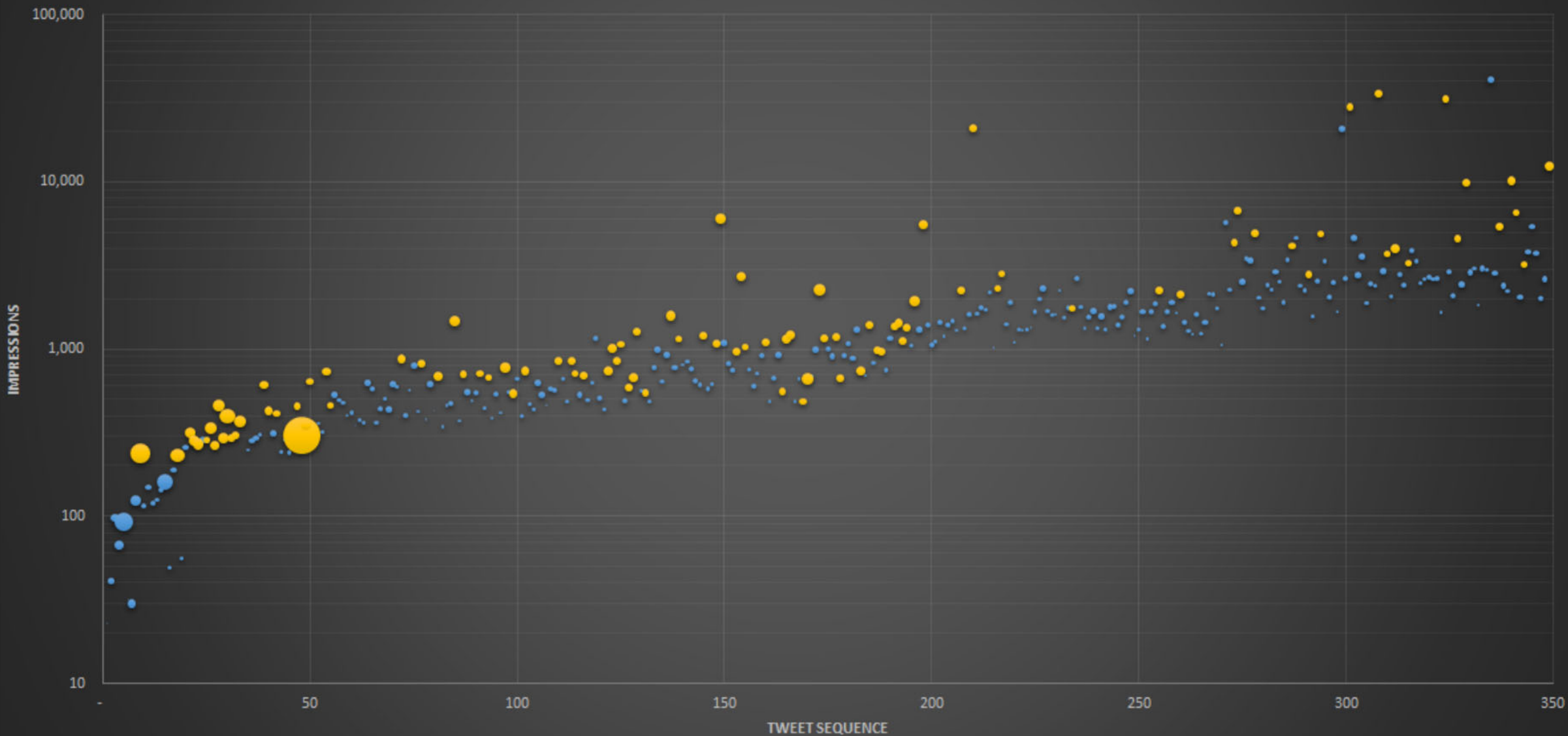
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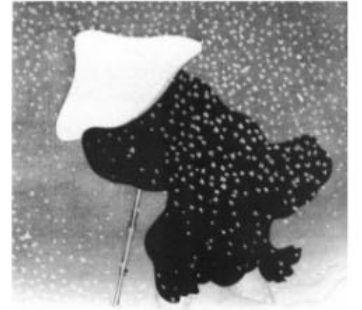
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Yield | exploiting the outcome



Wrap | in conclusion



Things we discussed today:

- ▶ We introduced the concept of idea Discovery, and explained why it is different from just selling stuff.
- ▶ We looked at the history of the Discovery process and examined why technology changes have left Twitter Ads as its most viable platform.
- ▶ We offered a live example of Discovery in action, demonstrating both the process in action and an exploitation of its outcome.

Things we left for next time:

- ▶ We didn't discuss follower campaigns, and how they can amplify the effect of the Discovery process.
- ▶ We didn't walk through procedures for evolving geographic and influencer targeting.
- ▶ We demonstrated a custom-built analytical tool but did not dive deeply into its data sources or construction.

End | contact me



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 @17morae

 tinypoems.blog