

Twitter Advertising insights - David Szetela's first-hand experience with Twitter ads

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What are the Twitter Advertising programs all about - and should you jump on board?

Twitter has been testing their advertising programs since late 2010, and beta user David Szetela's got the inside scoop. Fresh off a successful Twitter campaign for Guy Kawasaki's latest book, he's got exciting new insights on the programs, and some recommendations for getting the most out of them.

David's sharing all the details of his Twitter ads experience, his take on the tools, and his recommendations for implementation, in a free Market Motive webinar: [Twitter Advertising: Get the First-Mover Advantage with Sponsored Tweets and Accounts](#). It's your chance to get that early adopter insight on a new platform that you can't get anywhere else. David and Market Motive are making this webinar open to the public at no charge, so [sign up now for your Twitter Ads webinar](#) and mark your calendar for February 8th at 9:30 am Pacific.

For a sneak peek at David's thoughts, you can check out the MediaPost article on his beta [Twitter Advertising campaign](#) experience, and his reflections on the service.

Clix Marketing Founder David Szetela began supporting a handful of clients this week. Among them, Guy Kawasaki, who signed on to promote his forthcoming book: [Enchantment: The Art of Changing Hearts, Minds, and Actions](#).

Advertisers participating in the program must commit to three months, Szetela says. "Twitter plans to open up the platform to other beta users in February," he adds.

The self-serve platform lets advertisers create two types of campaigns: Promoted Tweets, which encourage users to engage with the tweet; and Promoted Accounts, which aims to increase the number of followers for an account."

[Read the whole article](#)

David is the go-to guru when it comes to stories on internet advertising platforms; he was also recently quoted in The Wall Street Journal's article on [The Price of Unwanted Ad Clicks](#).

"If I get a chance to show my ad twice to someone who expressed initial interest, I'm happier," Mr. Szetela said.

[Secure your seat on the Twitter Advertising webinar](#) to get David's first-hand opinions on this exciting new platform, and gain an early adopter advantage in the marketplace. It's a must for marketers who want to stay on the bleeding edge of PPC.