

SELF-SERVICE ADVERTISING FOR TWITTER



Those small businesses that are interested in purchasing advertisements on Twitter will have a much easier time doing so, as Twitter will be unveiling its new automated system, which allows advertisers to manage their own campaigns and the budgets they have set without the worry and hassle of having to deal with sales representatives. The system will become part of Twitter sometime during this year. However, when it is first released, it will only be available for the advertisers that use their American Express card. In fact, the American Express Corporation is buying at least \$100 in advertisements for Twitter for the first couple thousands of businesses that actually qualify, are located in the United States, and sign up under American Express with Twitter's advertisements. These advertisements commonly referred to as promoted products, will appear in the messages of Twitter users by the end of March. Twitter has many goals of becoming even more powerful than it already is which is why it has been working on the self-service advertising for quite a while now. It is hoping to one day reach the success that both Google and Facebook have managed to see over the past few years. Twitter was designed just about six years ago and has since attracted over 100 million different users from areas all around the world. Twitter is taking the initiative to work on ways to develop and attract even more users. The CEO of Twitter, Dick Costolo, says he is not influenced by Facebook and how well it goes. He claims that he actually does not pay attention to other companies and what moves their making, along with how well or how poorly they are doing. Instead, he thinks of how to build the company and maintain it so that it lasts a long while. The company is located in San Francisco and seems to be doing quite well, earning millions of dollars in the past year. Twitter, of course, will need some time to catch up with the competitors, such as Google and Facebook, especially since its advertisement revenue from last year was at about \$140 million while Facebook earned about \$3.2 billion and Google earned nearly \$36.5 billion. It is believed that this year, Twitter will earn more than it did in the previous year but it will still take plenty of time and effort to reach the earnings that both Google and Facebook seem to be raking in. Costolo expects the self-service advertisement system to thrive, grow, and do exceptionally well, especially since only small businesses that use American Express will be able to participate in the beginning of its release. It is a strategic move that will likely work for Twitter, not against it.

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