Module 3: Upload videos and create video ads

Twitter is more than just 280 characters. Media Studio is a one-stop shop for managing video and media on Twitter for your entire organization, whether you have one account or fifty.

We’ll focus here on video. In particular, we’ll concentrate on managing video creatives and creating video ad units using the Media Studio and the Cards library.

Let’s get started!

Learning Objectives:
You should be able to:

• Navigate Twitter Media Studio and the Cards Library
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• Compose creatives for Promoted Tweets, Video Website Cards, and Conversational Video Ads
• Articulate the process launching First View and In-Stream Video Sponsorship campaigns
• Preview creatives across devices
Media Studio and supported video formats

We understand that different planners take different paths for setting up campaigns. Twitter’s ad work flow is flexible, allowing you to find the best approach for your campaign and your agency.

We’ll focus here on a sample workflow for getting your video campaigns up and running quickly.

Many agencies prefer to start with creatives. Since this course is focused on video, we’ll start with how to upload videos into Media Studio in just a few steps:

1. Visit ads.twitter.com
2. Click on the “Creatives” tab
3. From the drop-down menu, select “Media”

Questions about video length or file formats?

You’ll find a complete list of current supported video formats here.
Media Studio overview

Media Studio is your first stop for building video creatives including First View, and In-Stream Video Ads and Sponsorships, as well as Promoted Video, Video Website Cards, and Conversational Video Ads.

In the Media Studio, you’ll be able to see all of your creatives. You can review, share, and organize your video and other media files.

Simple to use, Media Studio allows you to:

Select a media library
Choose between media you’ve uploaded or media files shared with you

Upload media
Upload media files for use in your campaigns, or to share with colleagues

Search for media
Choose between media you’ve uploaded or media files shared with you

Please note, the current maximum time limit for uploaded videos is 2 minutes and 20 seconds. Advertisers working with a Twitter Account Manager are eligible to request an increase up to 10 minutes. Contact your Twitter Client Partner if you’d like to upload videos over 2 minutes and 20 seconds.

For reference, here is a complete list of current supported video formats.
Upload a video in Media Studio

You can upload all media types, including videos and animated GIFs in the Media Studio. From here, the media can be used in the video ads you’re creating. The process is the same for all In-Stream and Video Ad formats.

You can upload a video to Media Studio in three quick steps starting in the Ads Manager.

Select Creatives > Media

In the media library, click Upload Media

Select the video to upload and click upload
Name, share, and describe your video

Once uploaded, you’ll see your video in the Media Studio and can quickly:

- Create a Tweet with the video directly from your video file.
- Add subtitles and manage sharing.
- Adjust basic settings. Create a title, description, video categories, and a call to action.
- Assign 1 or 2 video categories for your video. Categories will help match publishers to the right video content and ensure that your content is aligned with their programming.
- You can choose to add a call to action. (Consider using a Video Website Card to drive action to a website.)
Create a Promoted Video Card directly from a video file

You can create a Promoted Video Card directly from a video file. From any video file:

Click “Tweet.”

Add Tweet copy, “What’s happening?”

Click “Tweet.”
Create a Video Website Card

Similar to the Media Studio, the Cards Library allows you to create new Cards and to browse or search for existing Cards.

Once you’ve uploaded your video assets, you can create Promoted Video Tweets or other video ad formats and see them all in one place.

Here, we’ll walk you through the creation of a Video Website Card.

To compose a Video Website Card from the Cards Library:

1. Click “Create Card.”
2. Click “Select Video.”
3. Set your destination URL.
4. Name your card and click Preview.
5. Create a headline.
Cards Library overview

Similar to the Media Studio, the Cards Library allows you to create new cards and to browse or search for existing cards.

Once you've uploaded your video assets, you can create Promoted Video Tweets or other video ad formats and see them all in one place.

To get to the Cards Library:
1. Click the “Creatives” tab in Ads Manager.
2. Select “Cards.”
Create a Conversational Video Ad

You'll follow a similar process for creating all video ad formats based on Promoted Videos. Here, we'll walk through the creation of a Conversational Video Ad.

To compose a Conversational Video Ad:

Select your video. Add tweet prompt and headline. Add thank you text, card name and thank you URL (optional).

Click “Preview.”
Preview Creatives

With your creatives complete, you’ll want to preview them to get a sense for how people on Twitter will experience your ads.

Creative Preview allows you to see what the ad will look like across desktop and mobile operating systems.

Once you’re satisfied with how your creatives look, you can add them to campaigns in the campaign build flow, which we’ll walk through in the next lesson.

To preview your creatives:

Click “Preview.”

Select the operating system to preview “iOS, Android, Desktop.”

Click “Create.”