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

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

Step 2: Choose your objective

**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.

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

Step 8: Set up ad group similarly to campaign setup. Fill in all of the categories
Step 9: Select gender, age range, locations, etc.
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

Make sure you are choosing from the NBC handle using arrow to the right
Choose from Promoted-only Tweets using arrow

Tweet

Name of NBC account @ NBC handle 20h

The tweet you are amplifying here
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.