



Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



This is Sasha.

With experience across multiple industry verticals, she knows how to tailor platform best practices to individual business objectives.

Typical Training Content

An introduction to advertising on Twitter exploring where the platform sits in the Paid Social space, audience capabilities and unique creative formats. This session covers how Twitter is best utilised within a social media strategy.

- ▲ Goal-based advertising
 - ▲ An overview of the buying mechanics on the platform and the impact pricing models and objective have on performance outcomes.
- ▲ Flexible ad formats
 - ▲ An outline of all the available ad formats on Twitter and where they're most effective, from generating awareness to driving direct response.
- ▲ Unique targeting capabilities
 - ▲ Breaking down the vast targeting methods to illustrate the best ways to reach and engage a target audience, from interests and behaviours to topics of conversion.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

