

Social media platform X

X (formerly Twitter) is a social media platform on which users can publish and interact with short messages.

In online marketing, Twitter is used to increase brand awareness and communicate with the target group. Companies can place adverts, use organic tweets and address specific topics. The advertising formats include text adverts, images, videos and interactive content such as surveys and competitions.

The takeover by Elon Musk at the end of 2022 and the renaming of the platform from "Twitter" to "X" resulted in various fundamental changes. One of the most important innovations is the introduction of premium accounts.

Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✗ Programmatic advertising
- ✓ Self service tool, media buying platform
- ✓ Marketingportals, Marketing automation platforms

Media segment

- ✓ Internet
- ✓ E-commerce
- ✓ Social media
- ✓ Mobile
- ✗ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✗ Radio, audio
- ✗ One-to-One
- ✗ Household, office
- ✗ Internet of Things

Media type

- ✓ Digital
- ✗ Print
- ✗ Analogue

Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✓ Business-to-Employee

Marketing objective

- ✓ Brand awareness, increased audience reach
- ✓ Lead generation, new customer acquisition
- ✓ Customer care
- ✓ Sales increase
- ✓ Employee recruitment

Customer Journey

- | | | |
|-----------------|-------------|------------|
| ✓ Awareness | ✓ Purchase | ✓ Advocacy |
| ✓ Consideration | ✓ Retention | |

Ad media

- | | | |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner | × Google Business Profile | × Roof objekt |
| × Advertorial | ✓ Influencer | × Sales talks |
| × Annual report | ✓ Landing-page, microsite | × Self service terminal |
| × Appointment calender | × Location Based Service | × Shopping cart |
| ✓ Audio, radio spot, audio file | ✓ Mobile payment systems | × Sign, labelling |
| × Augmented Reality | × Newsletter | ✓ Social media advert |
| × Beach flag, flag, roll-up | × Newspaper, magazine, periodical | ✓ Social media company page |
| × Book, E-book | × NFC | ✓ Social media posting |
| × Brochure, flyer, inserts | × Offer, quotation | ✓ Social media profile page |
| × Catalogues, price lists | × Office equipment | × Sponsoring |
| × Chat, chatbot | × Office files | × Spontaneous event |
| × Company entries | × Operating instruction, user manual | × Structured company data records |
| × Configurator | × Passers-by addressing | ✓ Survey |
| ✓ Contact form | × Petrol pump nozzle | ✓ Telephone and video call service |
| ✓ Content SEO-optimised | × Postcard | ✓ Unboxing |
| × Credit card | × Poster, billboard, pillar | ✓ V-card |
| × Customer card | × Product live demo | ✓ Video spot, moving image |
| × Display, monitor, citylight, megalight | × Product packaging, product labeling | × Virtual Reality |
| × Display stand, light box | × Product sample | × Virtual, voice assistant |
| × E-mail, signature banner | × Programmatic print | ✓ Vouchers, coupons, discount cards |
| × E-paper | × Promotional items | × Web layer |
| × Event | × Push, text messages | × White paper |
| × Exhibition stand, event modules | × Quality seal | ✓ WLAN for visitors |
| × FAQ | ✓ QR code, link | |
| ✓ Games, competitions | × Rental addresses, target group areas | |

Connected media channels

- Affiliate programme
- App (Advertising medium)
- App (Brand, topic)
- Audio streaming platforms
- Community
- Consulting, support, training
- Customer loyalty programme
- Digital signage, POS TV
- Email, email newsletter
- Event
- Field sales force
- Guerilla marketing action
- Household distribution
- Influencer marketing

Location-based service
Messenger
Navigation system, map tool
Newspapers, periodicals, magazines (publishing objects)
Online comparison portal
Online directory
Online marketplace (Advertising medium)
Online shop (Brand)
Out of Home (OOH)
Podcast (Advertising medium)
Point of sale (POS), Showroom
Print mailing
Product, service (Advertising medium)
Product, service experience
Public Relation
Radio
Recruitment platform
Retail media platform
Reviews, recommendations
Search engine advertising (SEA)
Search engine optimisation (SEO)
SMS
Social media platform Facebook
Social media platform Instagram
Social media platform LinkedIn
Social media platform Pinterest
Social media platform Snapchat
Social media platform TikTok
Social media platforms
Social-Media-Plattform Reddit
TV streaming platform, Connected-TV
Video streaming platform
Video streaming platform YouTube
Website (Advertising medium)
Website (Brand, topic)