# The Pitfalls Of Marketing On Twitter

Marketing online is a great way to reach consumers where they spend most of their time. Social media is also a great tool that can keep people and brands connected. As advantageous as these platforms may be, there are still some downsides that come with online marketing. Today, we are going to briefly discuss some of the pitfalls that come from marketing yourself your brand on Twitter.

Hard to Operate UI

Twitter is easy to use as a casual member, but when you are looking to operate an ad campaign as a brand, things can get complicated. The Ad interface is rather hard to navigate . If you are looking into it for the first time it can take weeks or even months to become comfortable with the system. Most companies or brands are not looking to spend that amount of time just learning a system for moderate returns.

Spotty Support

Twitter is a great place to connect, but connecting with the platform's support can be a nightmare. If you have a problem with your account or even with an ad campaign, it is impossible to get in touch with a real person in a timely manner.

Proper Ad Account Setup is Difficult

The platform assigns everyone a score, and if you are a brand or company that score can determine if your ads are shown. Depending on the score you are given, your ads may be pushed down or not shown at all. What's worse, you have no way to see or improve your score manually.

The Cost of Ads

The cost of ads on the platform is on a per-click scale. Depending on how much you bid per click, your entire budget can be spent in under a day. If your ROI is high then the cost may be worth it, but overall, it usually isn't. This problem can be avoided if you keep an eye on your per click cost. That means when you run a campaign you should wait until you are getting regular traffic before raising your bids.

The Silver Lining

While there may be some downsides to marketing on Twitter, there are plenty of positives that make it worth the effort. For example, there are far fewer people marketing on the platform than other forms of social media. This alone will make it easier to get your message out to people who may be interested in what you have to offer.