Twitter Thread by Julian Shapiro

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THREAD: I've helped 200+ startups grow their newsletters.

Email marketing tactics ■

People reflexively ignore welcome emails after signup.

• Delay welcome emails by 45min to bypass this reflex

• Send the email from a person—not the business. Julian Shapiro is more human than https://t.co/8y68CQzBOR

• Use unique subjects:
■ Welcome
■ Grammerly = Bye Typos

Make it seamless to refer

• Remind readers at the end of each issue that they can refer others. Include a link.

• Have a web version of every issue so they can be easily shared outside of email

• Consider rewards: Send a monthly bonus issue for referring 5 friends

SEO can be a vanity metric if it doesn't convert to leads.

• Offer readers quizzes to identify the best products for them. Require an email to see results.

• Create Buyer's Guides: Make PDFs with nice visuals to help readers learn skills. Require an email.

When pitching your newsletter on your site:

• Show a sample issue on the page. Prove how high quality your content is.

• Give them control over how often they get emailed. Some want weekly, but others REALLY want monthly. High volume can burn you and your readers out.

For some startups, non-payment causes up to 50% of churn.

• When a card fails, retry it. 20% of payments are resolved on attempt #2.

• No work? Email customers a mobile-friendly link w/ no password needed to update the card.

• No response? Send an SMS

I ran a Twitter poll asking what percentage of the newsletters people subscribe to do they get fatigued of.

Answer? 80%.

Suggestion: Consider sending fewer emails. Make each really count.

After newsletter signup, send subscribers a sample issue:

Piece together your best content from past issues into a super-issue.

This gets them anticipating your next issue, and it makes them less likely to insta-unsubscribe once they get it.

Make emails fun—not just educational.

Consider injecting a few memes, jokes, or interesting links from around the web.

Give readers a dopamine hit upon opening your email.

When pitching Twitter followers to become newsletter subscribers, two ideas:

• Obvious: Link in your bio.

• Less obvious: Cut a tweet thread short and tell people to subscribe for the rest of the thread's insights.

Recap:

• Make referring seamless.
• Consider sending fewer emails.
• Send a super-issue upon signup.

Follow for more fun growth tactics:

https://t.co/aDhPocOLgK

I've noticed something that successful startup sites have in common.

Their signup buttons follow a marketing pattern.

Buttons describe WHAT you get by signing up:
\u2022 Read free
\u2022 Create meal plan

They don't say:
\u2022 Get started \u2190 \U0001f634

Always remind people what's in it for them. pic.twitter.com/6EhZpw1HGF

— Julian Shapiro (@Julian) January 7, 2021