

Twitter Thread by Growth Tactics



Growth Tactics

[@GrowthTactics](#)



We found 6 startups that are growing way faster than everyone else.

We figured out their unconventional growth tactics.

This thread walks you through how to repeat them for yourself.

1/6 Experiment with timing.

Here's a clever example:

[@brooklinen](#) "leaked" a time-bounded discount and had one of their *best* revenue days of the year.

Great startups experiment not only with copy/creative, but also framing.

EMAILS

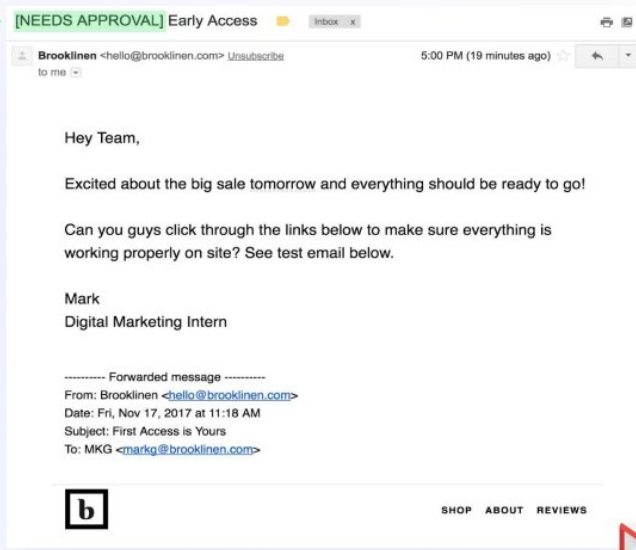
Get creative with promo emails

Brooklinen staged a
"mistake" email before
Black Friday.

Customers jumped on it, and
they had one of their best
ever revenue day

People respond to
time-bound deals

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2/6 Get people to FEEL the problem your startup solves.

Here's how Muzzle (notification hiding tool) uses their site to visualize the problem:

- Shows cringey notifications
- Makes them super vulgar
- Points out how Muzzle puts an end to this during Zoom calls

LANDING PAGES

Add images that visualize the problem

The screenshot shows the Muzzle landing page. On the left, there's a logo with a dog's head and the word 'muzzle'. Below it, the text reads 'a simple mac app to silence embarrassing notifications while screensharing'. A prominent orange 'Download' button is in the center. To the right, a list of example notifications is shown, including messages like 'Ugh, we are NEVER doing blow again.', 'Are you sure your wife won't find out?', 'Your boss sounds like a tool.', 'I think Lzaine is cheating on you.', 'Oh my god, you are so dirty! I love it!!!', 'Need fix n chill? hmu', and 'Seriously, he just like drooled all over me.'. A green line points from the text 'Show don't tell: Hero image visualizes the problem' to the notification list. Another text 'Your CTA becomes the obvious solution' points to the 'Download' button.

Show don't tell: Hero image visualizes the problem

Your CTA becomes the obvious solution

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3/6 Poach potential customers from competitors:

- Create landing pages that compare you against them
- Address customers' biggest objections
- Show your product in action

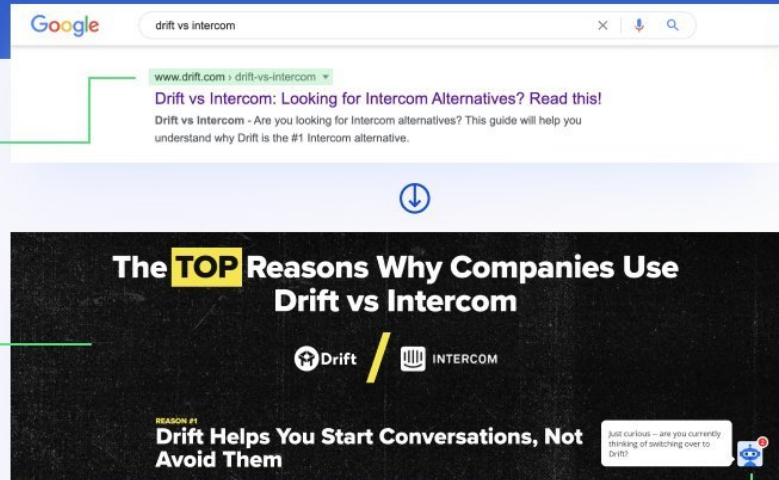
Then, when people search for you versus your competitors, you'll show up on the Google results page.

How to win customers from competitors

Drift created landing pages for **comparison** Google queries

People know Intercom. Drift **piggybacks** off them to show why they're better

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Chatbot showcases their product with **targeted question**

4/6 Improve your attribution.

It's often unclear what drives a purchase.

So try this:

- Add a post-purchase survey asking customers how they found you
- Remove friction—limit choices. Make it super easy to quickly select the right one

Attribution helps you double down.

How to improve attribution

Thanks for upgrading!

Can we ask how you heard about us?

- ☐ Facebook post or ad
- ☐ YouTube video or ad
- ☐ Twitter post or ad
- ☐ The Webflow blog
- ☐ Referral (from a friend, coworker, etc.)
- ☐ Google search
- ☐ Other

Submit

Immediately post-purchase, Webflow asks customers where they **heard about them**

Remote friction: **Limited options** make it easy for customers

Create **tension**: Webflow forces a submission to proceed

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5/6 Get more people to open and read your emails.

How? Don't hide behind a company name:

- Set yourself as the sender name.
- Make your email icon your headshot.

Most importantly: Write using your real, friendly voice.

Emails from real people get opened more



Welcome to XYZ's Newsletter!



XYZ COMPANY <reply@xyzcompany.com>
to me ▾



The Growth Newsletter #022



Inbox ×



Julian Shapiro <julian@e.demandcurve.com>
to me ▾

Real photo of a human, not a logo

Real name

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6/6 Create better landing pages:

- Handle the most obvious objection upfront
- Use negative space to direct people's eyes to your header

Key: Don't give people too much to read. Be clear then get out of their way.

LANDING PAGES

Write header copy that visitors can't ignore

1. **Unmistakable value prop:** learn a language

2. **"Free"** lets them know this isn't a sales pitch

3. **Layout:** Negative space makes copy **hard to ignore**

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The screenshot shows the Duolingo landing page with a dark blue background and a starry space theme. A green line connects the first point to the 'Learn a language for free. Forever.' text. A green box highlights this text. The 'GET STARTED' button is highlighted in green. The bottom navigation bar shows flags for Spanish, French, German, Italian, Portuguese, Dutch, and Japanese.