

Twitter Thread by GREG ISENBERG



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I built communities that created 83m new customers in 2020 with this marketing framework

I'm curious your thoughts

A startup marketing manifesto:

Connect the disconnected

1. Find people who want to pursue a goal (ex: new immigrants in the US, learn tennis etc)
2. Accelerate them

This will do more for your business than you can imagine

Customers need to feel lucky. Like the chosen ones

Lucky to be a part of the community. Lucky to buy the product. Lucky to be a part of your story

If you nail the "luckiness" feeling, you can drive your marketing costs to zero

How to jumpstart & structure community:

- Masterclass for X
- Clubhouse for X
- Q&A platforms
- Small virtual events
- Gaming events
- Text your community's leader
- etc.

Have a design aesthetic. Own it

Make sure your niche is in love with it

Daring design aesthetics pay dividends

Amplify social proof

Social proof probably drives 80% of our economy

Are you amplifying enough?

The missing tab on 99% of websites: What we stand for

Stand for something

"What we stand for" matters more now than ever

Community is a retention machine. It drives human connection

And connection keeps customers

Don't spend your budget on large influencers. Partner with microinfluencers

Best bang for the buck

Start small to go big

Build a double-sided referral program

1. Reward current customers (\$10 off your next purchase)
2. Reward prospects (\$10 when you sign up)

Everybody wins

Tell a great story. Almost every product sold comes with a story

Easier said than done. DM and try to answer as many questions on storytelling as humanly possible

Great stories aren't told to everyone. They are told to niches.

Be emotional

Companies that wear their hearts on their sleeves feel authentic. It cuts the noise

Emotional connection sells more than product features

Be different

"If you want to stand for something. You can't stand for everything."

Say no to being the same.

Internet marketing stunts works. It will be your "big break"

What's something that your audience will eat up?

Think big. Then think bigger.

Not investing in community is an expensive habit

The tiny cost of building a community is dwarfed by the huge cost of not trying

Start today

Build an email list as early as you possibly can

Relying on Facebook etc is risky business

"100 true fans" is the new "1000 true fans"

You don't need customers. You need hardcore customers

Find them first, and then you'll find your customers

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