

Twitter Thread by Harry's Marketing Examples



Harry's Marketing Examples

@GoodMarketingHQ

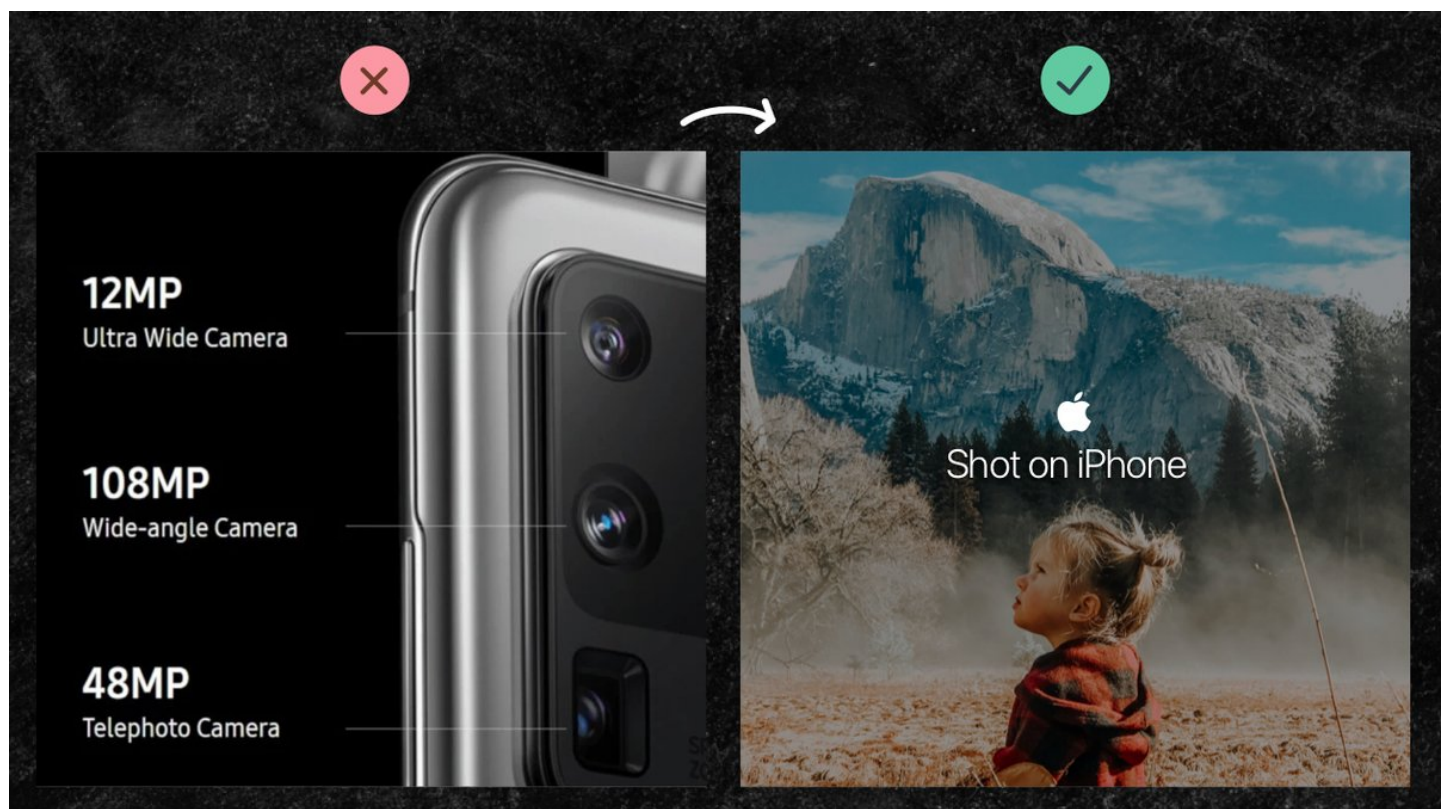


100,000 followers. Wow. I remember the first 100.

Let's turn back the clock.

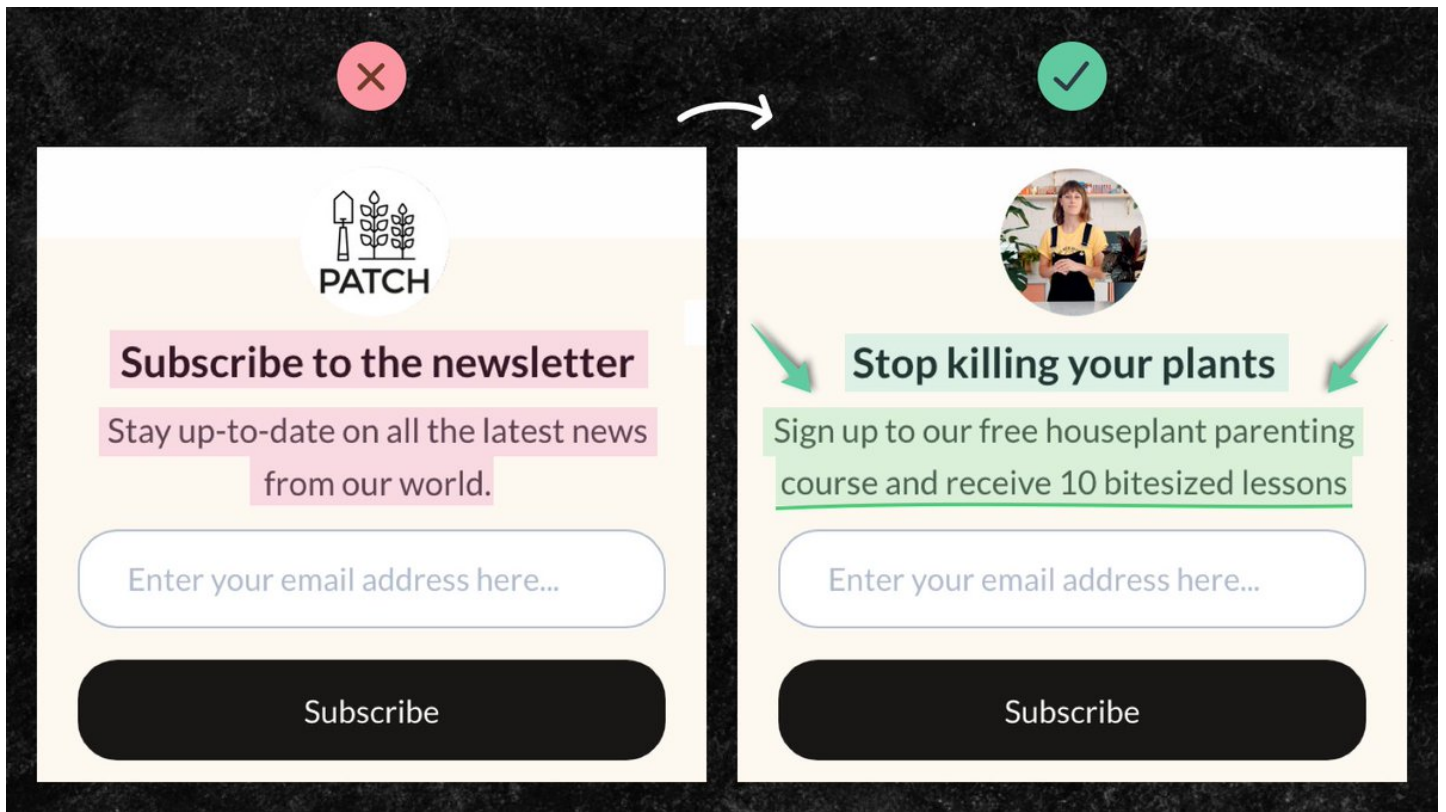
Here's the 7 marketing tips YOU found most useful from the last two years ■■■■

Sell outcomes, not features



Don't think about "capturing emails"

Think about creating something worth subscribing to



Rihanna's a great copywriter



Simple CTA trick:

Add a few words to your button to handle the user's biggest objection to clicking



My favourite landing page formula:

- 1/ Explain the value you provide (title)
- 2/ Explain how you'll create it (subtitle)
- 3/ Let the user visualise it (image)
- 4/ Make it believable (social proof)
- 5/ Make taking the next step easy (CTA)

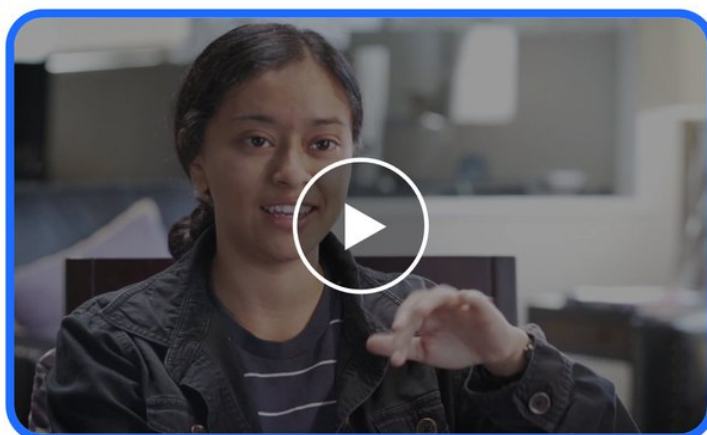
everydae

Ace the SAT with just 10-minutes of studying a day

10-min microlessons designed to boost confidence and make SAT strategies easy to remember.

Get started for just \$1

★★★★★
(5/5 from 700+ users)



See Everydae in action :)

Hey Jane,

Problem — I'm a big fan of the podcast, but – I noticed the audio's a little crackly. Guessing you're using Zoom?

Solution — I run [Podcastr](#). We record remote podcasts. But, unlike Zoom **we don't compress audio**. So I think you'd get a cleaner sound.

Incentive — If you'd like to give it a try, I'll credit your account with a few months free. Any questions? Happy to help.

Best, Harry

Same title. Same painting. Same subreddit. One gets 300 votes. The other gets 70,000.

Make your marketing REALER.

Made a watercolor painting of Geralt of Rivia from The Witcher :) ❌



↑ 367 ← r/gaming

Made a watercolor painting of Geralt of Rivia from The Witcher! 🐾 ✅



↑ 70.7k ← r/gaming

100,000 is a lot. It's funny to look back.

I'd hang out on forums, help people out, and tell them about my site. That's how I started.

"You can't wait for users to come to you. You have to go out and get them" — [@paulg](#)

The image shows a screenshot of a forum thread on a dark background. On the left side, there are three text annotations with colored lines pointing to specific parts of the forum post:

- Don't sell** (pink line) points to the first line of the reply: "Hey Shiv, I was in your shoes this time last year. Started reading a lot on the subject. Here's some of the best stuff I found:"
- Be helpful** (teal line) points to the bulleted list of resources.
- That's how I got people's attention** (green line) points to the paragraph: "I got so into it that I set up my own thing — Marketing Examples — where I share short, sweet, real world examples of great marketing. Poured months into it. And genuinely think it will help you. All free."

The forum thread itself contains the following text:

5 I want to get better at SaaS sales and marketing
shivpatel · a year ago · [-] · **REPLY**

16 Hey Shiv, I was in your shoes this time last year. Started reading a lot on the subject. Here's some of the best stuff I found:

- Ahrefs YouTube - SEO goldmine
- Growth Design - Comic book style product tips
- Matthew Kobach's Twitter - Taught me a lot about social media
- Everyone Hates Marketers - Marketing podcast. Refreshingly blunt
- Zero to Marketing - Short case studies about how to grow startups

I got so into it that I set up my own thing — Marketing Examples — where I share short, sweet, real world examples of great marketing. Poured months into it. And genuinely think it will help you. All free.

Finally, I'll add that no amount of **reading** is a substitute for **executing**. *The map is not the terrain* — Nassim Taleb

harrydry · a year ago · [-] · **REPLY**

Anyhow. Thanks for reading the tips. And helping this grow. It means a lot.

I'll leave you with a photo of me making the website two years ago.

Excuse the ironing board and cardboard window. We'd just moved in.



PS — If you enjoyed these tips (and would like more) you might like my newsletter.

I know you're busy. It's short, sweet, and practical. Would love you to join ■ ■

Over and out — Harry

<https://t.co/7gnJQydfDz>