Twitter Thread by Harry's Marketing Examples

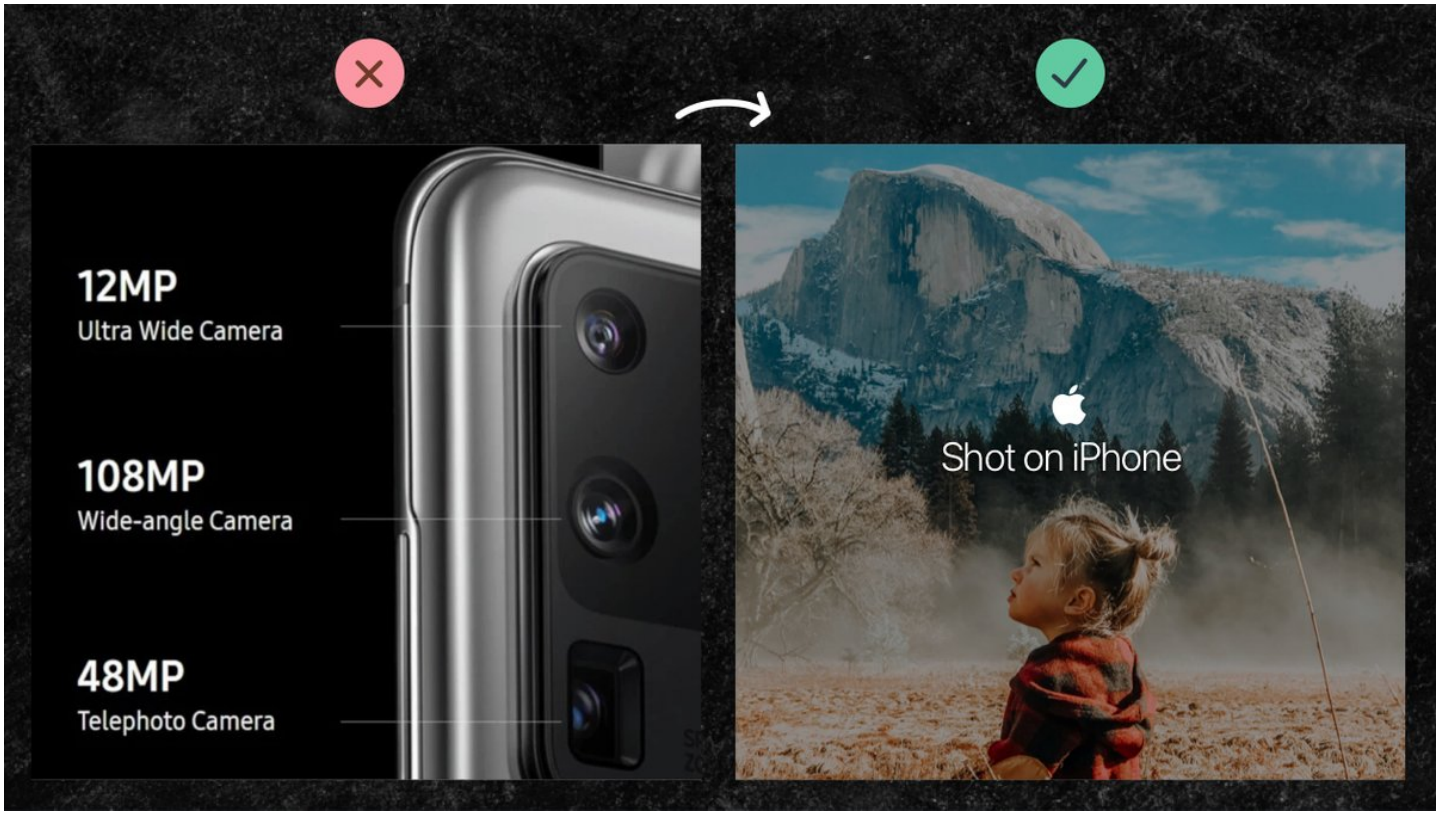
Harry's Marketing Examples
@GoodMarketingHQ

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

Let's turn back the clock.

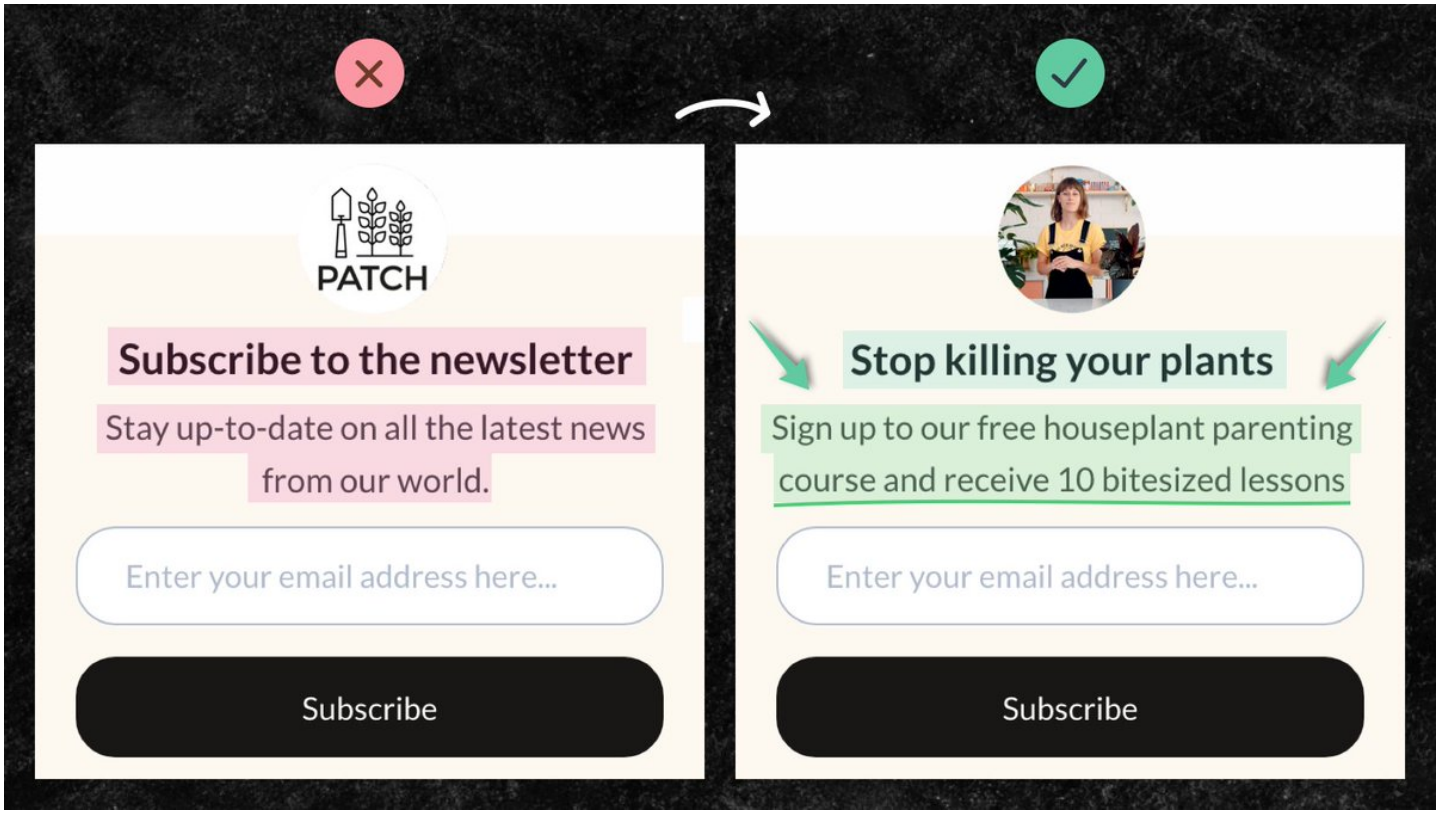
Here's the 7 marketing tips YOU found most useful from the last two years ■■■

Sell outcomes, not features

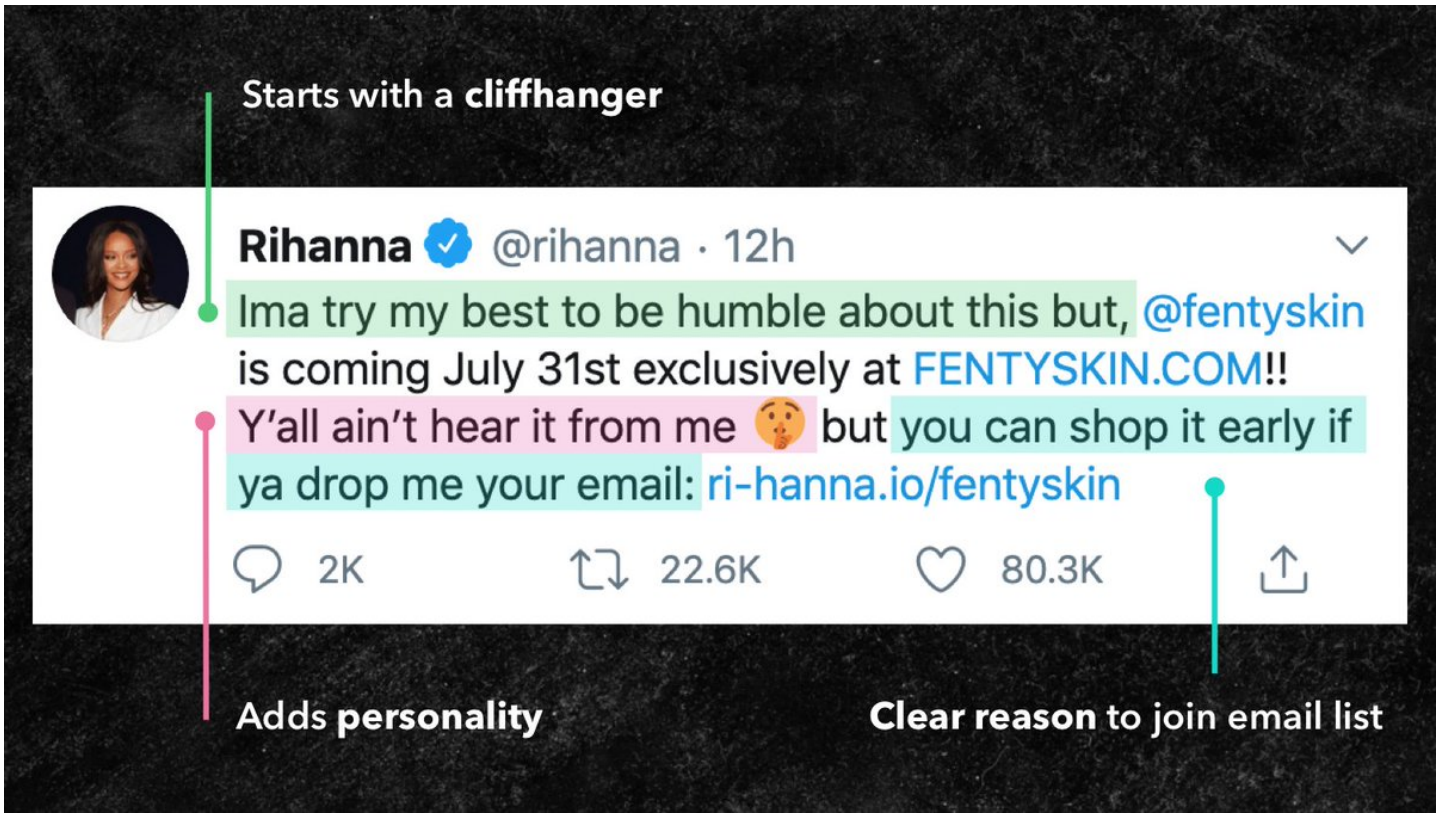


Don't think about “capturing emails”

Think about creating something worth subscribing to

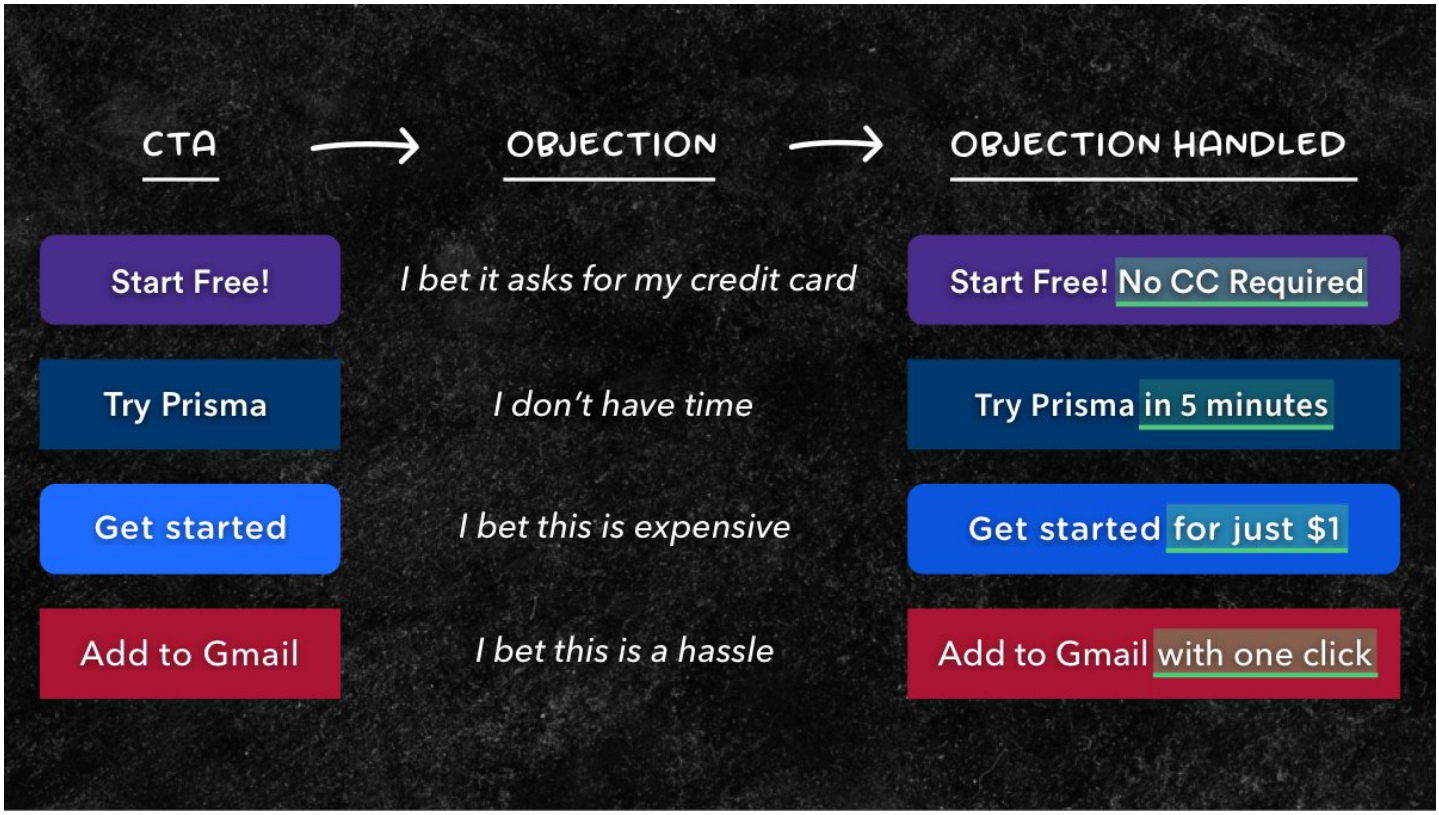


Rihanna's a great copywriter



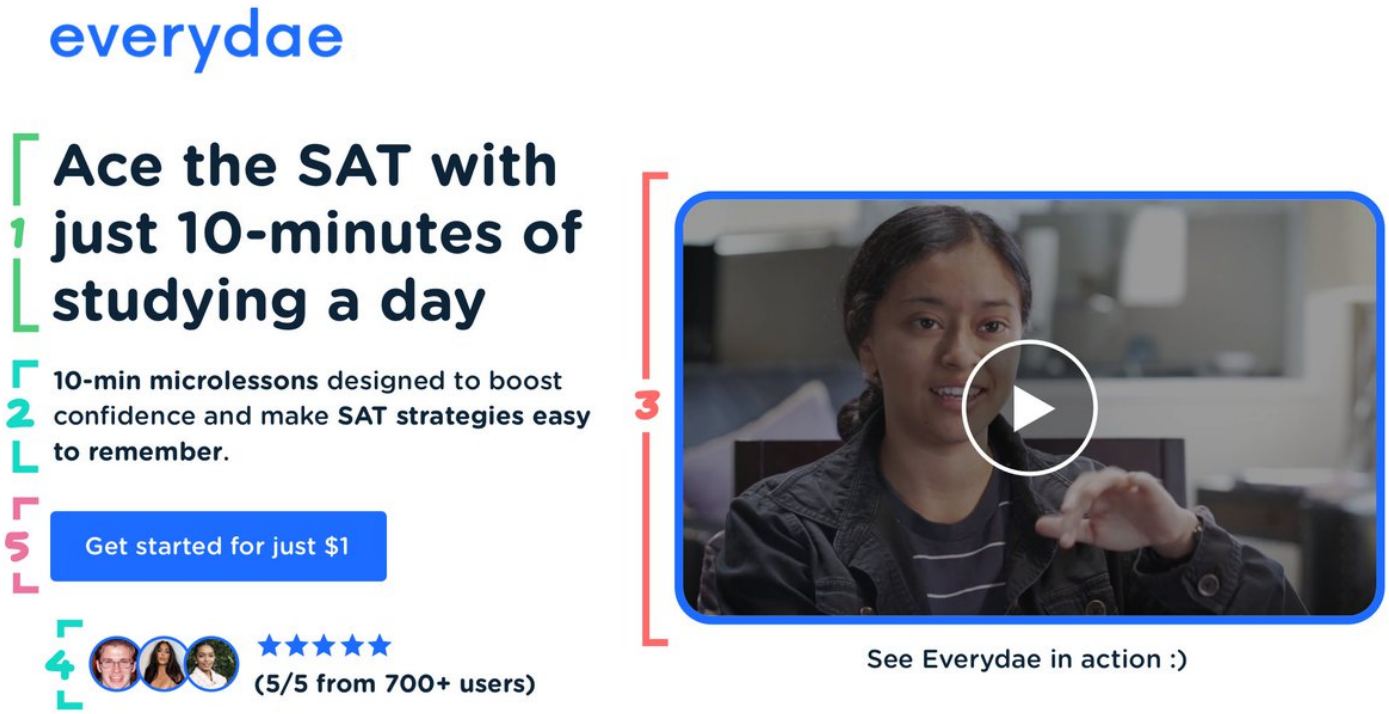
Simple CTA trick:

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

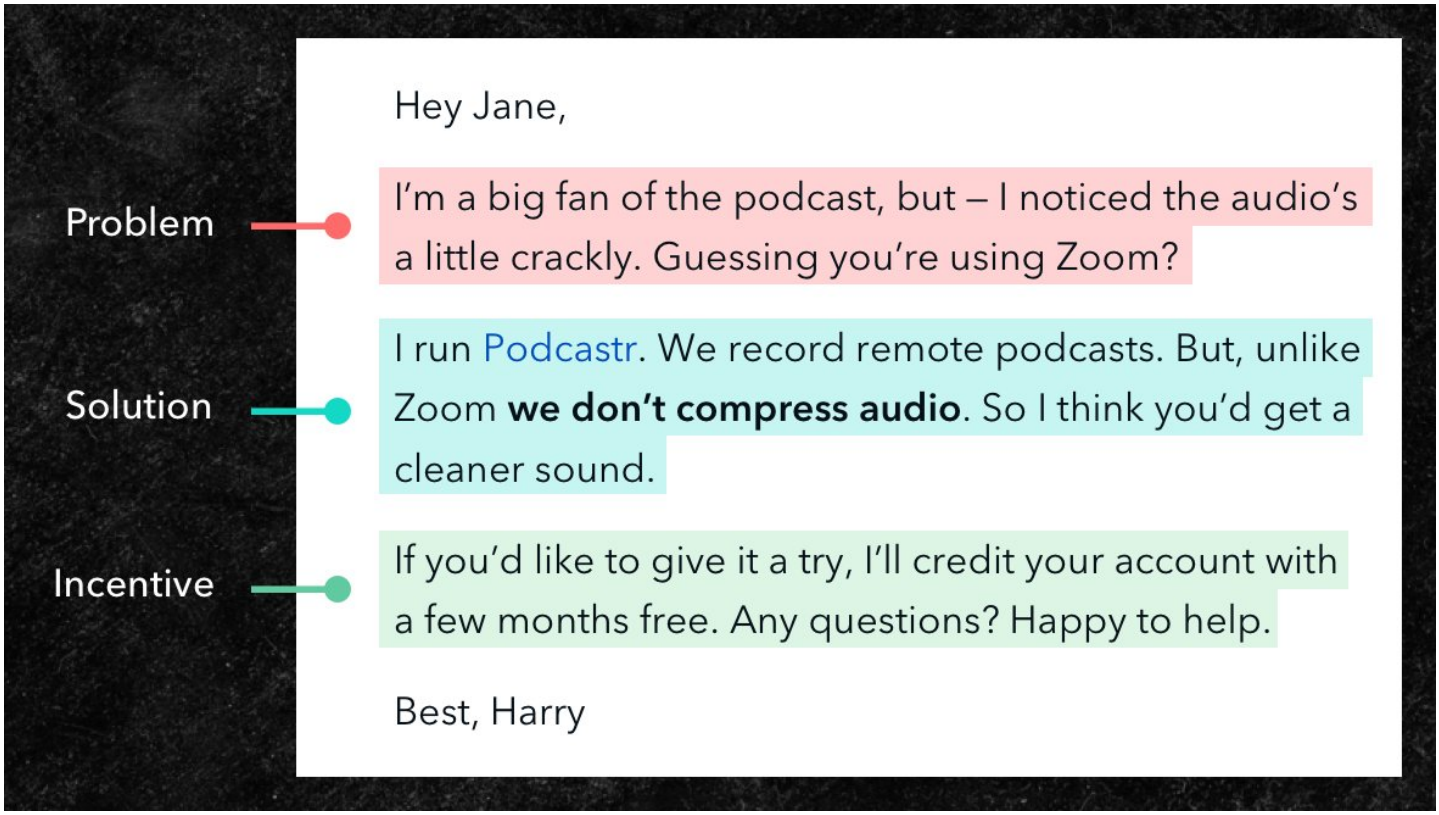


My favourite landing page formula:

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)

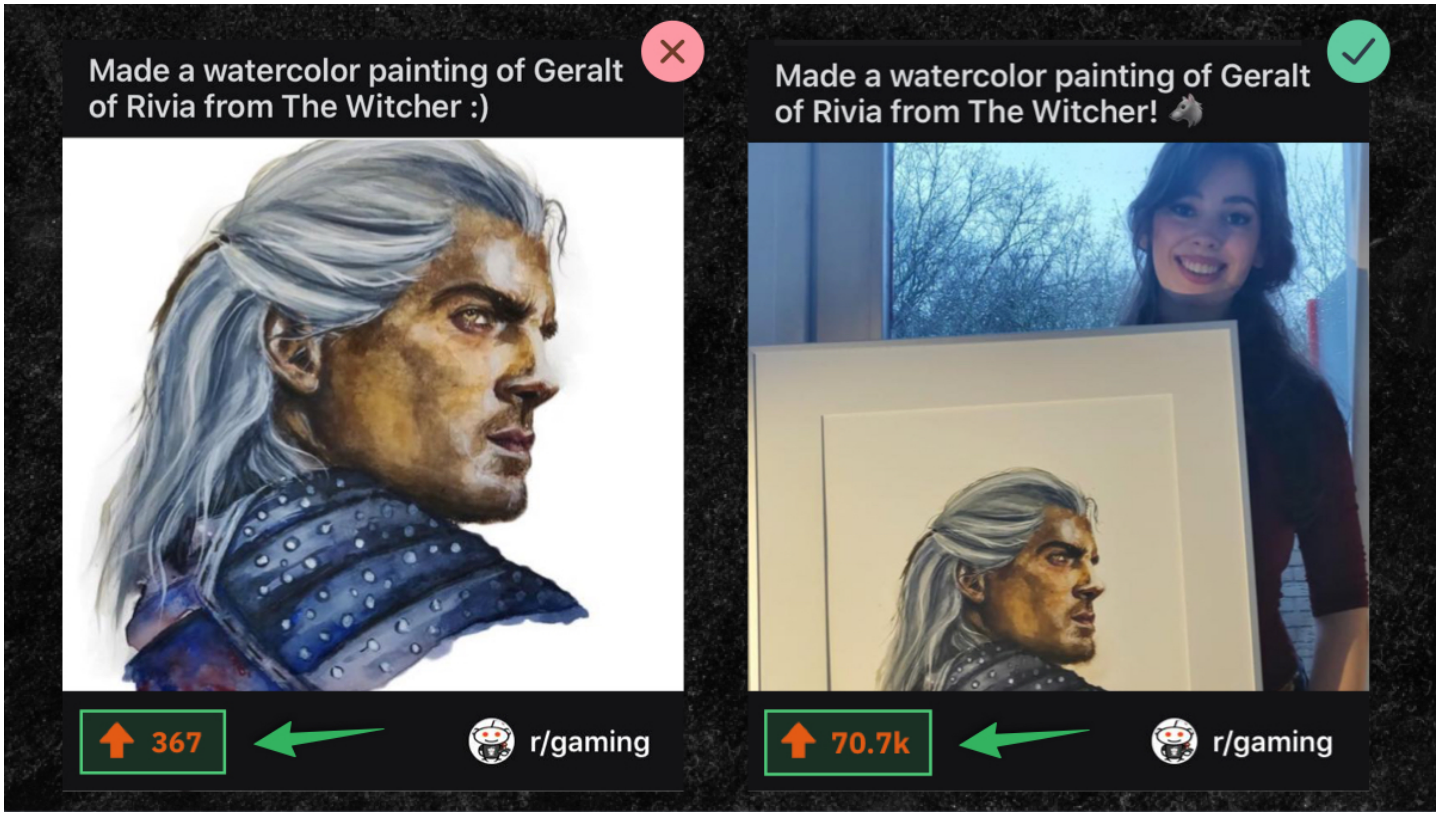


Cold emails should be simple



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

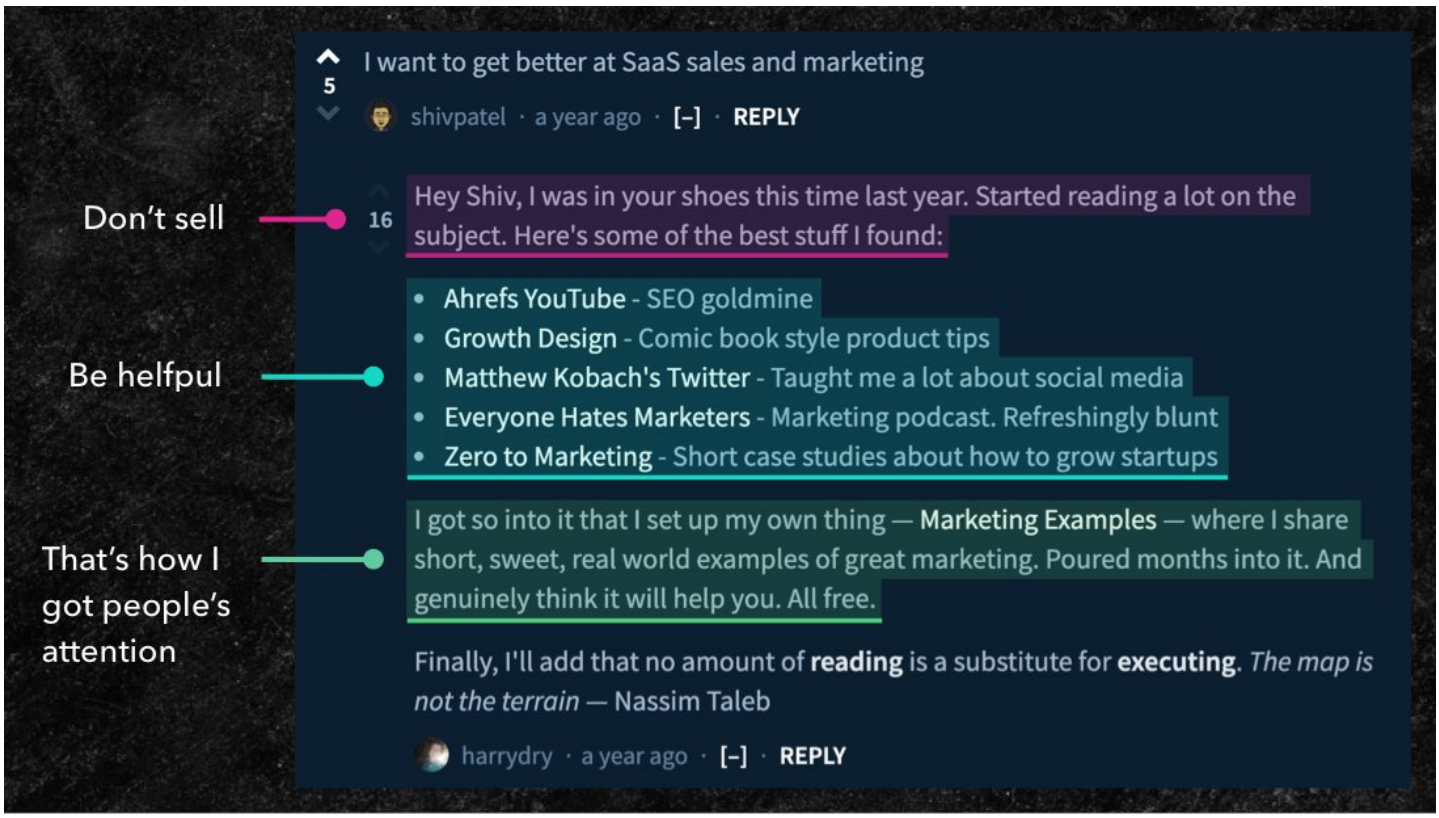
Make your marketing REALER.



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



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