Twitter Thread by Samuel Thompson ■

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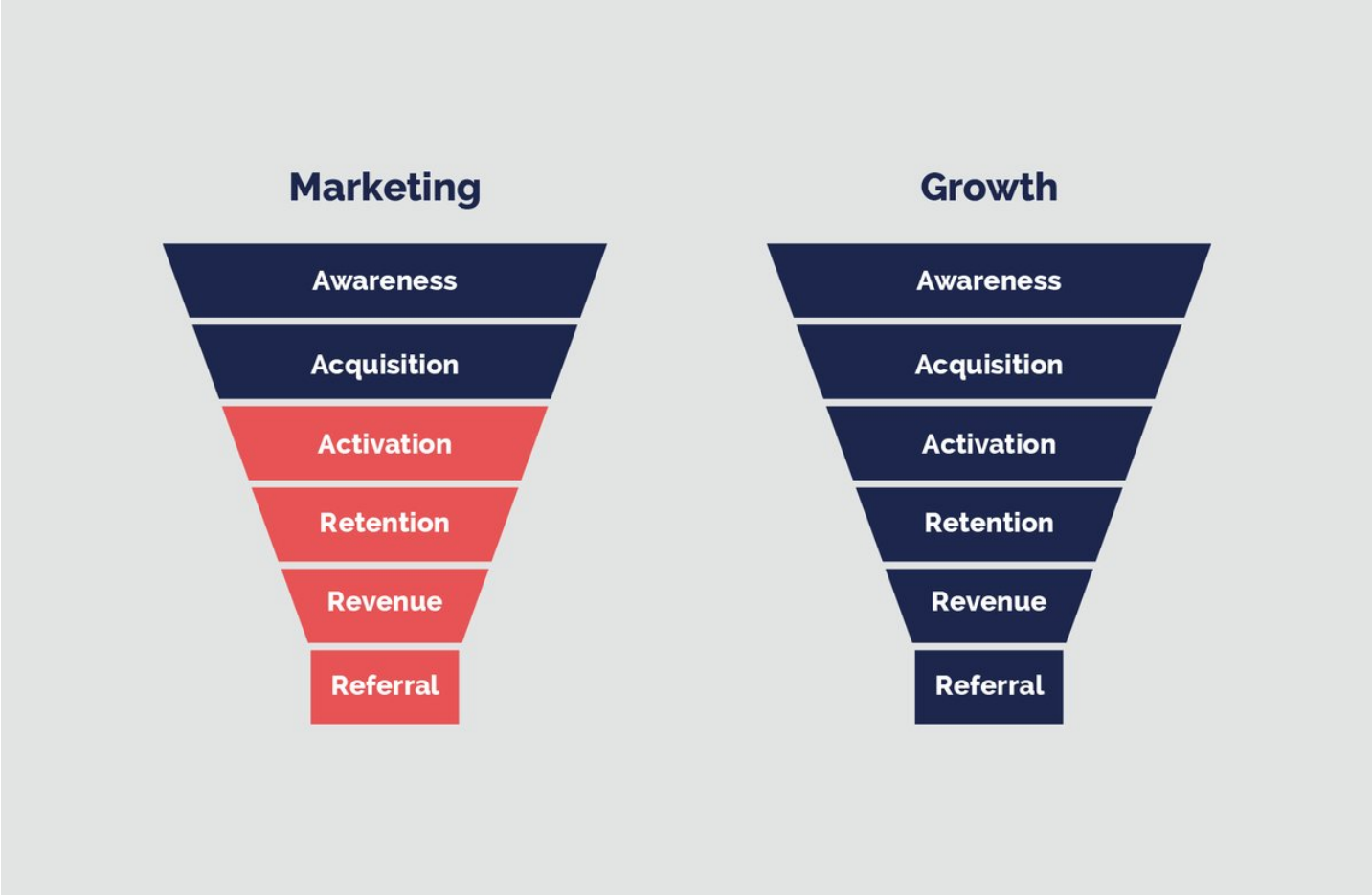
What the ** is "growth" marketing???**

Here's an in-depth overview to help you rethink how you can grow your online business faster.

■ A THREAD ■



First, let's acknowledge the traditional marketing funnel.

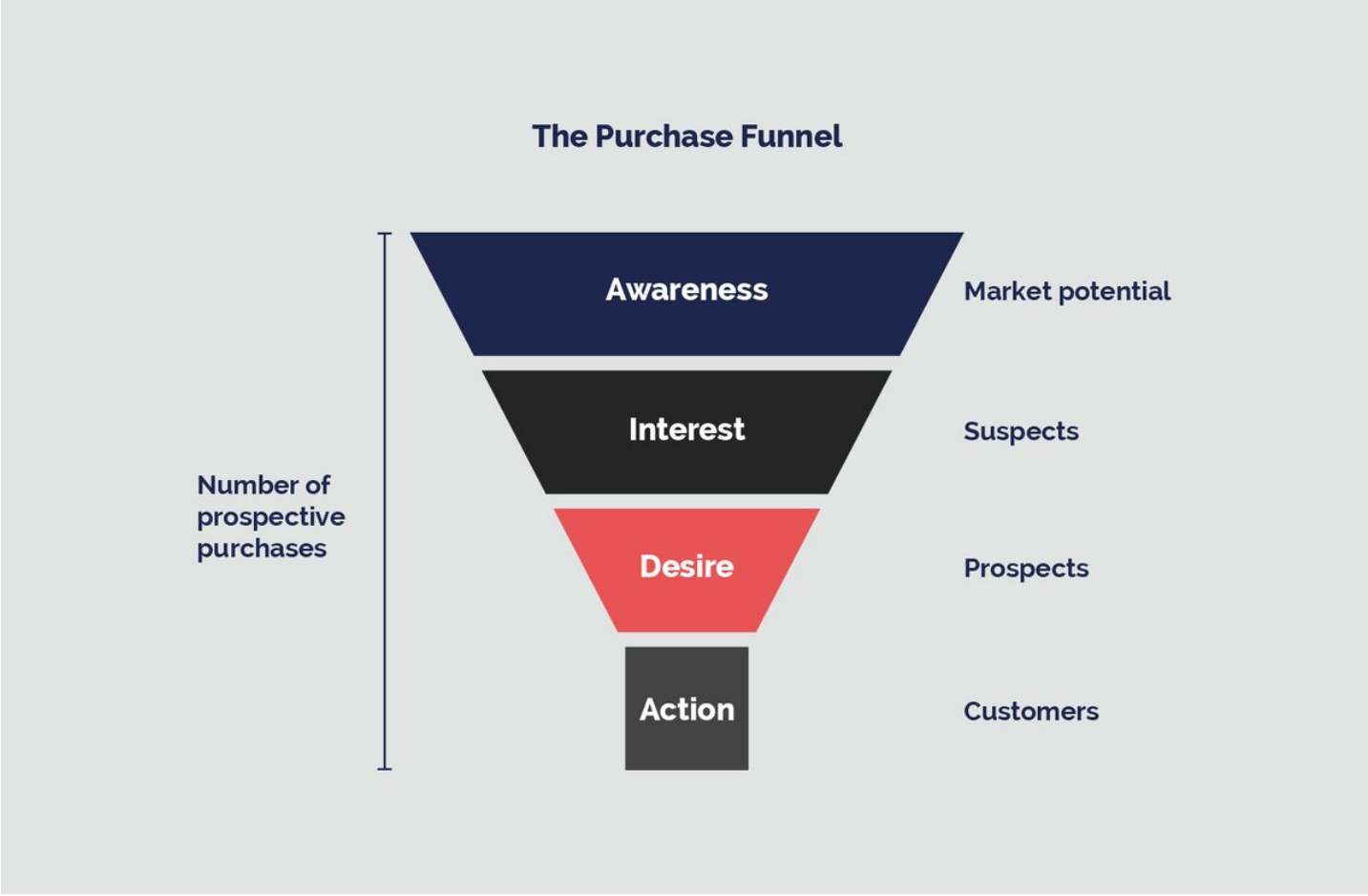
Awareness:
Customers SEE it ■

Interest:
Customers LIKE it ■

Desire:
Customers WANT it ❤■

Action:
Customers BUY it ■

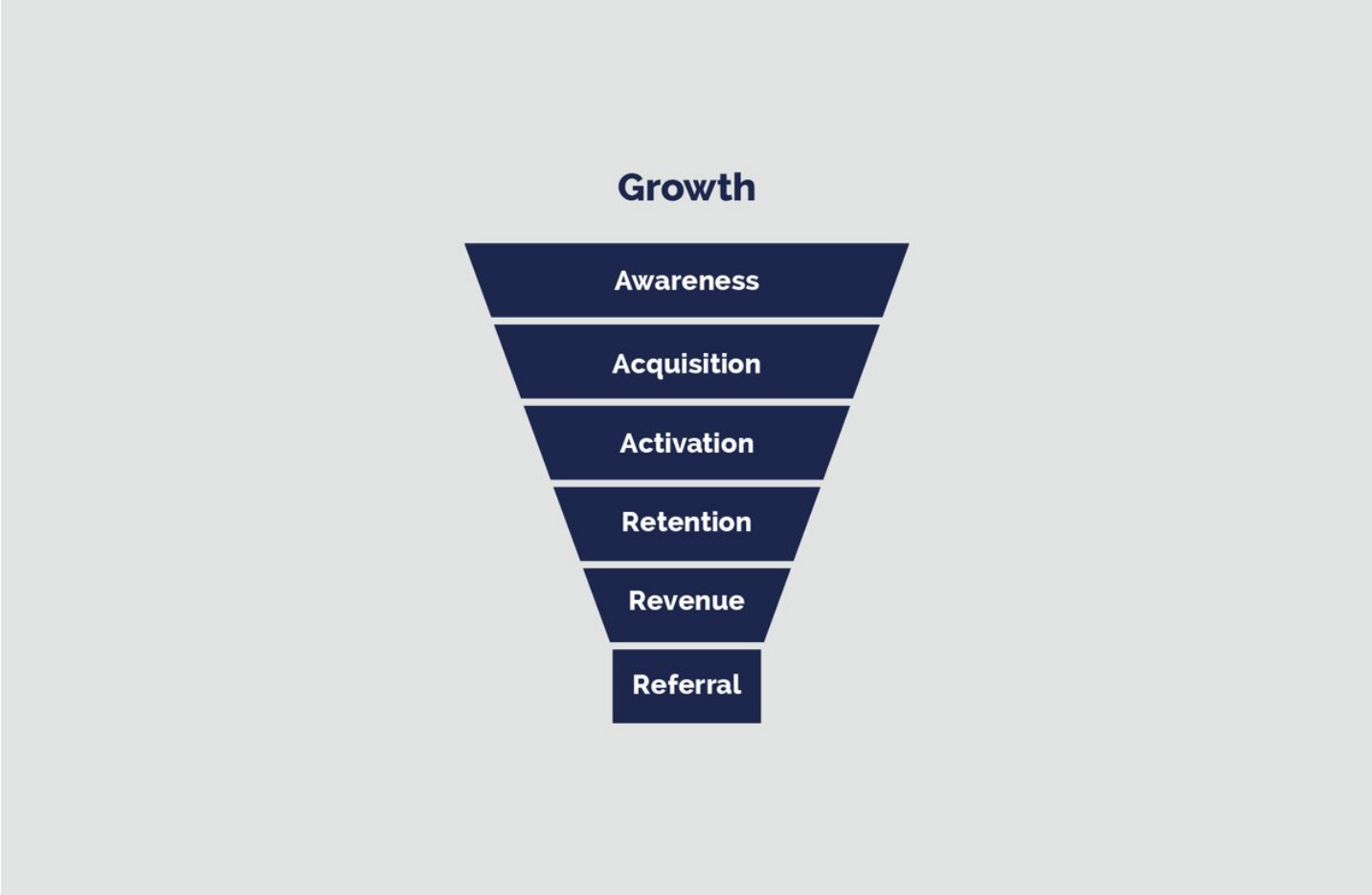
Most businesses use these 4 steps, but there are other levers you can pull to grow faster ■



On the other hand, GROWTH marketing takes a more high-touch approach so you can better optimize for growth.

■ AWARENESS
═■ ACQUISITION
■ ACTIVATION
■ RETENTION
■ REVENUE
■ REFERRAL

Let's explore how you can apply each to your business.



Awareness (1/2)

The Question: How many people do you reach?

The first goal of awareness is to introduce your product to potential customers.

This can be done through social media content, branded ads, etc

■ Key Metrics:
Content Impressions
Social Followers
Website Visitors

Awareness (2/2)

One of the best ways to build awareness is sharing valuable content and sharing your journey on Twitter.

■ Examples:
Build In Public like @damengchen
Drop Valuable Threads like @heyblake
Master Twitter Growth like @thedankoe

Acquisition (1/2)

The Question: How many people take the first important step?

This is where you identify interest and gather information so you can re-market to prospects/leads until they become customers.

■ Key Metrics:
Cost Per Lead
Calls Booked
Pipeline Value

Acquisition (2/2)

This is when you start building a relationship with your potential customers.

You have conversations to understand if you can help them.

■ Examples:
LinkedIn Outreach like @linkedin_king
Cold Email like @blackhatwizardd
Free Resources like @NickAbraham12

Activation (1/2)

The Question: How many people sign-up?

You now have the *proven* interest of a potential buyer.

Activation is when you present your solution to solving their problem and let them say "YES" to your offer.

■ Key Metrics:
CAC
Trial Sign-Ups
New Customers

Activation (2/2)

Your goal is to get interested prospects across the finish line.

Make it a no-brainer so people who WANT it, BUY it.

■ Examples:
Run Twitter Ads like @wizofecom
Offer Free Trials like @Yannick_Veys & @SamyDindane
Offer Sample Discounts like @JCX

Retention (1/2)

The Question: How many people come back for a second/third/tenth time?

Once your customer has joined, it's your job to keep them there.

Your goal is to build a relationship and deliver value EARLY.

■ Key Metrics:
Churn Rate
Trial Conversions
In-App Activity

Retention (2/2)

Acquiring a new customer is more expensive than keeping an existing one.

Make the most out of every customer relationship and build value.

■ Examples:
Send personal DMs like @5harath
Build a community like @jimmy_daly
Share user stories like @KennethCassel

Revenue (1/2)

The Question: How many people start paying? And how much do they pay?

This is the goal of any business. Find a revenue model that creates the most sustainable base for profitable growth.

■ Key Metrics:
LTV
AOV
ASC

Revenue (2/2)

The goal is to maximize the revenue for each paying customer.

Bonus points for increasing your ACV in the first 90 days.

■ Examples:
Offer Lifetime Deals like @JanelSGM
Offer Quarterly Pricing like @DruRly
Offer One-Time Upgrades like @coreyhainesco

Referral (1/2)

The Question: How many people refer friends to your business?

Your goal is to deliver SO MUCH VALUE to your customers that they can't help but tell people about you.

Acquire 1 brand advocate = acquire 10 customers.

■ Key Metrics:
Shared Links
Referred Users

Referral (2/2)

You can also leverage reward programs to create an even bigger incentive for your customers to promote your business.

■ Examples:
Offer More Usages like @nathanbarry
Offer Commissions like @dr
Offer Gift Cards like @glossier

TDLR: Pull these levers and watch your growth ■

Other phenomenal examples:

AWARENESS: @arvidkahl
ACQUISITION: @aaditsh
ACTIVATION: @jackbutcher
RETENTION: @ecomchasedimond
REVENUE: @LaunchMBA
REFERRAL: @Dropbox

GROW FASTER ■ likes & RTs of first tweet appreciated