Twitter Thread by Wiz of Marketing



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How I made over 6 figs from 3 launches organically on Twitter

Save this post and retweet to spread the knowledge

//thread//

Everything I work on is done in phases

Phases allow us to build and create sequentially towards a specific milestone

We are able to work with dependency-based tasks in mind to get everything done as efficiently as possible

Here are the phases we are looking at

1. Asset Definition
- Social accounts
- Email lists
- Friends

2. Business Foundations
- Branding
- Offer

3. Setup
- Pre-hype
- Hype
- Live

4. Pre-hype
- Follow schedule

5. Hype
- Follow schedule

6. Live
- Follow schedule

Let's breakdown each phase

1.Asset Definition

We want to understand exactly what assets we have access for launch

>Twitter account
>Instagram account
>Email lists

On top of this we want to leverage our friends' networks

>List of all your friends with large followings

2. Business foundations

No strategy is complete without Branding and Offer

> Branding
- How do we want to seen by our audiences - US VS THEM mentality - let them feel a part of something

> Offer
- Irresistible offer with 2 plans
Basic and Premium

The basic plan has a discounted price

The premium plan is 4x better than the basic and only 2x the price

Get more people to your premium plan

3. Setup

A. Pre-hype
3 Days of pre-hype

Goal: Get your audience conscious of the problems that your brand will solve

Don't introduce your brand yet. Ask them questions + poke at them with their pains

Pre hype Cont'd

Outreach your network

Ask them for 3 retweets on designated days during your upcoming 7 day hype campaign in exchange for

>Free membership/version of your product

>Exchange of retweets

The 2 retweets will go to

1. Hype video
2. Random tweet
3. Live tweet

At this stage, you will be creating

1. A landing page to collect email with your unique offer (if they sign up they will guarantee a slot to get your product because it's for a limited number of people)

2. All your hype tweets

3. A document to outreach your friends

B. Hype
7 day hype campaign

Create a hype video that builds curiosity (goes live on day 3)

Create content for 7 Days of hype

Concepts for the tweets are below
Day 1: Tweet about the big news that you are solving pain X

Day 2: Tease the features + a visual about the product

Day 3: Hype video goes live

Day 4-5: 2 tweets
- Tweet about your branding and positioning to hype the audience and make them feel a part of what you are creating
- Tweet about the value proposition with images or videos

Day 6 - 3 tweets
- Tweet about your branding and positioning to hype the audience and make them feel a part of what you are creating
- Tweet about the value proposition with images or videos
- 'Tomorrow the day' tweet

At this stage you will be creating

> Tweets
> Hype video
> Emails (you will be capturing emails to your landing page starting day 3 and you will be sending them 2 total emails. The first is immediately when they sign up to hype them up , the second is the day before the launch)

C. Live

Once you are live - you will have a unique offer for the first 3 days of the launch

At this stage you will be creating
- 2 tweets a day
- Sending out 1 email a day (in X days, Y people have signed up + social proof)

4. Pre-hype

Now that everything is setup

> Post tweets on designated days

5. Hype

> Post tweets on designated days
> Send emails on designated days
> Plug landing page under all tweets starting from day 3
> Post hype video on day 3
> Get all designated friends to retweet tweet on set days

6. Launch

> Post tweets on designated days
> Send emails on designated days

BOOM

That is your strategy on how to do a Twitter launch successfully

Bookmark this thread

I am going to be posting a video in the Utopia with the full process + my schedules, documents, x mind, etc later this week

Join to get access to it

https://t.co/TYlMqWQ4CM