Twitter Thread by Nik Sharma



Nik Sharma
@mrsharma

I've generated over $120,000,000.00 in online revenue.

The 2 biggest mistakes I see are:

• Constantly chasing new customers
• Not being smarter with existing ones.

Here's a breakdown of 6 free tactics I used to add $100k+ in revenue. ■

Add subtitles to your video ads.

According to @verizonmedia, 92% of mobile users watch videos with sound off. ■

Adding 20 minutes to your video editing time will achieve higher:

• click-through rate
• website conversion rate
• return on ad spend (ROAS)

When adding subtitles to videos, you don't need to get too fancy with them.

• make the subtitles easy to read
• don't rely on music for the context
• show, don't tell

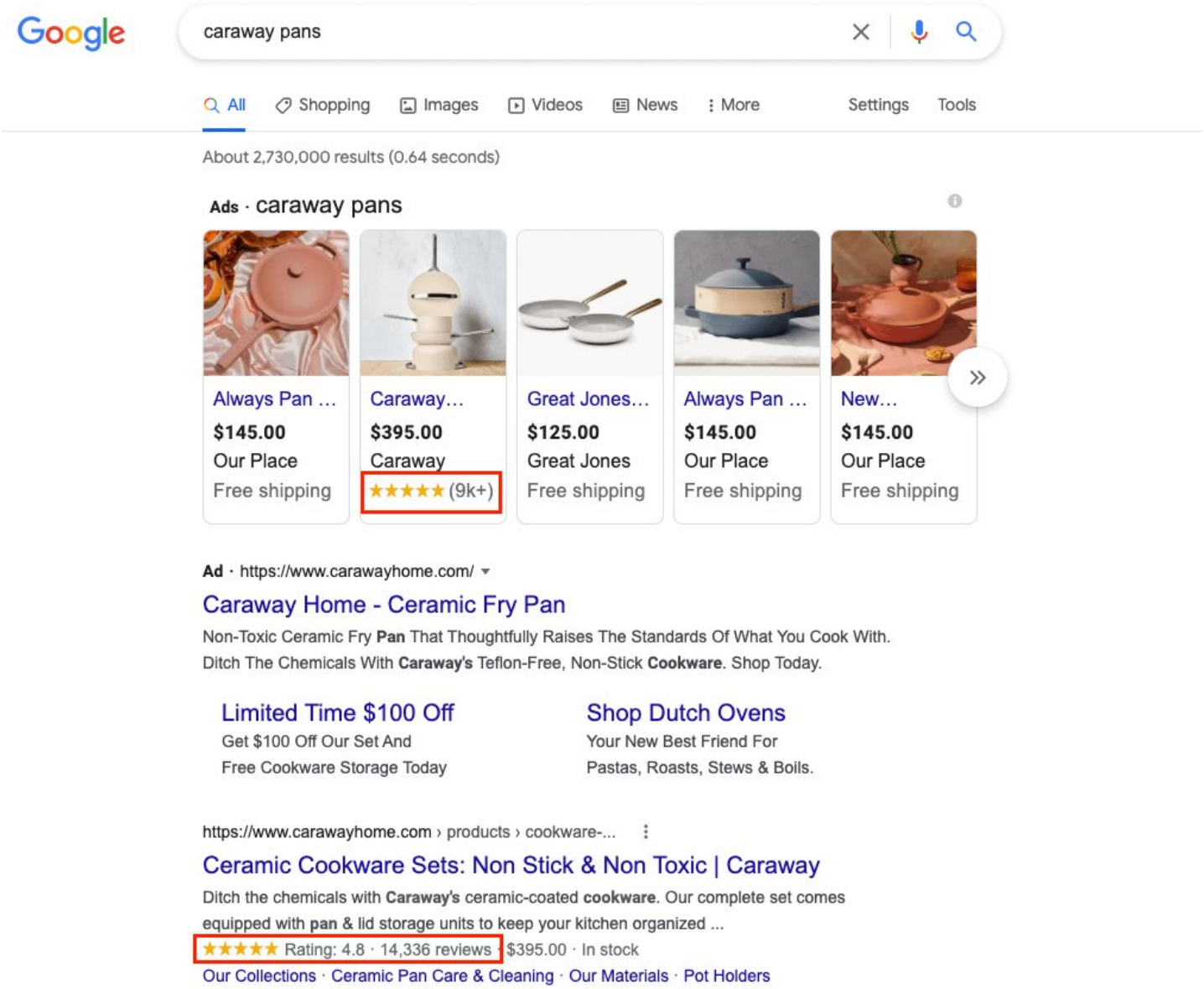
They're just an aid to help whoever's watching, understand the video better.

Syndicate your reviews.

There's a good chance you're already collecting reviews. If not, start.

97% of customers look for reviews as a form of product validation.

See here how @CarawayHome shows their reviews. It becomes a lot more enticing to purchase than its competitors.



Plug into the revenue side of publishers.

Sign up for @Skimlinks so when sites like TOWN & COUNTRY, BuzzFeed, Refinery29, etc. write about you, they have the opportunity to generate affiliate revenue.

This incentivizes you over a competitor + gets you exposure.

When you find publishers are driving consistent traffic to your site with affiliate revenue, you can see which performs the best for your brand.

Double down and reach out directly to those.

Set up custom partnerships.

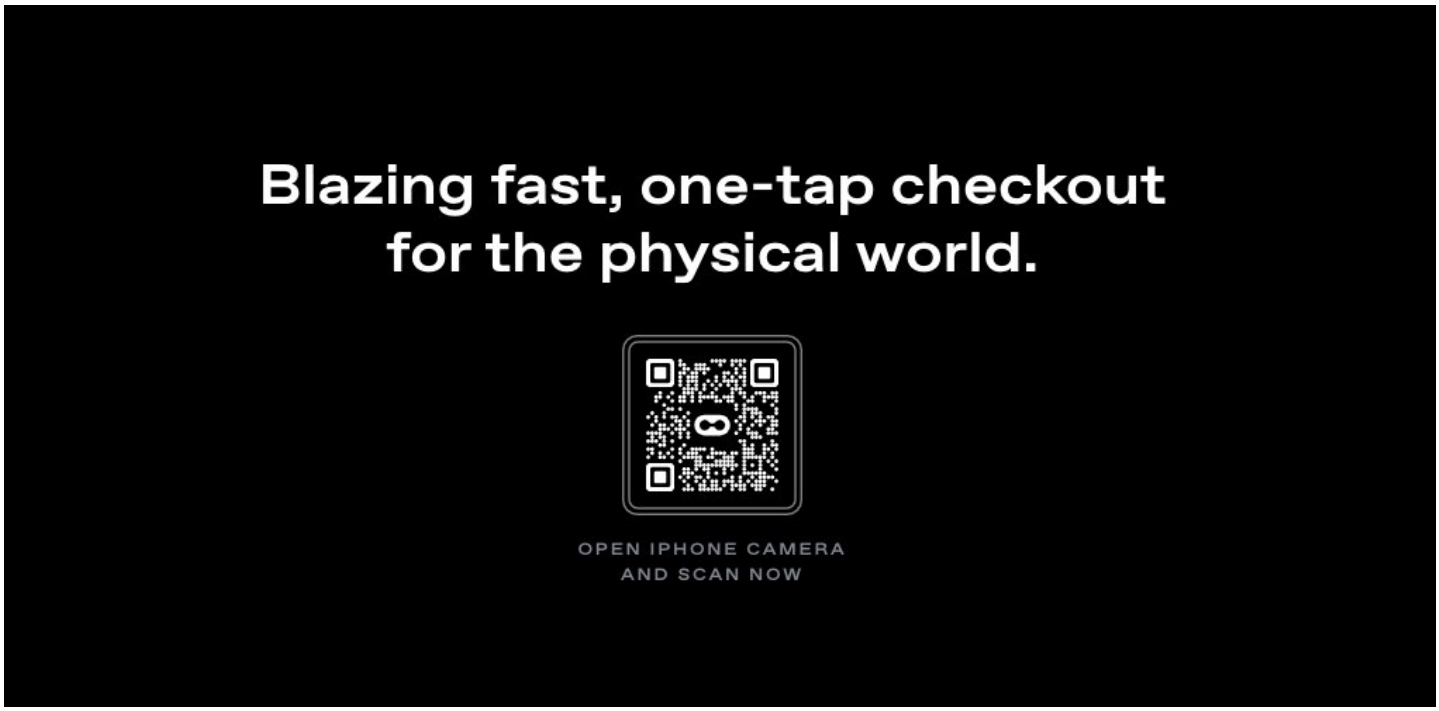
Tap into an audience you know converts well.

Make it easy for people to reorder the products they know and love.

It's cheaper to retain existing customers than to acquire new ones.

Leverage tools like https://t.co/4WpI0yaHFT to let people scan, choose their favorite product, and recorder in 2 clicks.

Try it ■



Turn Instagram comments into customer service.

99% of comments ask the same question.

Instead of responding privately, set up a hashtag (i.e. #CarawayFAQ) where a secondary account posts answers to the most common answers.

This means less stress on your customer service team.

Use landing pages to convert users, with a full-funnel marketing approach.

This means that if someone comes in knowing nothing, they should leave knowing everything necessary to WANT to make a purchase.

Here's how you can make great landing pages https://t.co/f3dQQYFGIp

> The easiest thing you can do as a brand to drop your customer acquisition cost by 30-40%:
>
> Create beautiful landing pages to educate, story tell and give your consumer a reason to become a part of your

brand.

Here's a thread of some incredible landing page examples:

— Nik Sharma (@mrsharma) March 4, 2021

If you believe your site converts well on its own already, that's great!

But just take a look at the math here ■https://t.co/5mJ4ctDdd6

Website conversion rate is a combination of: your product + basic math.

With every extra click, you lose people.

Don\u2019t do what most brands do:
Ad \u27a1\ufe0f Homepage \u27a1\ufe0f Collections \u27a1\ufe0f PDP \u27a1\ufe0f Cart \u27a1\ufe0f Checkout

Instead do this:
Ad \u27a1\ufe0f Landing Page \u27a1\ufe0f Checkout

You\u2019ll lower CPA by 30%.

— Nik Sharma (@mrsharma) April 15, 2021

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• it's completely free
• always tactical
• never has fluff, theory, or bs

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Lastly, to get more content or thoughts like this, please give me a follow: ➡■ @mrsharma ■■

If you have any questions, DM me ■ https://t.co/aH32lBnk9M