

Twitter Thread by TY FRANKEL



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SO many industries are DYING for great marketing.

Pick one, dominate, build an Empire.

Here are my 9 favorite industries you can do that in.

A thread.

E-COM

- E-com makes up 18% of all retail sales and is growing QUICK
- Over 2 billion buyers worldwide
- Tons of companies taking advantage
- Lotssss of \$\$ in this niche

Sell

- SEO
- Branding
- SMS marketing
- Email marketing
- Influencer marketing
- Paid ads (FB, Insta etc)

MARKETING AGENCIES

- Marketing agencies SUCK at getting leads
- High deal sizes
- Easy to close
- Have \$\$ to spend
- Industry is getting bigger & will never go away

Sell

- Lead gen (cold outreach, FB ads, SEO...)

SAAS

- Over \$100bn revenue in 2020 and expected to keep growing FAST
- More SaaS companies than you think suck at marketing
- High margins, so they have lots of \$\$ to pay for leads

Sell

- Paid ads
- SMS marketing
- Email marketing
- B2B influencer marketing

SUPPLY CHAIN

- \$16bn industry, projected to grow to \$41.7bn in 5 years
- Horrible B2B marketing all-around... room to make big impact

Sell

- Web dev
- Cold outreach
- Automation consulting
- Content marketing/SEO

AI

- \$27bn current market size
- Expected to 10X by 2027 to \$270bn... wow
- Lots of AI companies are great at “technical speak” and don’t know how to dumb it down for marketing purposes

Sell

- Web dev
- Paid ads
- Branding
- Email marketing
- SEO/content marketing

HEALTHCARE

- \$9 TRILLION industry
- Market will never stop growing... crazy longevity

Sell

- SEO
- Paid ads
- Web dev
- Email marketing
- Content marketing
- Cold outreach (for B2B companies)

REAL ESTATE

- \$9.6 TRILLION industry
- Most real estate marketing sucks, big opportunity

Sell

- Paid ads
- SEO/content marketing
- Cold outreach (deal syndication, apartment marketing, developers, agents, brokers)

INFO PRODUCTS/INFLUENCERS

Facts

- Market is growing quick with no signs of slowing
- Rev share deals can be money machines for you

Sell

- Paid ads
- Web dev
- Ghostwriting
- Offer-crafting
- Funnel-building
- Content creation
- Product creation

FINANCE

- \$20.5 TRILLION market
- Growing quick
- Boomer-led, marketing is mediocre

Sell

- Cold outreach
- Influencer marketing
- SEO/content marketing

I'm Ty

I made over \$1 million by 22 with cold email

I teach people how to build a \$100K+/month marketing agency

Hope you enjoyed this thread

Shoot me a follow [@THETYFRANKEL](#)

EXPERTS

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SaaS - [@imsamthompson](#)

Supply Chain - [@man_integrated](#)

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- Lots more



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