Twitter Thread by Ross Simmonds



Ross Simmonds
@TheCoolestCool

Top 5 Marketing Threads of 2020:

1) How Masterclass thrives on SEO
2) Stripe’s brilliant content strategy
3) Shopify’s growth engine revealed
4) Adobe’s unshakable brand moat
5) Snowflake’s PPC to IPO strategy

Bookmark them all ■

The content marketing & SEO masterclass being put on by @MasterClass in front of your eyes: https://t.co/EdqMgVrtR0

> Masterclass is valued at more than $800 million.
>
> It's well known for attracting teaching talent like: Shonda Rhimes, Spike Lee, Aaron Sorkin, Stephen Curry, Simone Biles & more.
>
> But what also should be applauded is the masterclass they're putting on re: content & SEO. [THREAD] pic.twitter.com/uAWQDyFFJt
>
> — Ross Simmonds (@TheCoolestCool) May 26, 2020

The underrated content excellence happening at @stripe and how content thrives in their growth engine: https://t.co/awD4xfnbcr

> Stripe is known for product excellence. The team has consistently launched products that are loved & thrive.
>
> It's a key reason they're valued at $36 billion.
>
> But they should also be known for content & community excellence. It's why they get 1M+ mos visits. [THREAD] \U0001f9f5 pic.twitter.com/HvuJmRdzfM

— Ross Simmonds (@TheCoolestCool) June 8, 2020

Deconstructing how @shopify has grown to become one of the most important players in ecommerce on the back of smart content: https://t.co/x2yrjm3Z5y

> Shopify has redefined the Canadian dream \U0001f1e8\U0001f1e6\U0001f4b0
>
> Especially when it comes to marketing.
>
> Some of their stats:
>
> 219,000 YouTube subs
> $164 billion market cap
> 70M+ organic visits a year
> 1 billion (yes billion) backlinks
>
> Here's my fav part of their growth engine [THREAD] \U0001f9f5 pic.twitter.com/oMi9K11El7
>
> — Ross Simmonds (@TheCoolestCool) July 13, 2020

Adobe is one of my favorite SaaS / Cloud growth stories. The brand is under attack by incumbents but it’s holding strong due to community: https://t.co/T7IH8k8o5M

> One of the most inspiring business pivots of the last decade (and impressive companies) has to be @Adobe's shift from licensing to offering services on the cloud.
>
> But what's also impressive is how they've attracted users and businesses with marketing excellence [THREAD] \U0001f9f5 pic.twitter.com/bHGmL0JB81
>
> — Ross Simmonds (@TheCoolestCool) June 17, 2020

How @SnowflakeDB went from PPC to IPO on the back of smart advertising and niche distribution. https://t.co/ICFJPAX8xH

> It's IPO Day for Snowflake. \u2744
>
> They might not be a household name but they've done a great job building a customer base in their niche.
>
> Boasting an impressive $532M ARR, a HUGE valuation and more than 13M organic visits a year.
>
> Let's talk about how they did it [THREAD\U0001f9f5] $SNOW pic.twitter.com/fWaK2f1Pbt
>
> — Ross Simmonds (@TheCoolestCool) September 16, 2020

Your likes & retweets led to more than 400k views on these threads so thank you so much for all the love.

What can you expect in 2021?

More threads and more in depth analysis to go with them.

Just like the essay about Canvas' backlink empire:
https://t.co/twqj1PsK9Q

Want an exclusive first look at these essays before they go live?

Get on the @FoundationIncCo mailing list to get the research and analysis before your competitors:

https://t.co/dS2jQw5wPW