# Twitter Thread by Phillip Rivers



**Phillip Rivers**
@thePhilRivers

## How To Not Suck At Marketing

## A thread:

You gotta look at marketing as oxygen that fuels the business.

Marketing is traffic.

It's an opportunity to build.

No oxygen = dead business.

Paid and organic traffic

(Fb ads, Facebook organic, Google pay, Instagram, Pinterest, etc)

Acts as oxygen that fuels a business + provides the opportunity to sell products or services.

Marketing that sucks = Marketing that is not bringing oxygen to the business

And unfortunately, people tend to focus on low-leverage activities that do little to nothing for their business:

Take customer service for example

This is an important aspect of business,

But customer service is a $15/hour task that can be outsourced...

Yet they spend time on it instead of marketing - the most lucrative aspect of their operations

Maybe

>they don't like it

>they're afraid of it
>they don't want to be wrong
>they don't see the ROI of their time
>they don't want to make a mistake
>it costs $1000's per hour to outsource marketing

But here's the real reason:

They have limiting beliefs.

Business owners choose to do low-leverage stuff (customer service) because it's comfortable and easy...

People have a tendency to do their marketing like a to-do list.

It gets reduced to a task,

No empathy, no strategy, no real execution.

They tend spend the least amount of time doing the most important thing and the most amount of time to do the least important thing.

For example,

They send a single email campaign + it fails.

"Oh, I sent a campaign. It didn't work. Email sucks".

It's not that email sucks (or any other traffic source),

It's that they didn't try hard enough.

This is because most people have no self-awareness.

They don't realize they're neglecting high leverage activities and that's why they fail

Unlike companies that succeed, which do one thing VERY right:

Consistency

(especially consistency in high leverage activities like marketing)

They keep testing, keep sending campaigns, keep trying email marketing until it's 30-40% of their revenue (because it can)

The businesses that fail are the ones that do nothing,

OR do the bare minimum (to rationalize them not getting the results).

Giving 100% of your mental juice every single day - especially when it applies to marketing - is vital for success.

So, to summarize:

Don't treat marketing like another task on your to-do list.

It is the oxygen for your business,

So give it the time it deserves.

Outsource low-ROI activities (like customer service) and devote more time to marketing...

It might explode your business.

5 things I talk about:

-Ecommerce
-Businesses
-Leverage
-Email Marketing
-SMS Marketing

You're free to follow me if you're interested in those topics ;)

P.S.

My agency has helped scale over 200 eCommerce stores with email & SMS marketing with a 99% success rate

Let's talk and I know we'll find 2-3 things you haven't seen that can make your store more money:

https://t.co/KhoCxldpQD