

## Twitter Thread by Aadit Sheth



**Aadit Sheth**

[@aaditsh](#)



**A Marketing degree costs \$80k.**

**But, Twitter University teaches better for free.**

■ **Here are 10 threads from 10 world-class marketers:**

What you learn: Effective marketing patterns.

From: [@Julian](#), Founder at Demand Curve.

<https://t.co/Ql3KxeeQk9>

I've helped probably 700 startups redo their websites.

These 4 marketing patterns stood out to me \U0001f9d9\u200d\u2642\u20e0f

— Julian Shapiro (@Julian) [February 26, 2021](#)

What you learn: Tactics to get lucky with marketing.

From: [@gregisenberg](#), CEO at Late Checkout.

<https://t.co/eCJDUsyK2l>

Marketing isn\u2019t a scam

Marketing makes change happen. Marketing makes your creations known

I'll share some tactics & frameworks I use

How to get lucky in marketing in 2021:

— GREG ISENBERG (@gregisenberg) [June 19, 2021](#)

What you learn: Great copywriting.

From: [@heykahn](#), VP Marketing at CareGuide.

<https://t.co/XkKJcbBw2C>

Apple, Nike, Coca Cola.

3 legendary companies. 1 common marketing trait:

Great copywriting.

Here are 10 copywriting tips to help you master marketing:

— Zain Kahn ([@heykahn](#)) [September 7, 2021](#)

What you learn: How to build landing pages that convert.

From: [@heyblake](#), Chief Marketing Office at CopyAI.

<https://t.co/FrbilYySkR>

I've audited 500+ websites over the past 6 years.

Here are 17 learnings to help your landing page convert:

— Blake Emal ([@heyblake](#)) [May 4, 2021](#)

What you learn: How to increase clicks and conversions.

From: [@jmoserr](#), Co-founder and CEO at uSERP.

<https://t.co/vpFZYgvZ3V>

Copywriting is a key marketing skill.

Here are 10 copywriting tips that will increase clicks and conversions on your website, ads, emails, and more:

— Jeremy Moser ([@jmoserr](#)) [July 19, 2021](#)

What you learn: Write effective copy like Amazon.

From: [@alexgarcia\\_atx](#), Marketing at Gumroad.

<https://t.co/SY8tylbk81>

Good copywriting is a superpower.

Amazon, the second most valuable brand in the world, puts an emphasis on teaching its employees how to write.

They know good copy equates to more customers.

These are the 8 tips to write like an Amazonian \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia\_atx) July 18, 2021

What you learn: Marketing without a budget.

From: @Aazarshad, Growth marketer at Synthesis School.  
<https://t.co/oJlg26FXly>

No budget for marketing?

I've bootstrapped a startup from zero to 7-figures without a marketing budget.

Here are 14 tactics that can get you immediate results:

— Aazar Shad (@Aazarshad) August 31, 2021

What you learn: Cold outreach.

From: @amandanat, Marketing Architect at SparkToro.  
<https://t.co/M3gYXx3RRH>

Bad news: Your cold outreach sucks.

Good news: I can help.

9 cold outreach tips to instantly improve and get better marketing results:

— Amanda Natividad (@amandanat) September 14, 2021

What you learn: Actionable tips for copywriting.

From: @GoodMarketingHQ.  
<https://t.co/RzI5IKp5aK>

17 tips for great copywriting:

— Harry's Marketing Examples (@GoodMarketingHQ) May 6, 2020

What you learn: High-performing landing pages for every niche.

From: @GrowthTactics.  
<https://t.co/x8Vxsu5KvH>

Your startups homepage has less than 3 seconds to hook visitors

These are what high-performing homepages look like.

For every industry including yours:

— Growth Tactics (@GrowthTactics) [August 27, 2021](#)

Find more threads at [@aaditsh](#):

- Writing.
- Mental Models.
- Growth Philosophies.

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A Marketing degree costs \$80k.

But, Twitter University teaches better for free.

\U0001f9f5 Here are 10 threads from 10 world-class marketers:

— Aadit Sheth (@aaditsh) [September 16, 2021](#)

By the way, I send a newsletter every week:

- 1 quote.
- 1 tweet.
- 1 article.

If you liked this thread, you'll probably love the newsletter:

<https://t.co/Xxn8sEMOUV>