Twitter Thread by Aleksandr Volodarsky



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My path as a founder:

a. didn't do any marketing - no growth
b. hired an agency - no growth
c. became a marketer - 4x growth in 1 year

Skip a and b.

Step c. helped me make sales, and I had enough money to hire a content writer, then a marketing project manager.

She became head of content, then CMO, and now has her own team.

Now, when we know more about what works, we successfully hire agencies.

But as a founder, you never stop being a marketer.

You always think about the distribution of your product, ideas. And not just to your customers, to your investors, team, press, public.

Copywriting is a skill that never goes out of need.