

Twitter Thread by [Pomp](#) ■



Pomp ■

[@APompliano](#)



One of my areas of focus in 2020 was to scale the size of our content business across platforms.

Here is our year in review ■■■■■■

1/ Everything starts and ends with Twitter for me.

Jan 2020: ~ 300k followers

Dec 2020: ~ 430k followers

I do over 100 million impressions per month and will continue to use Twitter to drive traffic everywhere else over time.

DEC 2020 SUMMARY

Tweets

945

Tweet impressions

112M

Profile visits

1.41M

Mentions

80.6K

2/ The daily letter that I send to investors allows me to have nuanced, more analytical conversations with people.

Jan 2020: 38,500 free subscribers
Dec 2020: 102,000 free subscribers

The open rate is around 35% and the click through rate is around 10% when I email everyone.

KYC and AML Help Bad Actors, Instead of Good Actors

Dec 14 at 9:04 am  15  1 ...

80,720 → 17,473
TOTAL VIEWS PODCAST DOWNLOADS

83 subscriptions, 417 free signups, 10 shares after reading this

94,412 → 34%
EMAIL RECIPIENTS OPEN RATE
62,531 OPENS

3/ The podcast is where I get to learn from the world's smartest investors and entrepreneurs.

Jan 2020: ~ 200k audio downloads
Dec 2020: ~ 1 million audio downloads


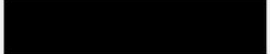
We have published 450+ episodes since inception and will do a few hundred more in 2021.

4/ This year was the first time I focused on YouTube, which is a highly underrated platform.

Jan 2020: Under 8k subscribers
Dec 2020: 135k subscribers

People watched 3.2 million hours of video content on the platform and we hit the goal of 10+ million video views for 2020.

Your videos got 10,533,923 views in 2020

Views 10.5M	Watch time (hours) 3.2M	Subscribers +127.8K	Your estimated revenue  
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5/ My goal is to continue building a direct channel of communication with millions of people globally.

Our legacy institutions failed us. We must cut the middlemen out at this point.

I have big plans in 2021, including more platforms, more content, and new personalities.

6/ The content business is fun but make no mistake, my full time job is that of an investor.

Audience is the new currency.

It helps me with deal flow, winning access to deals, and creating inflection points for companies I invest in.

It is all interconnected.

7/7 I couldn't do any of this without the help from many people.

Most importantly, I cherish the audience - each & every one of you - more than anything. I sincerely appreciate you watching, listening & reading all year.

You help me learn & make this so much fun. Thank you.

A big thank you also goes to the people who have helped me or continue to help me today:

[@polina_marinova](#)

[@JoePompliano](#)

[@GoingParabolic](#)

[@MarkYusko](#)

[@Jordy_Long](#)

[@mattmarlinski](#)

[@JoeKlokus](#)

[@RyanOC13](#)

And so, so many others ■■