Twitter Thread by Pomp ■



Pomp ■
@APompliano

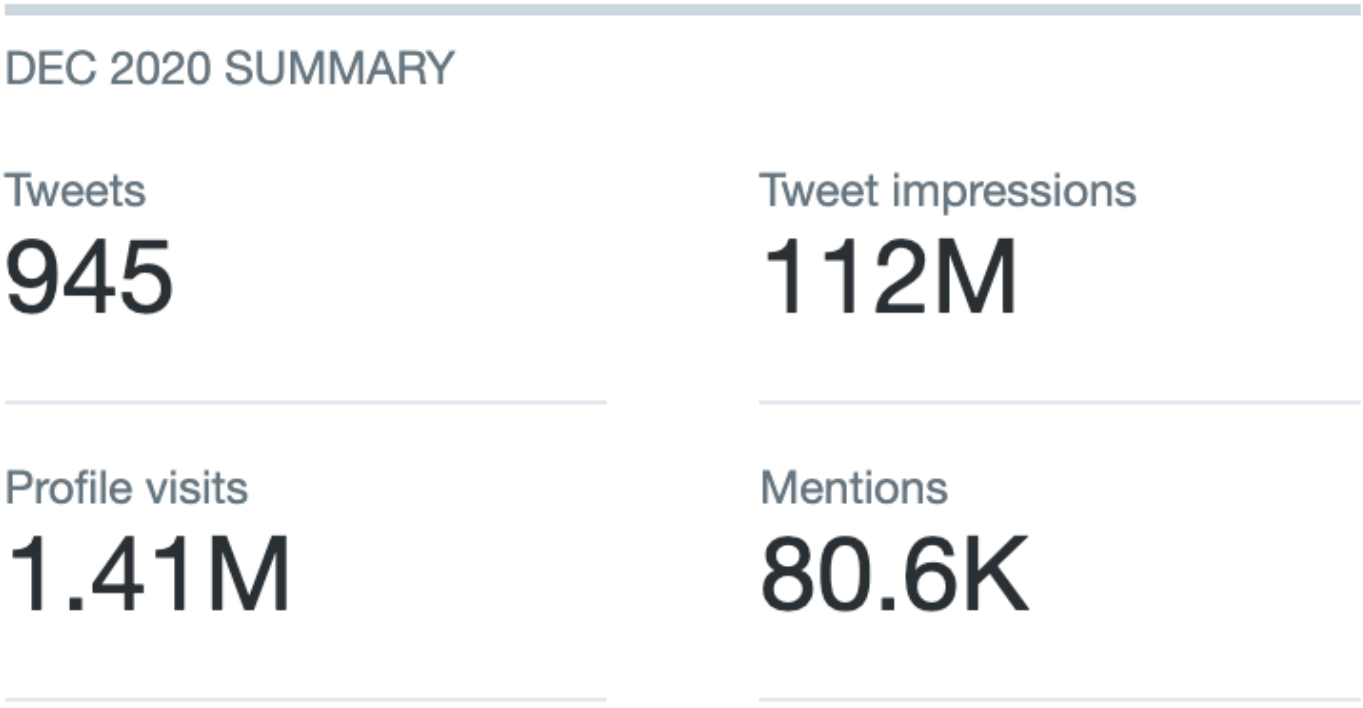
One of my areas of focus in 2020 was to scale the size of our content business across platforms.

Here is our year in review ■■■■■■

1/ Everything starts and ends with Twitter for me.

Jan 2020: ~ 300k followers
Dec 2020: ~ 430k followers

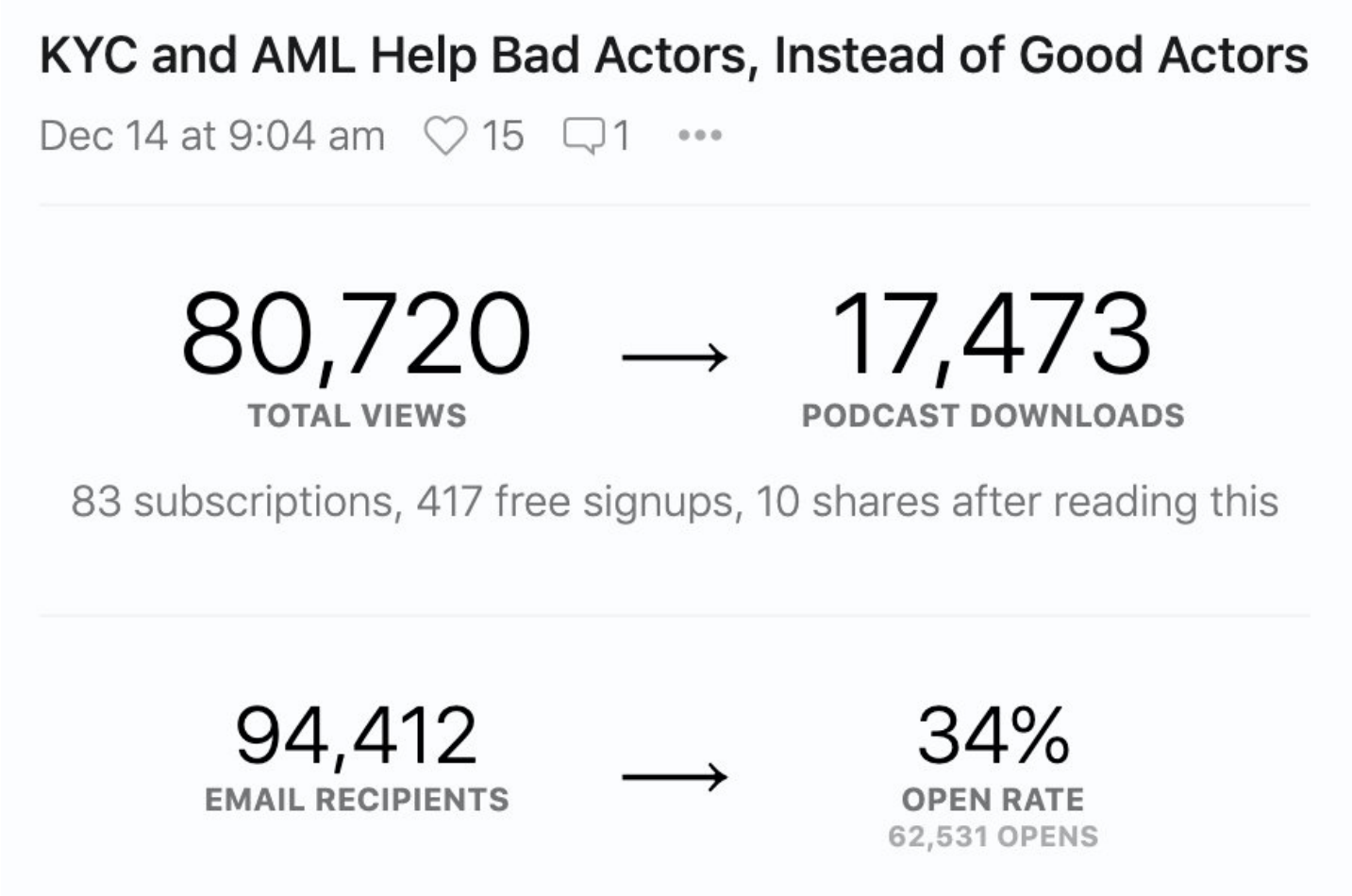
I do over 100 million impressions per month and will continue to use Twitter to drive traffic everywhere else over time.



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.



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

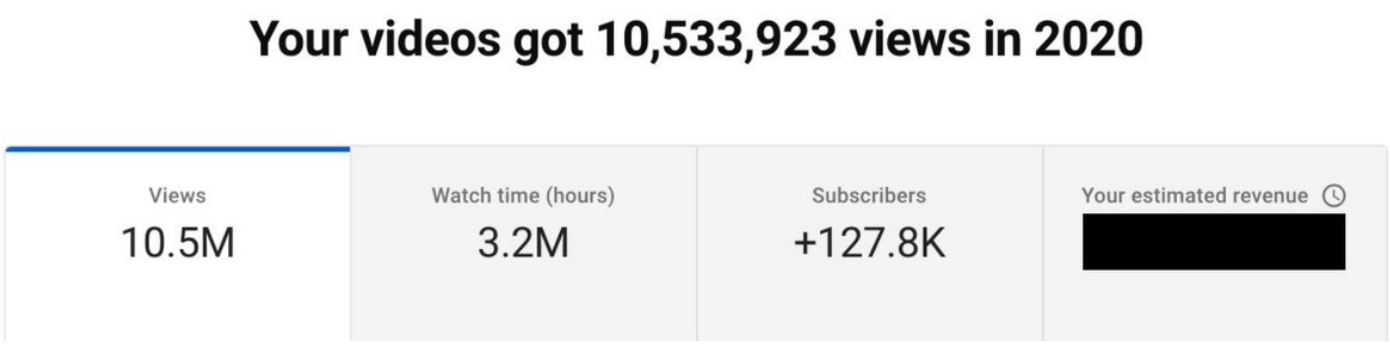
Jan 2020: ~ 200k audio downloads
Dec 2020: ~ 1 million audio downloads

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.



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 ■■