Twitter Thread by Corey Haines ■



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I think I'm giving up on mainstream marketing content.

I'm giving up on social media consumption too.

So little substance.

Need to devote more time doing. More time creating.

Who needs another "5 ways to boost growth" post? I click and am disappointed every time. Not again.

I don't want to poop on content marketing, but marketers need to step it up.

Or at least, founders need to know that doing something is not always better than doing nothing.

Why is content marketing not as effective as it used to be? An innumerable amount of factors...

But one things for damn sure.

Things have to change.

Two of the chief sins:
1. Unoriginal research/story/study/etc
2. Not having anything more to add that's meaningful

Why blog/podcast/vlog/etc about something that's already been said? Already been done?

Do we really need another interview with founder of x hot startup? Do we really need another ultimate guide about facebook ads?

Not all content is like this...

Sometimes, you get an occasional piece that truly leaves you better off than you were before. That doesn't make you want to skim.

An original case study. A first time interview with a founder. An honest account of an experiment. An explanation of a change, shift, or realization.

We need more of this: original research, honest stories, in-depth guides (that actually teach and show), never-before-seen experiments.

We need less of this: 5 ways to..., checklist for x, how to .

Don't just do for the sake of doing. Add value.