Twitter Thread by Pritesh Pawar



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I have a story to tell...

I won't name the person but it's related to someone I know digitally

I've been following him for a year or more

He owns a digital marketing agency and a sells some courses

He had tremendous growth rate on his social media

Everything was going good but today he's shutting down his agency

WHY?

Heavy expenses!

Started providing digital marketing services but

Instantly started running massive number of ad campaigns on his social media accounts

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Used to pay around Rs 5-10 lakhs per month = rent in a posh area + employees

Result?

Shutting down today

He has a strong personal brand but at the cost of massive investments!

Be it on Ads or PR or some branding

What do you learn from this?

Many things!

1)

Don't believe everything on the internet

Someone might be looking extremely popular or successful but that doesn't represent the reality

Same goes for me

We all content creators show what we want to show (same for hiding stuff)

2)

Don't try to build a brand or do something by going out of your league

Just a bit of patience, and everything works out on time

Who are you trying to impress?

Your digital family? Nope.
They will forget you once you stop appearing

That's how it works

Digital world is tricky
Stay safe

There are countless such wannapreneurs who want to do something big but get shattered when things don't work out by the pace of their choice

It's okay
Unless you are not doing it for impressing someone else!

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