Twitter Thread by Alex Garcia ■



Alex Garcia ■
@alexgarcia_atx

25 Marketing Threads That Will Teach You More Than Any Marketing Class ■

1. 10 Marketing Lessons From Steve Jobs That Every Marketer Must Know ■

https://t.co/5yzrqUiDRK

> 10 Marketing Lessons From Steve Jobs That Every Marketer Must Know \U0001f9f5
>
> — Alex Garcia \U0001f50d (@alexgarcia_atx) March 18, 2021

2. The Ad Campaign That Changed Advertising Forever ■

https://t.co/5iC2hlQdeE

> Volkswagen's "Think Small\u201d campaign quickly went from a head-scratcher to one that would change advertising forever.
>
> It took a small foreign object, crafted by Hitler, to America\u2019s most popular automobile.
>
> By 1972, the VW Beetle became the best-selling car.
>
> Here's the story \U0001f9f5 pic.twitter.com/Hu2s7zAJ3m
>
> — Alex Garcia \U0001f50d (@alexgarcia_atx) March 19, 2021

3. How Absolut Vodka Went From 2% Market Share to 50% With One Ad Campaign ■

https://t.co/9PQFtZs27F

> Absolut Vodka launched a print ad campaign in 1981 that was so successful, they ran it for the next 25 years.
>
> By the end of it, Absolut Vodka went from a 2.5% market share to over 50%.
>
> These 5 reasons made Absolute Vodka a global phenomenon \U0001f9f5 pic.twitter.com/vPblbvtNsx

— Alex Garcia \U0001f50d (@alexgarcia_atx) March 20, 2021

4. Why Jeff Bezos named his online bookstore, "Amazon."■
https://t.co/YKnrY9luqK

Amazon wasn't always Amazon.

Jeff Bezos originally had trouble finding the right word to name the now trillion-dollar empire.

A few registered domains, a dictionary, and an interesting comparison made Amazon the perfect name.

Here's the quick backstory behind it \U0001f9f5 pic.twitter.com/trTKUMGQCR

— Alex Garcia \U0001f50d (@alexgarcia_atx) March 22, 2021

5. How I Helped A Friend Launch His First Digital Product and Do $25k+ in Sales The First Month w/ a Small Ad Spend ■ (step by step)

https://t.co/70pU14eIGR

I worked with a friend to launch his first-ever digital product.

Specifically an ebook in the fitness space.

His goal was to do $10k in sales the first month.

We hit just over $25k with barely any ad spend.

Here's exactly how we did it \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) March 24, 2021

6. Create This Kind Of Content To Go Viral ■

https://t.co/Cdp5P7EglQ

Going viral is unpredictable.

But...you can increase your chances by creating shareable content.

Yet, most people do this part wrong.

Here\u2019s 10 ways to create shareable content and drastically increase the chances of going viral (with examples) \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) March 24, 2021

7. 9 Unknown Hacks To Get Big On Youtube ■

https://t.co/5dTdX1R1hT

> Youtube is the second most visited website on the internet.
>
> This means the potential is exponential.
>
> But, sometimes Youtube feels like a black hole.
>
> So, I spoke to someone who has a Youtube channel with over 130k subs and he told me the unknown tricks to help you take off \U0001f9f5 pic.twitter.com/ncpkFygpAT
>
> — Alex Garcia \U0001f50d (@alexgarcia_atx) March 26, 2021

8. 8 Timeless Copywriting Tips From David Ogilvy ■

https://t.co/31tFjviVb0

> David Ogilvy once said, \u201cIn the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create.\u201d
>
> If you want to sell, you better learn how to write.
>
> Here are 8 timeless tips from Ogilvy to help you write copy that converts \U0001f9f5 pic.twitter.com/3oZJw4fVTe
>
> — Alex Garcia \U0001f50d (@alexgarcia_atx) March 27, 2021

9. Use The SAVE Framework To Develop a Successful Marketing Strategy (Squarespace uses this) ■

https://t.co/FdePvFVc7q

> I\u2019ve created a ton of marketing strategies.
>
> I\u2019ve studied thousands of marketing strategies.
>
> And the common denominator in very successful marketing strategies is the use of the SAVE framework.
>
> Squarespace has made a killin' using it.
>
> Create a successful marketing strategy \U0001f9f5
>
> — Alex Garcia \U0001f50d (@alexgarcia_atx) March 29, 2021

10. 3 Frameworks To Create Compelling Stories ■

https://t.co/dtnxP2Dw3e

Storytelling is an art that many hope to master.

For business, it\u2019s vital.

Master the craft of storytelling, and you\u2019ll keep customers for a lifetime.

Don't, and customers will come and go.

Luckily, there are frameworks.

Use these 3 frameworks to create compelling stories \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) March 30, 2021

11. How I Doubled The Hustle's Twitter Account in a Few Months ■
https://t.co/bV8k4t0BtA

I\u2019ve doubled @TheHustle's Twitter account in the past few months while picking up our engagement off the floor.

But, it took some time to gain momentum.

Once you nail it, the growth is consistent.

Consistent growth = possible viral moments.

Here's exactly how I did it \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) March 31, 2021

12. 7 lessons from people that taught me more than any business/marketing class I've ever taken ■

https://t.co/FRgsRlsVZ9

7 lessons from people that taught me more than any business/marketing class I've ever taken \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 1, 2021

13. How Verizon Grew Their Net Customers 10% to 32.5 Million in The First Year of an Ad Campaign ■

https://t.co/WgByR7X3u0

Remember the early 2000s?

Dial-up internet.

Spotty phone coverage.

During this time, Verizon was known as the worst service provider falling short of AT&T and Sprint.

Until they launched a campaign that helped them gain massive market share in just 2 years.

Here's how \U0001f9f5 pic.twitter.com/tnmrMEg6tc

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 2, 2021

14. The Best Video Ads Follow This Easy-to-Follow Framework ■

https://t.co/5UUlWsmoZI

I've scripted, filmed, and produced over 150+ video ads.

Some worked okay and some were a grand slam.

The ones that worked best followed a simple framework with a little bit of flair.

If you study some of the greatest ads -- they also followed the same framework.

Use this \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 3, 2021

15. How Drake Hacks Culture To Go Viral ■

https://t.co/CC0zpXEm88

Over the last decade, Drake has become one of the biggest names in hip-hop. Arguably the most prominent name right now.

In no way was it an accident.

Drake knows how to hack the internet and saturate his name in culture.

Here are two things that stand out \U0001f9f5 pic.twitter.com/GZE30yNfrK

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 4, 2021

16. 7 Timeless marketing lessons from absolute legends ■

https://t.co/q9OTxALlUg

7 Timeless marketing lessons from absolute legends \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 5, 2021

17. My Theory On Marketing ■

https://t.co/872w5UAzIS

> My Theory On Marketing \U0001f9f5
>
> — Alex Garcia \U0001f50d (@alexgarcia_atx) April 6, 2021

18. The What, Why, And How Of Building A Minimum Viable Audience ■

https://t.co/2KvJufXJmh

> The What, Why, And How Of Building A Minimum Viable Audience \U0001f9f5
>
> — Alex Garcia \U0001f50d (@alexgarcia_atx) April 7, 2021

19. 8 tactics from inside Airbnb's email marketing playbook ■

https://t.co/M20Tk6NU7H

> Here are 8 tactics from inside Airbnb's email marketing playbook \U0001f9f5 pic.twitter.com/zG0PFIVyfG
>
> — Alex Garcia \U0001f50d (@alexgarcia_atx) April 8, 2021

20. 5-Step Framework To Test Product-Market Fit or Growth ■

https://t.co/lKlBwsPGDS

> 2 weeks ago I wrote about helping a friend launch their ebook and doing $25k+ in sales the first month.
>
> What I didn\u2019t write about was the 5-step growth hacking framework I stole from @GrowthTribe to make it happen.
>
> Use this framework to test for product-market fit and growth\U0001f9f5
>
> — Alex Garcia \U0001f50d (@alexgarcia_atx) April 9, 2021

21. Dave McClure's 6-Step Framework to Help Hundreds of Startups to go From Idea to Successful Business ■

https://t.co/HrQppvTU94

> Dave McClure, the founder of 500 Startups, created a 6-step framework to help hundreds of startups to go from idea to successful business.
>
> Here's the 6-step framework for startups\U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 10, 2021

22. Use These 7 Tips to Write like an Amazonian ■

https://t.co/MRnAuByD1W

Curious about how a company with a $1.6+ trillion market-cap writes persuasive copy?

Use these 7 tips to write like an Amazonian \U0001f9f5 pic.twitter.com/tKLAxyUCVb

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 11, 2021

23. How Dropbox Used A Referral Program To Grow 3900% in 15 months ■

https://t.co/ttGsMgKd0U

Dropbox went from 100k registered users in Sept 2008 to 4m registered users by Dec 2009.

Inspired by Paypal\u2019s Refer-a-Friend program, Dropbox created a referral program so epic that it 2x its user base every 3 months for 15 months.

Here\u2019s how they grew 3900% in 15 months \U0001f9f5 pic.twitter.com/vVqmOzfFhX

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 12, 2021

24. The PayPal Mafia (this is crazy) ■

https://t.co/oCq06WmkZd

Ever heard of the PayPal Mafia?

It's a team of former PayPal employees so prolific that Business Insider labeled them "The Richest Group Of Men In Silicon Valley."

After leaving PayPal, many of them went on to build some of the largest companies we now know.

Here's the list \U0001f9f5 pic.twitter.com/KYNxzfTJS8

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 12, 2021

25. Airbnb, Facebook, Spotify, Hubspot, and Slack All Focus On This One Metric

https://t.co/aqiY1hvOXq

What do Airbnb, Facebook, Spotify, Hubspot, and Slack all have in common?

They all have a North Star Metric that influences their long-term growth.

This means the one metric that all business units focus on.

Here's the breakdown \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 14, 2021

26. Master Business Writing w/ @theSamParr and @ScottAdamsSays

https://t.co/HYjXUX2qkk

Want to master business writing?

You should.

Top business ppl like Jeff Bezos, Warren Buffett, and Sherly Sandberg have mastered the art of business writing.

One Bezos shareholder letter and you'll notice it.

It can be taught.

Give me 5 min \U0001f9f5

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 16, 2021

27. Content Marketing To Drive Long-Term Growth

https://t.co/Nm30hN1k5l

Content marketing influences relevance.

Relevance means people talking about you.

This makes a content marketing strategy essential to growth.

Here are 7 tips to create a content marketing strategy that drives long-term growth \U0001f50d

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 15, 2021

28. Steal These 7 Emails From Airbnb

https://t.co/AeJXt47ous

Great marketers steal.

If there is any brand you should steal email marketing tactics from -- it's Airbnb.

They use it to perfection to acquire users and retain them.

Steal these 7 emails \U0001f9f5 pic.twitter.com/v5216AUssD

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 17, 2021

29. 7 Hacks to Optimize Your Site

https://t.co/XhCwz50Qto

Small changes on your site can lead to a drastic ROI.

Thousands of eye-tracking studies show how users scan through web pages.

Optimizing for this will increase conversion rates.

Small changes = Big Money

Use these 7 hacks to optimize your site \U0001f9f5 pic.twitter.com/Pp1xyZTobj

— Alex Garcia \U0001f50d (@alexgarcia_atx) April 18, 2021

Would this help you?

- marketing breakdowns
- copywriting tips
- how-tos
- campaign dissection

If so, follow @alexgarcia_atx :)

Because I'm writing a thread for 21 days straight covering everything marketing.

It's also a daily newsletter that I send to 2500+ marketers. (over 50% of them open it daily)

Join them ■

https://t.co/mfNiY6X8Gb