

Twitter Thread by Graham Mann



Graham Mann

@grahamkmann



The topic this week: **Marketing for Creators 101**

@austinschless and I have put together a list of 26 tips, threads, and people to follow to level up your marketing■



Marketing for Creators 101

@grahamkmann

@austinschless

CreatorOS

Coming soon...

1/ 10 significant lies about marketing @GrowthTactics <https://t.co/pJv2LJk2Wj>

THREAD: 10 significant lies you've been told about marketing:

On email marketing, ads, and referrals.

— Growth Tactics (@GrowthTactics) February 9, 2021

2/ The \$0 marketing store @_Sahil_oo7 <https://t.co/iLyCGYn8rT>

The \$0 marketing store

A thread \U0001f447

— Sahil Patel (@_Sahil_oo7) [February 13, 2021](#)

3/ How to successfully launch a startup [@Nicolascole77](#) <https://t.co/aUtKkopGI8>

[THREAD] How To Successfully Launch A Startup, Inverted

1/ Mention the incumbent in all of your marketing materials. That way, everyone knows you\u2019re 2nd best.

— Nicolas Cole (@Nicolascole77) [February 11, 2021](#)

4/ Marketing with a \$0 budget [@jamierusso](#) <https://t.co/rXrEZJ2Z8Q>

When you're an underdog, you find innovative ways to get stuff done.

For solo-creators with \$0 marketing budgets, start by building an audience-first product.

1. Build an audience
2. Create a product
3. Scale the solution

\U0001f9f5\U0001f447 mini-thread

— Jamie (@jamierusso) [January 2, 2021](#)

5/ Marketing tips [@jspector](#) <https://t.co/zaeQZLspbJ>

I've got some marketing tips for you.

In one-sentence concepts.

THREAD \U0001f447\U0001f447\U0001f447

— Josh Spector (@jspector) [December 8, 2020](#)

6/ The best landing page images from [@julian](#) <https://t.co/FZu59WzqM3>

Look at the images below. See how you're naturally drawn towards the call to action?

Decades of (marketing) psychology has shown that our eyes follow the eyes of others.

Heard a few folks say they saw a ~15% conversion boost from this \U0001f914 pic.twitter.com/k12nBwQcez

— Julian Shapiro (@Julian) [November 13, 2020](#)

7/ A list of the best B2B marketing resources via [@austen](#) <https://t.co/B8uf89hJeA>

Have spent my entire life in B2C marketing.

Need to transition to figure out B2B.

Link me to your best books/articles/resources.

— Austen Allred (@Austen) [November 10, 2020](#)

8/ The influencer marketing story behind Gymshark from [@ianrborthwick](#) <https://t.co/PkBn8JEXTw>

While everyone called influencer marketing a fad...

...a 19 year old created the \$1.3B Gymshark empire.

Thread \U0001f447\U0001f447\U0001f447

— Ian Borthwick (@ianrborthwick) [August 18, 2020](#)

9/ 23 copywriting and marketing lessons via [@dickiebush](#) <https://t.co/lgyoAleGh5>

- 23 Lessons on Copywriting and Marketing -

Insights from the 30-minute masterclass conversation between [@oliviercantin](#) and [@amlewis4](#).

You could spend weeks pretending to learn copywriting, or you could listen to this episode.

[THREAD]

— Dickie Bush \U0001f6a2 (@dickiebush) [August 18, 2020](#)

10/ The Unsplash marketing hack via [@GoodMarketingHQ](#) <https://t.co/i4tGeyJEQD>

A few weeks ago I got an email from a newsletter subscriber, Max.

He told me about this new marketing tactic he's been trying.

I was so impressed I thought I'd share it.

THREAD...

— Harry's Marketing Examples (@GoodMarketingHQ) [August 3, 2020](#)

11/ 67 lessons on marketing strategy via [@amlewis4](https://t.co/1NmMBA7DSh) <https://t.co/1NmMBA7DSh>

67 Lessons on Marketing Strategy

Inspired by the conversation between [@mkobach](#) and [@rachelmercer](#)

Notes \U0001f447

— Ari Lewis \U0001f680 ([@amlewis4](#)) [May 28, 2020](#)

12/ How [@goodmarketinghq](#) hit 19K subscribers in a year <https://t.co/i1lctBKpr2>

May 2019. I wrote my first marketing article. A year later my email list hit 19,000.

No ads. No connections. No existing audience.

The site grew because I learnt how to push my content round the internet.

THREAD ...

— Harry's Marketing Examples ([@GoodMarketingHQ](#)) [May 22, 2020](#)

13/ Why you should post native content from [@Nicolascole77](#) <https://t.co/rkvbiqHVjg>

Linking from one social platform to another is "the old way" of doing things.

Algorithms today disproportionately reward native content.

How?

Instead of linking 5 different social platforms to 1 piece of content, you want to copy/paste that 1 asset to 5 platforms.

— Nicolas Cole ([@Nicolascole77](#)) [December 27, 2020](#)

14/ How to come up with great copy from [@craigclemens](#) via [@dickiebush](#) <https://t.co/vDXckZR7We>

An absolute copywriting legend: [@craigclemens](#)

I recently dove into everything he's shared about his writing process.

And I've come away with a four-step framework for creating legendary copy.

— Dickie Bush \U0001f6a2 ([@dickiebush](#)) [December 15, 2020](#)

15/ How to write conversational copy from [@goodmarketinghq](#) <https://t.co/oxVjFxl4Li>

Conversational copy is writing how you talk.

No sales megaphone. No business speak.

But that's easier said than done. So I've put together my guide.

THREAD...

— Harry's Marketing Examples (@GoodMarketingHQ) [August 13, 2020](#)

16/ The power of positioning from [@aprildunford](#) <https://t.co/LpG5LLpVEJ>

My first job out of engineering school, I worked at a startup. We repositioned a product from a lightweight personal database to an embeddable database for mobile devices. Our growth exploded and we were acquired. My eyes were opened to the power of positioning. (thread) 1/

— April Dunford (@aprildunford) [May 14, 2019](#)

17/ Social case studies & analyses from [@juiceboxca](#) <https://t.co/XpUhn3dyVQ>

18/ How to build a marketing guide from 0-1 from [@amandamgoetz](#) <https://t.co/pNDTi2S8IA>

How to build a marketing plan from 0-1: beginner\u2019s guide

// thread \U0001f9f5

— Amanda Goetz (@AmandaMGoetz) [August 17, 2020](#)

19/ What to invest in to get better at marketing from [@katebour](#) <https://t.co/XFqzLtn3rE>

\U0001f631 [@instagram](#) engagement dropped 18% in 2019

\U0001f631 Only 41% of [@Google](#) searches get organic click

\U0001f631 <1% of [@facebook](#) fans see posts in newsfeed

\U0001f60e Marketers who do regular audience research do 466% better

\u2014

The lesson? Channels change rapidly. People don't. Invest accordingly.

— Katelyn Bourgoin \u26a1\ufe0f (@KateBour) [July 15, 2019](#)

20/ Why (and how) you should gather social proof from [@johndsaunders](#) <https://t.co/BUGzDyvDMO>

Quick tip: Social Proof run the world!

When folks say great things about you:

1. Take a screenshot
2. Add it to a folder called ACCOLADES on Google Drive
3. Leverage reviews on testimonial pages and more!

— John D Saunders | Webflow Web Designer & SOPs (@johndsaunders) [September 17, 2020](#)

21/ How to build your first marketing calendar from [@amandamgoetz](#) <https://t.co/YIsor3yVM3>

Marketing 101: a startup guide to building your first marketing calendar

Thread \U0001f9f5 //

— Amanda Goetz (@AmandaMGoetz) [September 8, 2020](#)

22/ 39 lessons on marketing, creating, and building in public via [@dickiebush](#) <https://t.co/9nXTtSFRyE>

39 Lessons on Marketing, Creating, and Building in Public

Inspired by the masterclass conversation between [@david_perell](#) and [@mkobach](#) on The North Star Podcast.

[THREAD]

— Dickie Bush \U0001f6a2 (@dickiebush) [August 10, 2020](#)

23/ The SEO guide for beginners from [@jmoserr](#) <https://t.co/WgptjeccO7>

The SEO for beginners guide, ultimate thread.

- What is SEO in 2021
- On-site SEO
- Content ideation + creation
- Backlinks
- SEO Myths

Bookmark this to get started with [#SEO](#) and drive real organic searchers to your site \U0001f447

— Jeremy Moser (@jmoserr) [February 15, 2021](#)

24/ A list of marketers via [@thatchristinag](#) <https://t.co/wWTbmx2Jes>

If you have less than a 1,000 followers and work in marketing in some capacity, introduce yourself to Marketing Twitter.

Say hi, tell us about yourself, and what you like to tweet about.

Make friends.

— Christina Garnett (@ThatChristinaG) [December 3, 2020](#)

25/ 9 things to include in your marketing portfolio from [@CJ_250marketing](#) <https://t.co/XBcDp85Yy7>

Here are 9 things you should include in your marketing portfolio...

— Christine Johnson (@CJ_250marketing) [January 12, 2021](#)

26/ How to build a brand strategy from [@amandamgoetz](#) <https://t.co/lAxQG2bGkt>

How to build a brand strategy from 0-1: a beginning guide

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— Amanda Goetz (@AmandaMGoetz) [August 10, 2020](#)

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CreatorOS
Coming soon...

How to build your path as a creator, from the best creator economy minds on Twitter

<https://t.co/QNpLAGaJr4>

[@austinschless](#) and I are curating some of the best content on Twitter

First up: Creator Economy 101

The best tweets and threads from the best creators on Twitter

Thread \U0001f447 pic.twitter.com/oKw8HXR1zZ

— Graham Mann (@grahamkmann) [February 5, 2021](#)

Writing Online 101

The best threads, tips, and people to follow on writing better <https://t.co/ilsfmF7hk1>

0/ Writing Online 101

The best tweets and threads from the best writers on Twitter

Thread \U0001f447 pic.twitter.com/BvDISHV6A6

— Austin Schlessinger\U0001f4a1 (@austinschless) [February 10, 2021](#)