Twitter Thread by Luke Cannon ■



Luke Cannon ■
@lukecannon727

Marketing, Content, & Audience

Clubhouse highlights from @Julian, @shl, @mkobach, & @tobydoyhowell:

When building an audience, optimize for 3 things:

Volume
➡ How many followers?

Affinity
➡ How much do they prefer your tweet to the same one from someone else?

Recursive power
➡ How influential are your followers toward your goals?

Here's how to do marketing:

People follow to be entertained.

Entertain people & remind them that you exist.

You'll be top of mind when they want to sell an e-book or are frustrated by a slow check-out.

Don't make marketing more complicated than it is.

Forget funnels.

@mkobach just wants @Fast to be present to more people & knows 2M > 1M.

@tobydoyhowell just wants people to see MB everywhere & realize that the Brew is inevitable

Fact: people are more relatable than brands

Building your company around a personal brand(s) is a competitive advantage.

@Fast encourages & even helps people to build their personal brands

Marketing is about going to where people are, as much as it is about people coming to you.

Your customers might not be on Twitter, or Clubhouse, or Reddit. But if they are, find the exact community they're a part of.

Creating content is a commitment to consistency. If you can't be consistent, it's likely not for you.

Start out spontaneous, but become strategic. Find tweet opportunities in conversations & on Clubhouse.

But tweet carefully & consider all the perspectives: a single word can decide the success of a tweet.

Finally, selfless people are the most selfish. They know what they want & say so.

In that spirit, please retweet if you enjoyed.

I promised my wife I'd buy her coffee for a week if none of @tobydoyhowell, @shl, @mkobach, or @Julian retweeted. https://t.co/EnXYo4YSEF

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> — Luke Cannon \U0001f426 (@lukecannon727) February 20, 2021