

Twitter Thread by [George Mack](#)



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[@george__mack](#)



THREAD: The top 0.1% of marketing mental models.

Compressing a 6-year career into the best 8 ideas:

1. Contrast Is A Drug

- Rolls Royce stopped exhibiting at car shows
- They started exhibiting at private aircraft shows
- "If you've been looking at jets all afternoon, a £300,000 car is an impulse buy. It's like putting the sweets next to the counter" - [@rorysutherland](#)

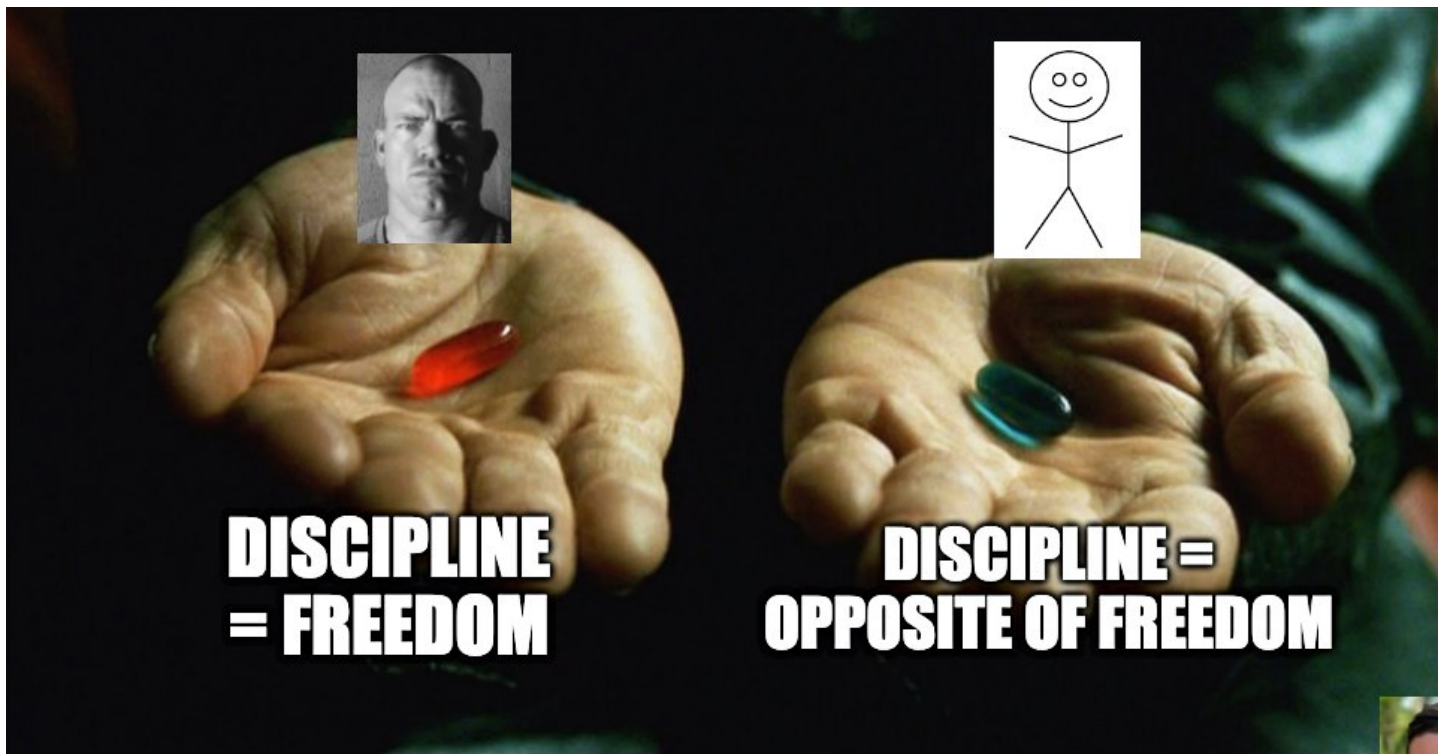
2. The Best Content Involves A Red Pill

- "If you want to build a good podcast, following, or blog - you've gotta create your red pill"
- Hand society something they're not hearing anywhere
- Society says blue pill. Your content says red pill.

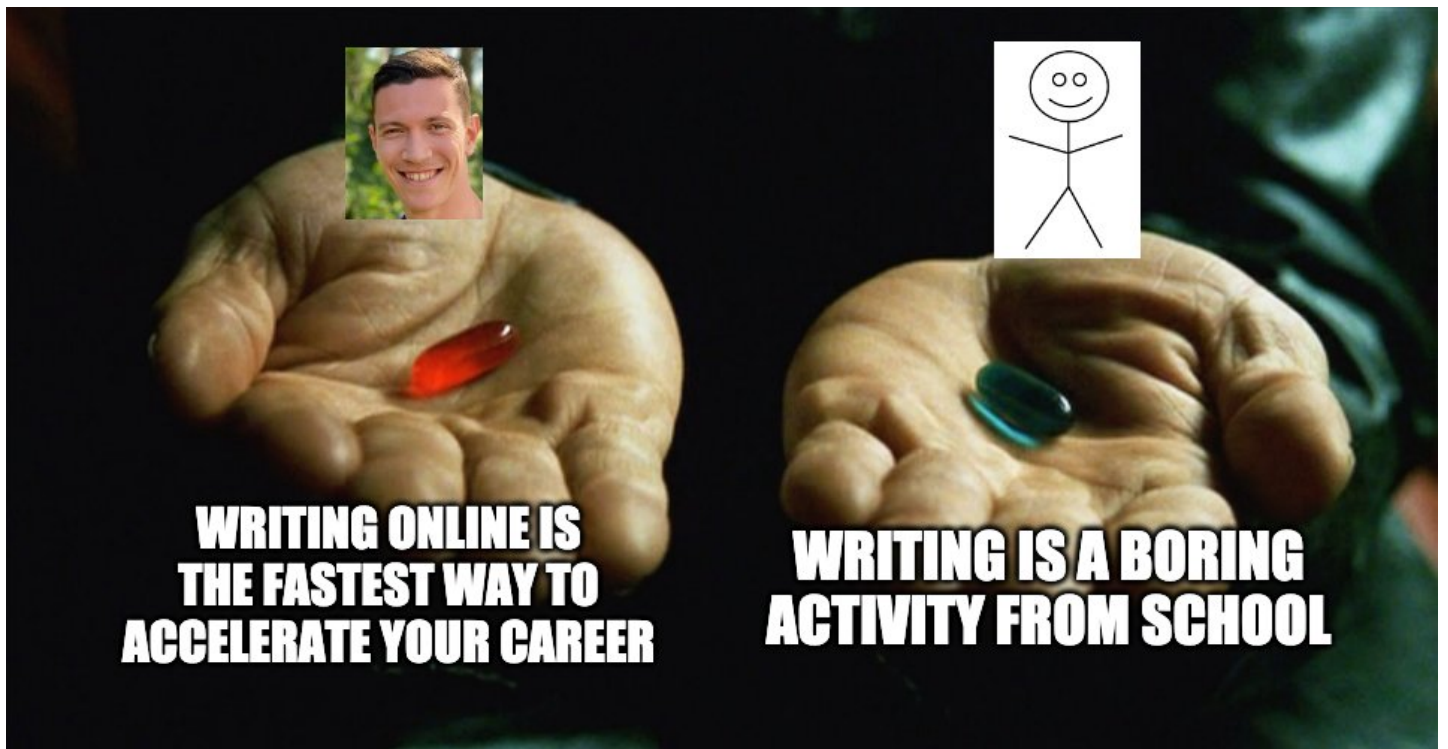
([@finnscape](#) via [@ShaanVP](#))

- The irony is that the red pill metaphor is itself a red pill - once you see it, you can never unsee it.
- The best content creators on the internet all have their own red pill, which makes their content so enticing.

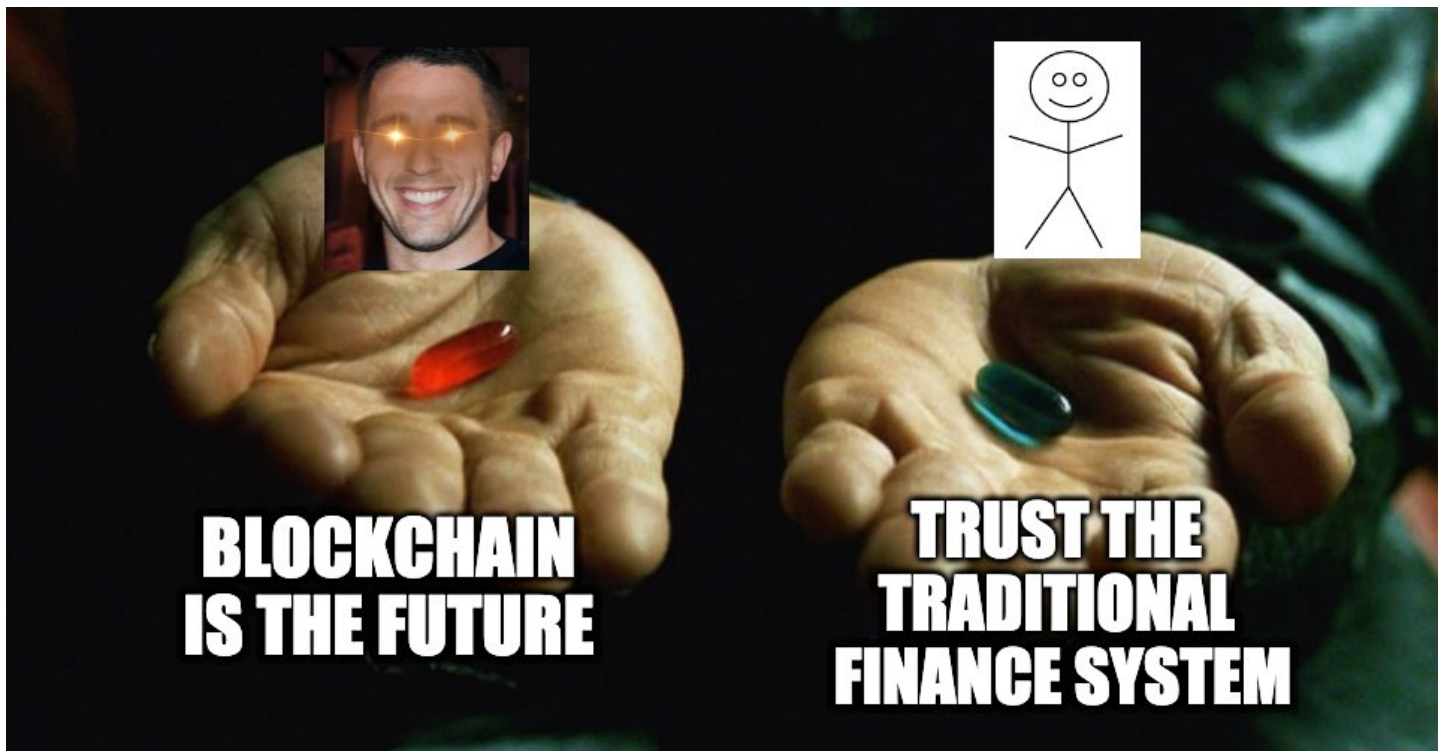
E.g. [@jockowillink](#)'s red pill:



- Society's Blue Pill: Writing is a boring activity from school
- [@david_perell's](#) Red Pill: Writing online is the fastest way to accelerate your career



- Society's Blue Pill = Trust the traditional finance system
- [@APompliano's](#) Red Pill = Blockchain is the future



3. The Law Of Shitty Clickthroughs

- The first banner ad ever had a clickthrough rate of 78%.
- In 2021, the average varies between 0.05%-0.16%.
- "Over time, all marketing strategies result in shitty clickthrough rates." - [@andrewchen](#)
- Most of the rewards of marketing channels go to early adopters

GymShark = Used influencer marketing before the term existed

PayPal = Used "Earn \$ for signing up" before the term existed

Go fast. Entropy will occur - and only the wealthy can afford to keep playing.

4. The Most Underrated Marketing Channel

- "Your unboxing experience is the only marketing channel with a 100% open rate." - [@TaylorHoliday](#)
- When I first read this, I felt like such a moron.
- I'd spent years neglecting the most important marketing channel.

[@TaylorHoliday](#) has a fantastic "3 M framework" for unboxing:

1. Mission - Help customers understand why you exist

2. Magic - Unexpected moment that delights the customer

3. Money - How do we turn them into a repeat purchase or referral

5. Weird > Average

- If you optimize for the mean, you optimize for nobody.
- The average person doesn't exist - it's just a blended mean of 7 billion people.
- If you design an idea for them, you design an idea for nobody.
- In contrast, if you design for the extremes - it can then cross over to the mainstream.

E.g.

TikTok 2016 = Lip Syncing for teenagers

TikTok 2021 = Global short form video platform

GymShark 2012 = Vests for gym bro's

GymShark 2021 = Fitness attire for everyone

6. Costly Signalling Theory

- "The most efficient way to send a wedding invitation would be by email." - [@rorysutherland](#)
- A beautiful handwritten invitation by post contains the same message as an email - but the cost and effort signals how serious you are

Contrast below:



Wedding Invitation Inbox x



G Mack

to me ▾

Hey,

I've just proposed to Claire (CC'd in).

Please see the attached PDF with your wedding invitation.

Kind Regards,

The future Mr and Mrs Mack

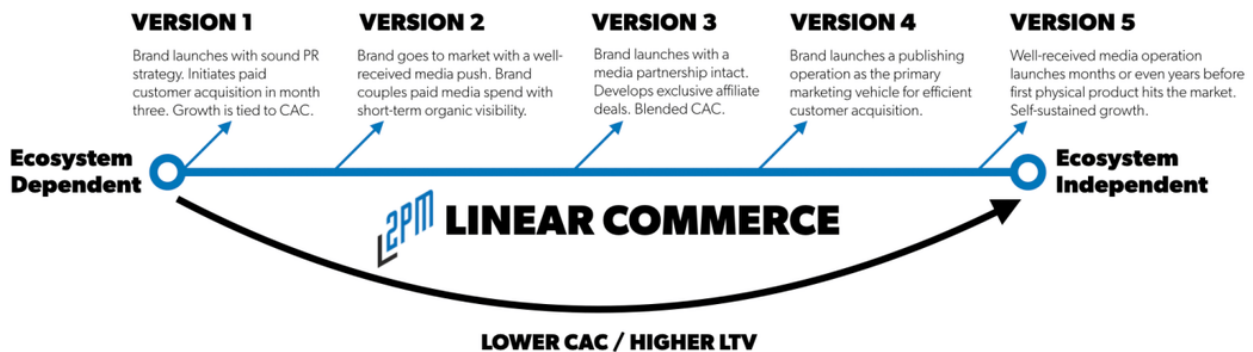


7. Linear Commerce - The Merging Of Media and Commerce

- "Brands will develop publishing as a core competency, and publishers will develop retail operations as a core competency".

- @web

- This foresight from @web will be looked back upon like "software is eating the world"



You can already see this playing out...

- Nelk Boys + Logan Paul launching 8 figure clothing brands organically.
- [@balajs](#) idea of a "founding influencer" to enhance distribution.
- Hubspot acquiring The Hustle.
- Paid advertising is just acquiring attention
- If there's an organic media machine that acquires attention for free, they rely less on paid advertising
- And if the organic media machine ever uses paid advertising, it's miles cheaper (I've seen this on so many ad accounts)

8. Simplify

- "The more you simplify, the better people will perform. People cannot understand and keep a track of a long complicated set of initiatives..."

Use a framework people can repeat without thinking about." - [@rabois](#)

You can change the world through a sentence...



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If you enjoyed this, I occasionally send out a newsletter.

It contains:

1. Clouds - Mental Models + Big ideas

2. Dirt - Tactics + Leveraged tools

100% high signal. 0% spam.

Check it out ---> <https://t.co/gZLFogxVV0>

Notion document with all the resources here:

<https://t.co/T1SggDjFxp>

Last but not least:

[@GoodMarketingHQ](#) always has some ■ when in need of ideas.

