Twitter Thread by Chris Hladczuk



Chris Hladczuk
@chrishlad

If you build a great product and no one knows, did it happen?

@mkobach
@JunaeBrown
@AmandaMGoetz
@JuiceboxCA
@KyleTibbitts
@jenalyson
@tobydoyhowell
@ThatChristinaG
@markritson
@TheCoolestCool

10 LESSONS from 10 of the BEST Marketers■■



1/ Understand Culture First

"Marketing is effective when it’s a reflection of culture. Have to understand culture and society to understand marketing"

@mkobach

2/ Four Keys

• Make your audience feel like they know u— inside look into lifestyle or clear buyer persona

• Create shareable content—audience promos for u

• Authenticity

• Interactive strategies since everything is digital. Create EXPERIENCES

@JunaeBrown

3/ Pillars of Content

Every piece of content have 3 things:

- PURPOSE
- GOAL
- DISTRIBUTION STRATEGY

@AmandaMGoetz

4/ Clear Value Prop

"If you can’t describe in one tweet why someone should follow your brand on social, you can bet the average social user can’t find the reason either."

@JuiceboxCA

5/ Organic

"Avoid getting hooked on paid marketing.

It drives quick growth but is expensive, easily replicated and therefore less defensible.

Plant the seeds of organic growth early to reduce reliance on paid marketing and drive down CAC over time."

@KyleTibbitts



6/ Empower

"Wildly popular or 'viral' brand posts aren’t subjected to multiple edits, pulled from a content plan or scheduled.

Viral posts happen when a social team is empowered to respond in real-time, in relevant ways to fleeting but remarkable social moments."

@jenalyson

7/ Unify a Community

Create a visual identity:

@MorningBrew = ■

@AndrewYang = ■

When you run into another "■" on twitter, you know they read the Brew.

community=built

@tobydoyhowell

8/ Emotion

"Pay attention to what people are posting.

We crave nostalgia. We crave songs from our childhood. We crave the stories that made us laugh - made us cry.

Our connection is emotional.

How is your brand tapping into the emotions of your audience?"

@ThatChristinaG

9/ Effectiveness of Marketing

10. Enough Research
9. A Handful of Objectives
8. Realistic Differentiation
7. Multi-Channel Mix
6. Long & Short
5. Mass & Targeted
4. Sufficient ESOV
3. Codes, Applied, Ridiculously
2. Creativity
1. Brand Size

@markritson

10/ A Marketing Portfolio

"As you create content or plan out marketing campaigns...

70 percent of your efforts should be low-risk.
20 percent of your efforts should be innovative.
10 percent of your efforts should be high-risk."

@TheCoolestCool