Twitter Thread by George Mack



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If I had to give a lecture series on marketing, here's 11 points I'd include:

1. Data is like protein:

It’s valuable - but it shouldn’t be your *only* input.

If all your decisions are guided by A/B tests, you’ll eventually end up with a porn site.

2. The infinite ROI skill stack:

A. Understand how people work - Lindy.

B. Understand platforms + culture - Ever-changing.

Live in the barbell.

3. The best marketers are open source for the *first time ever*

• You can visit ad libraries
• You can sign up to newsletters
• You can see the copy on their website

There's no centralised database like Github - but it's there for the resourceful

4. Copy or reverse-engineer

A. If you want to do good marketing, just copy the greats.

B. If you want to do great marketing, reverse engineer the principles behind great marketing.

Warning: You will then be copied.

5. Think with headlines first

Mr. Beast has full time staff who's sole job is to write headlines for YouTube videos.

If the headline is good, they then make the video.

This is the inverse of making the headline fit the story.

Think of distribution before creation.

6. The content barbell

The future of content is now shot on smartphones or high end Netflix-esque studios.

The middle is dying.

Hiring a Chief TikTok Officer is the highest leverage move in 2021.

7. The best marketing textbook is your bank balance.

Follow the money backwards from purchase to first hearing about.

It's proven to work by your actions. (Not words)

8. Unbundle Word of Mouth marketing

It’s now Word of WhatsApp, Word of Slack and Word of Discord.

Always ask: “How will people post about this in their group chat?”

9. If technical, try to learn in real time.

The landscape is ever-changing.

Avoid people teaching case studies that worked 2 years ago.

You want to see what they are doing live in real time - live streams, slack groups or weekly updates.

10. Find the highest leverage “Bakers Dozen”

Bakers Dozen = 13*

*When the customer was expecting 12

It isn't the 13 that makes the customer happy - it's the unexpected +1

Highest leverage = Largest +1 for customer

Five Guys extra scoop of fries is the best example of this