

# Twitter Thread by [Brian Bourque](#)



**[Brian Bourque](#)**

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**Digital ad spend is up 31% this year.**

**More competition, more expensive clicks.**

**How to master 5 FREE marketing channels:**

1. Email Newsletters

Ethan Brooks offers a million dollars of value in this mega-thread on how to build a 7-figure newsletter empire:

<https://t.co/D40rai5uNn>

1/ How 7-Figure Newsletters Work

Stoked to get back to writing about newsletters here.

For easy reference, you can find all the threads below (will keep this updated).

Based on months of dedicated research and dozens of interviews with operators across the industry.

Enjoy! [pic.twitter.com/EMnengRxYs](https://pic.twitter.com/EMnengRxYs)

— Ethan Brooks (@damn\_ethan) [July 11, 2021](#)

2. SEO

Hrshikesh Pardeshi, founder of Flexiple and Buildd, reveals his 30-step framework for how a startup should approach SEO:

<https://t.co/m3Hpglgj0k>

My 30-step SEO strategy for startups based on 4 years of learnings, marketing & growing my startups to 1 million+/month organic traffic. [pic.twitter.com/8OQhF8K6Tl](https://pic.twitter.com/8OQhF8K6Tl)

— Hrishikesh Pardeshi (@hrishiptweets) November 18, 2021

## 2. SEO (continued)

Yannick from Hypefury delivers a powerful guide to key SEO concepts with examples, tools and recommended videos to dive deeper.

<https://t.co/ubaYLWj7fY>

I have 15+ years of digital marketing experience.

I condensed everything I know about SEO in one single thread including videos from industry experts.

When you finish this thread you can literally start your own SEO agency and start making money online.

— Yannick | Marketing & Growth (@Yannick\_Veys) July 12, 2021

## 3. Organic Twitter

Learn how Aadit Sheth writes killer threads that have earned him over 80K followers:

<https://t.co/xueqm735kV>

The Twitter algorithm loves threads.

If you struggle with writing, know I used to as well.

I eventually overcame it.

6 steps to writing threads that crush it on Twitter:

— Aadit Sheth (@aaditsh) September 6, 2021

## 4. Community

Follow the Bored Ape Yacht Club (342K followers) for a blueprint on community.

What began with ape NFTs has evolved into a wild subculture that includes clothing, meetups, mutants, online games and aping into a whole new way of life.

<https://t.co/8LJlqajb16>

## 5. Cold Email (B2B)

Learn how Will Cannon has built a \$70M B2B SaaS company by perfecting cold outreach:

<https://t.co/7oWXDSg31h>

You can use cold email to get a meeting with anyone

And whether you're signing clients

Or looking for a partnership

This 7-step cold email philosophy has a stupid high chance to get you meetings with the people you want

(This has worked for > 3,000 people):

— Will Cannon (@iamwillcannon) July 30, 2021

Thanks for reading!

If you're into marketing and startups, follow me at @bbourque for 1-2 threads each week.

Peace.