Twitter Thread by Amanda Natividad



Amanda Natividad
@amandanat

Twitter has 206 million users.

But 99% of them are following the wrong people.

Here are 21 must-follow accounts who give incredible value for free:

Who: @KateBour

• Marketing psychology
• Customer research

Fave thread:
https://t.co/Vhk4Vx8gVf

> Marketing is harder than ever
>
> Wanna quickly figure out what works with buyers?
>
> You don\u2019t need to spend 100s of hours doing research
>
> There are only 4 questions you *really* need to answer to get started
>
> If you can these Qs, coming up with smart marketing ideas feels easy
>
> \U0001f9f5
>
> — Katelyn Bourgoin \u26a1\ufe0f (@KateBour) October 21, 2021

Who: @jaimeschmidt

• Investing
• Building wealth
• Running a successful business

Fave thread:
https://t.co/gpfpVKK27c

> Chasing investor money isn\u2019t for everyone.
>
> I bootstrapped my business to $25M in revenue and a $100M+ acquisition.
>
> Here\u2019s how you can build from nothing, too. A thread \U0001f9f5
>
> — Jaime Schmidt (@jaimeschmidt) July 6, 2021

Who: @kaleighf

• Good writing
• Content strategy
• Ecommerce & retail tech

Fave thread:
https://t.co/2g6mWm91cQ

> It\u2019s shocking to me how many companies throw money at content marketing with zero strategy behind it\u2014just some loose terms to target for SEO.
>
> You can get much better ROI if there\u2019s a method to the madness.
>
> Some suggestions...
>
> — Kaleigh Moore (@kaleighf) January 23, 2021

Who: @angjiang

• Compressed ideas
• One-liners to blow your mind

Fave tweet:
https://t.co/Qv2v33Uw5w

> If you're perfectly qualified to do something, you've already outgrown it
>
> — Angela Jiang (@angjiang) February 10, 2021

Who: @ccmarce_writes

• Advertising
• Digital marketing
• Bite-sized marketing teardowns

Fave thread: https://t.co/ilxqrz2pXi

> \u201cGood marketers copy; great marketers steal.\u201d
>
> If you're always looking for inspiration when putting together marketing campaigns, I've got 10 great sources you can bookmark to help save you time.
>
> \U0001f447
>
> — Chantelle (@ccmarce_writes) July 14, 2021

Who: @lijin18

• Web3
• Investing

Fave thread:
https://t.co/ok5HWmQiUi

> DAOs (decentralized autonomous organizations) represent the next step forward in the labor movement.
>
> A thread \U0001f9f5
>
> — Li Jin (@ljin18) November 28, 2021

Who: @AmandaMGoetz

• Marketing
• Being a CEO
• Entrepreneurship

Fave tweet:
https://t.co/rO6ZlAQcMI

> VCs \U0001f91d Ex Boyfriends
>
> Sliding into DMs
> when you start growing
>
> — Amanda Goetz (@AmandaMGoetz) October 18, 2021

Who: @janetmachuka_

• Marketing
• Social media & community

Fave tweet:

https://t.co/oX9k518lVh

> Every family has a person who breaks the chain of poverty. I hope you will be that person.
>
> — Janet Machuka (@janetmachuka_) March 15, 2021

Who: @The_MMW

• Building wealth
• Managing your money wisely

Fave thread:
https://t.co/TOnDaelwoe

> 21 Lessons I Learned From My Millionaire Mentor
>
> - Thread -
>
> — Fiona | The Millennial Money Woman (@The_MMW) November 7, 2021

Who: @brianne2k

• Marketing
• Pop culture
• Social media

Fave tweet:
https://t.co/EuiGa7Kxad

> Social media managers don't need thousands of followers on their personal accounts to be great at their jobs https://t.co/mDC7vUn9mg
>
> — Brianne Fleming \U0001f49c (@brianne2k) August 9, 2020

Who: @dunkhippo33

• VC
• Startups
• Leadership

Fave thread:
https://t.co/CF6L0DQH75

> When I was a founder I was completely clueless about fundraising and what investors would ask me. And also why they were asking certain questions.

> I don't think founders should ever be blindsided by the process.
>
> A thread -- read on >>
>
> — Elizabeth Yin (@dunkhippo33) September 10, 2021

Who: @anafabrega11

• Learning
• Future of education

Fave tweet:
https://t.co/rJlmQ0SX1R

> The real world doesn\u2019t come with instructions \U0001f937\U0001f3fd\u200d\u2640\ufe0f pic.twitter.com/xVZHFxINVg
>
> — Ana Lorena Fabrega (@anafabrega11) November 1, 2021

Who: @ThatChristinaG

• Community
• Marketing
• Media

Fave tweet:
https://t.co/8cLQdjZ0qc

> When I see someone with a nonlinear career path I see someone who is adaptable. Someone who is willing to try new things.
>
> — Christina's chaos magic (@ThatChristinaG) March 18, 2021

Who: @myfriendjanine

• VC & partner
• SaaS tech founder
• Hype woman for founders

Fave thread:
https://t.co/0u8sYfDVeZ

> Non-technical founders always ask how they can build an app if they don't have a tech team. I was in the same boat.
>
> Let's break down some solutions. \U0001f9f5
>
> — Janine Sickmeyer (@myfriendjanine) August 26, 2020

Who: @shausterweiss

• Health
• Relationships

Fave thread:
https://t.co/oIPrdrwzNy

> Anyone else tired of hustle culture?
>
> Instead of glorifying working 24/7, let's glorify rest.
>
> Here's the 7 types of rest we need:
>
> — Shannon Auster-Weiss (@shausterweiss) November 10, 2021

Who: @ChiThukral

• Social media
• Content & creativity
• Funny takes on marketing & trends

Fave tweet:
https://t.co/BV8GFxN3JH

> can you imagine if we had a zoom wrapped?
>
> you spent 9,462 minutes on \u2018quick calls\u2019
>
> your aura is black aka \u2018camera off\u2019
>
> you waved more than 78% of the other attendees at the end of meetings
>
> — chi is underneath the \U0001f384 (@ChiThukral) December 1, 2021

Who: @mdeziel

• Writing & creativity
• Content marketing strategy
• Literally wrote the book on content

Fave tweet:
https://t.co/PgZgUQEGUC

> Why is it always "how do I get more followers" and not "how do I create content worth following?"
>
> — Melanie Deziel (she/her) (@mdeziel) March 19, 2021

Who: @stephsmithio

• Business strategy
• Modern remote work
• Hosts an amazing podcast

Fave tweet:
https://t.co/Zza9DehCo3

> The 40 hour workweek was established over a century ago.
>
> Since then, we've invented 5G networks, automation, 3D printing, AR/VR, and a computer that can fit in your pocket.
>
> Nearly all of the tools have changed, yet somehow ppl still think the way we work needs to stay the same.
>
> — Steph Smith (@stephsmithio) September 3, 2021

Who: @AmaliaEFowler

• Marketing & PPC
• People management

Fave thread:
https://t.co/BihLUyCgsF

> I became a Director of Marketing 3.5 years into my career.
>
> My top tips if this is a role you're aiming for \U0001f447
>
> — Amalia Fowler (she/her) (@AmaliaEFowler) November 11, 2021

Who: @TheJennyLi

• Social media strategy
• Marketing KPIs

Fave tweet:
https://t.co/FBg6cEUxQR

> Social media management is a skill.
>
> Just like graphic design, video editing, writing, digital strategy, data analysis, crisis comms, marketing, photography \u2014 are all individual skills and professions.
>
> Somehow, we\u2019ve conveniently balled them up into the title, social media mgr.
>
> — Jenny Li Fowler, \uc774\uacbd\uc2e4 (@TheJennyLi) March 19, 2021

Who: @aprildunford

• Product marketing
• Marketing strategy

Author of "Obviously Awesome" — easily the most influential marketing positioning book today.

Fave thread:
https://t.co/9OwoIvLbDb

> I think startups focus too much on pitching features of their product where they could be selling their point of view on the market. Your point of view describes why you prioritized features the way you did and why your product is the best solution for a certain type of buyer 1/
>
> — April Dunford (@aprildunford) May 22, 2020

And I may as well shamelessly promote myself:

@amandanat

• Marketing
• Content strategy
• Food tips (I'm also a trained chef)

My most recent thread:
https://t.co/a9N4Rd0ERf

> It took me 6 months to reach 400 newsletter subscribers.
>
> But only 6 WEEKS to pass 1,000.
>
> How you can grow your newsletter from 0 to 1,000 subscribers \u2014 faster than me: pic.twitter.com/X6nNhbMtmY
>
> — Amanda Natividad (@amandanat) November 30, 2021