Twitter Thread by Ranveer Allahbadia



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How I built a 7 Million+ strong COMMUNITY on social media, in 5 years.

(A thread)

Video content is the past, present & future.

Golden rule of social media : People gravitate towards HUMANS & their stories.

The easiest way to attach people to your journey is COMMUNICATION through video.

If you cant come on screen, at least use voice. Video>Photo>Written.



From day 1 :

- Wrote down ALL ideas on paper (content pieces, growth strategies, future targets)
- Decided to expand my team, whenever my income allowed me to.
- Make. Money. First.

Don't just rely on YouTube income or brands for money. You may also provide SERVICES to fans.



But in the long term, BIG money will come from brands.

Therefore accumulate numbers and create your own niche.

How to get numbers?
- Entertain or Educate or Motivate

- Create videos/pieces that address people's most common questions/thoughts about the niche you've chosen.

As you grow through your base strategy of video creation (could be YT, IG Reels or even LinkedIn Video)...

You can further community loyalty through sharing pieces of your personal story. How?
- Vlogs
- Captions that expose your mindset.
- Tweets

Be a good storyteller.



The long term throws up its own challenges - Even your most loyal community members can get bored of your content. How to stay relevant? Reinvent.

How?
- Stay updated with the evolution of social media
- Study in the background (to add layers to yourself)
- Change content style



People will STICK with your social media handles when :
- They see FRESH content (either the style or the information or the feeling of it)
- When they see YOU evolving as a person.
- When you still retain some of the ORIGINALITY for which they'd followed you initially.

Stay consistent with releases

If need be, only select 1 or 2 social media platforms that you play games within.

Depending on the kind of community you wish to build, prioritise amongst :
- YT (loyalty)
- Instagram (brand money)
- LinkedIn/Twitter (professional opportunities)

These were the 'social media basics'.

But if you wish to SCALE your brand :-
- Delegate furiously.
- TEACH, mentor & retain a great team.
- Network with people from outside social media (for perspective & humility)
- Ask yourself : What beyond these digital numbers?

What did I do beyond running my English self-help brand 'BeerBiceps' ?

- In 2017 : Co-founded @MonkEtweets. Talent management & content marketing firm (50+ work force)

- In 2018 : Founded Hindi brand 'Ranveer Allahbadia'

- In 2019 : Created the podcast brand 'The Ranveer Show'

In 2020, we have a 80+ member team working across multiple organizations.

Currently working on 2 more YouTube based digital brands (Our Hindi podcast brand and a Hindi language digital version of 'National Geographic')

Also working on building a self-help based app.

Big challenges & solutions I discovered :
- How to retain motivation? Take breaks regularly.
- How to deal with trolling? Toughen up.
- How to deal with stagnation? Write/upload SOMETHING every day.
- How to secure your future? Find co-founders & build revenue streams together.

Strongly believe that we haven't even achieved 1% of what I initially set out to achieve in my career.

This journey has only begun.

My greatest weapon has been my urge to keep learning about the social media universe.

My greatest teacher has been my mistakes along the way.



The one thing I ALWAYS believe that could have accelerated things is GUIDANCE.

Have always been blessed with 'Business mentors'.

But NO social media mentors.
Someone who could have pointed out my mistakes before I made them.

That's why, here's a huge announcement.

Tying up with @graphyapp to create a NEW AGE social media mentoring course.

Going to be conducting 6 detailed chapters that will explain :
- Strategies
- Hacks
- Mindsets
- Management
- Leadership

For aspiring digital entrepreneurs.

Sign up here :-
https://t.co/mrgpBUb4o8

The greatest SOCIAL MEDIA HACK (besides consistent hard work) is mentoring.

Social media is an 'experiment based' game.

If you're thinking about 10 experiments, only 1 will succeed.

I hope to be the 'Social media mentor' who helps you pin point your likely "HIT experiment".

At this stage, I'm 27.

Yet, there's a long way to go.

But the one thing I'm certain of is that the teams I've assembled & the work culture we've set, will ensure financial & fame-specific growth.

At this stage, it's about giving BACK to the world that gave me my everything.



So if you're an aspiring content creator or a hopeful digital entrepreneur... Know these truths :-

- All your dreams are possible.
- Guidance will make your process easier/faster.
- A strong online brand in the 2020s will set you up for the REST of this century.

Good luck!