

Twitter Thread by Julian Shapiro

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My day job is growing startups.

I've worked with a few hundred by now.

Here's how to grow your podcast, newsletter, blog, YouTube, and Twitter.

Hope this helps! A thread:

Growth marketing, a timeline:

2015: "We need to go viral."

2017: "Well, we raised \$25m of VC. Let's dump it on Facebook ads."

2021: "Wow. We should have been focusing on content and building a great product."

How to grow a podcast:

- Be YouTube-first; do video
- Split eps into 8min YouTube clips with SEO'd titles
- Get guests that are searched for on YouTube
- Consider not publishing bad eps
- Exchange eps with other shows
- Niche is fine, but be widely accessible

How to grow a YouTube channel:

- Describe the video's value in the first five seconds
- Ask a question you don't resolve until the last five seconds
- With YT algo, 1 amazing video > 10 good videos
- Quick cuts don't give people time to ask if they're bored

—Mr. Beast

Some tips for growing newsletters:

- Plug it at the end of a tweet thread.
- Swap plugs with other newsletters.
- Send a sample issue upon signup to excite people for future issues.
- Consider twice-monthly over weekly. My poll revealed people are fatigued with newsletters.

Two major SEO factors I look for:

1. The click-through rate of your page title.
2. Searchers not needing to return to Google after clicking your page. How?

- Write for depth
- Link to more topics they might want instead
- Start w/ a summary to show they're at the right place

Getting content ideas:

- Buzzsumo shows competitors' big content. Write about those topics
- Google Trends shows breakout topics in your industry. Cover them
- Search Reddit for good content that didn't go big. *Credit* (!) your source, remix the insights, and push it broader

Here's a LOOSE idea of which customer acquisition channels to prioritize based on your business model.

This isn't set in stone—try many channels over time.

B2C companies

If you sell a product to consumers, these are the channels I suggest prioritizing:

- **B2C ecommerce companies** — You'll most likely succeed with [Instagram/FB](#), organic social, influencers, sponsorships, and marketplaces. You might succeed with [Pinterest](#), [Google Ads](#), and [Google Shopping](#).
- **B2C mobile app** — You'll most likely succeed with [Instagram/FB Ads](#) and [Apple Search](#). You might succeed with [Snapchat Ads](#), [TapJoy](#), and referrals.
- **B2C SaaS app** — You'll most likely succeed with Facebook Ads, [Content](#), and product-led growth. You might succeed with [Google Ads](#) and partnerships.
- **Brick and mortar** — You'll most likely succeed with [Facebook Ads](#), [Instagram Ads](#), [Yelp Ads](#), and PR. You might succeed with [Snapchat Ads](#), [Google Ads](#), [Google Display Ads](#), and affiliate programs.

B2B companies

If you sell to businesses:

- **Niche B2B with high average revenue per user (ARPU)** — A startup in this category would be enterprise software charging \$10,000+ per year. You'll most likely succeed with [Sales](#) (outreach, inbound, and networking) and you'll likely generate leads through [content](#), webinars, partnerships, [Facebook Ads](#), [Google Ads](#), and [LinkedIn Ads](#). You might succeed with [Instagram Ads](#).
- **Broad B2B with medium ARPU** — A startup in this category would be small business software charging \$150 per month to help run your accounting. The previous paragraph applies here—with one tweak: you'll likely place greater emphasis on ads and content over sales.
- **Niche B2B with low ARPU** — For example, a software tool for app developers charging \$25 per month. If this is you, perhaps rethink your business if you're trying to make more than \$2mm USD per year, because you're facing an uphill battle. Niche B2B businesses with low ARPU can neither afford ads *nor* sales. They have to rely on breakout word-of-mouth, community building, product-led growth, and content. It'll likely be a slog.
- **Broad B2B with low ARPU** — For example, a broadly applicable software product charging \$25 per month. You'll most likely succeed with [Content Marketing](#), [Google Ads](#), product-led growth, and [Apple Search Ads](#) (if you're a mobile app). You might succeed with partnerships, integrations, and referrals.

Getting Twitter followers:

- Learn copywriting—punch + clarity
- Respond to big accounts quickly w/ insights
- Write for retweets: focus on insights + stories
- People retweet novelty, inspiration, tribal affiliation
- Bio should say why ppl should follow. See mine: [@julian](#)

To see how competitors are running acquisition:

- View their Google Ads via Ahrefs
- View their popular blog posts via Buzzsumo
- View their Facebook ads via the Facebook Ads Library
- All of these also reveal which landing pages they're using

If you want more content on startup marketing, give me a follow. I post threads 2x/week like this.

You can see past threads here: [@julian](#)