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