Twitter Thread by Olabinjo



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People who want to switch on growth for their startups or marketing professionals ask me what to read to get their thinking up. Here's a thread of some books and blogs I read

When you read these, it's important to focus on the principles and not the exact strategy. Copying and pasting what someone else has done is not a guarantee that it'll work

Books:

1. Nir Eyal - Hooked: How to build habit-forming products.

Nir writes about the psychology of human behaviour with digital and physical products and shares real-life examples of how you can engage, nudge and encourage your customers to keep using your product

2. Ryan Holiday - Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising

Ryan writes how boring simple advertising is and what growth hackers need to do/take advantage of to be truly unique and to switch things up

3. Gabriel Weinberg and Justin Mares - Traction: A Startup Guide to Getting Customers.

Gabriel and Justin focus on channels you can lever to acquire and retain customers. This book is a guide if you have no clue how to approach customer acquisition. It's an inexhaustive list tbh

4. Seth Godin - Permission Marketing

The OG Seth Godin writes about how to market to potential customers by taking permission. People now know when they're being sold stuff and your marketing tactics are probably boring and not working

5. Seth Godin -All Marketers Are Liars

Seth writes again about how marketers can craft stories that appeal to different groups of people. Stories are important and people often tell themselves stories before they buy products or in this case, sign up for your startup

You should actually just read everything Seth Godin has written. Books and blog here

https://t.co/AcyDXS4W1d

The Growth Handbook from Intercom. Intercom brings together leaders from the world's largest companies sharing advice on how to grow your business. An absolute great read

https://t.co/bKVPiMF6IN

Now, to a list of Blogs. There's not a lot of Africa-focused stuff as you might have seen in this list. Again, focus on principles and adapt them to your situations, not copy and paste.

1. My Blog. I write strategy, answer questions, go in-depth on channels. There's easily 20 blog posts here. I hope to do at least 12 this year starting today :)

https://t.co/8FVsQoKRCf

2. Hiten Shah. Hiten is the founder of Crazy Egg, Kissmetrics and Quicksprout. He writes a lot about the SaaS business so if you're building a subscription service, you should read Hiten

https://t.co/KSVxd40uRE

3. Andrew Chen. Andrew is ex-VP of Growth at Uber. Andrew writes about network effects, building teams and a lot about cycles of growth

https://t.co/8QdX2TpT82

Andrew's most-awesome article for me is this. Even though I don't like this hacker term :)

https://t.co/Zu75T80pBG

OKDork by Noah Kagan. Noah is Chief Sumo at Sumo Group, led growth at Mint and worked at Facebook and Intel.

Noah writes a lot of actionable advice for growing waitlists, building brands, outreach and partnerships, etc.

https://t.co/G1KZEF3pDQ

My favourite social media scheduling tool, Buffer, has an amazing resource. They've got books, blog posts, video tutorials and a ton of stuff if you need to get better at social media and digital marketing. An absolutely insightful read every time

https://t.co/fh0oJMBkCK

VC Firm First Round has Review. The best thing about Review is that it's written together with people actually doing marketing stuff every day of their lives. Here's the PR & marketing category

https://t.co/UGPUAPLB2e

Elizabeth Yin, GP at Hustle Fund and ex-500Startups partner writes building startups, marketing funnels all of that good stuff for people who want to build technology companies

https://t.co/q5CbmDYgPw

Growth Hackers' Growth Studies.

Community for growth people put together these growth studies from companies like Stripe, Tinder and AirBnB. Again, the principles matter the most.

https://t.co/itX2ene5N8

A random interesting article about Chamath, who used simple growth tactics to explode Facebook's userbase and achieve higher retention. Anyone building anything social should actually just copy and paste this :)

https://t.co/v17DxE6Oa2

I like reading NFX because they're always posting secrets lmao

https://t.co/lyz0ywD39E

Almost forgot Brian Balfour who was ex-VP of Growth at Hubspot. Imagine building stuff for marketing people and capturing them best.

https://t.co/SCeVi85orW

Connie Chan, Silicon Valley's China whisperer writes about e-commerce and social in China and SE Asia. I think that's the future of technology anyways so read Connie if you want to predict the future of Instagram

https://t.co/dCMs5cUb6U

Yemi Johnson, former hotelsng COO. Yemi never write since 2019 but we forgive him. Read anything anybody from marketing at hotelsng writes sha. That's an industry rule-of-thumb. I don't make these rules.

https://t.co/RRZq0cmV0f

Nneka Ngene writes teardowns of some of your favourite Nigerian startups here. She's done Paystack, Kuda, Piggyvest and a ton of stuff on marketing channels. I can't seem to find her handle

https://t.co/vXsoe3ltvP

@ebose__ writes stuff on SaaS, Conversion Rate Optimisation and SEO

https://t.co/IwHcAlkb7K

You should absolutely subscribe to @oluremi_x's newsletter. If you've heard of Naturalgirlwigs, she did that

https://t.co/z6C0YjmSNs

There's a growth community for Africans on Telegram. You can message @pheekayo our supreme leader for the link

After reading all these things sha, the best way to learn is by doing the work and making mistakes. Goodluck everyone :)