Twitter Thread by Growth Tactics

Growth Tactics
@GrowthTactics

We found 6 startups that are growing way faster than everyone else.

We figured out their unconventional growth tactics.

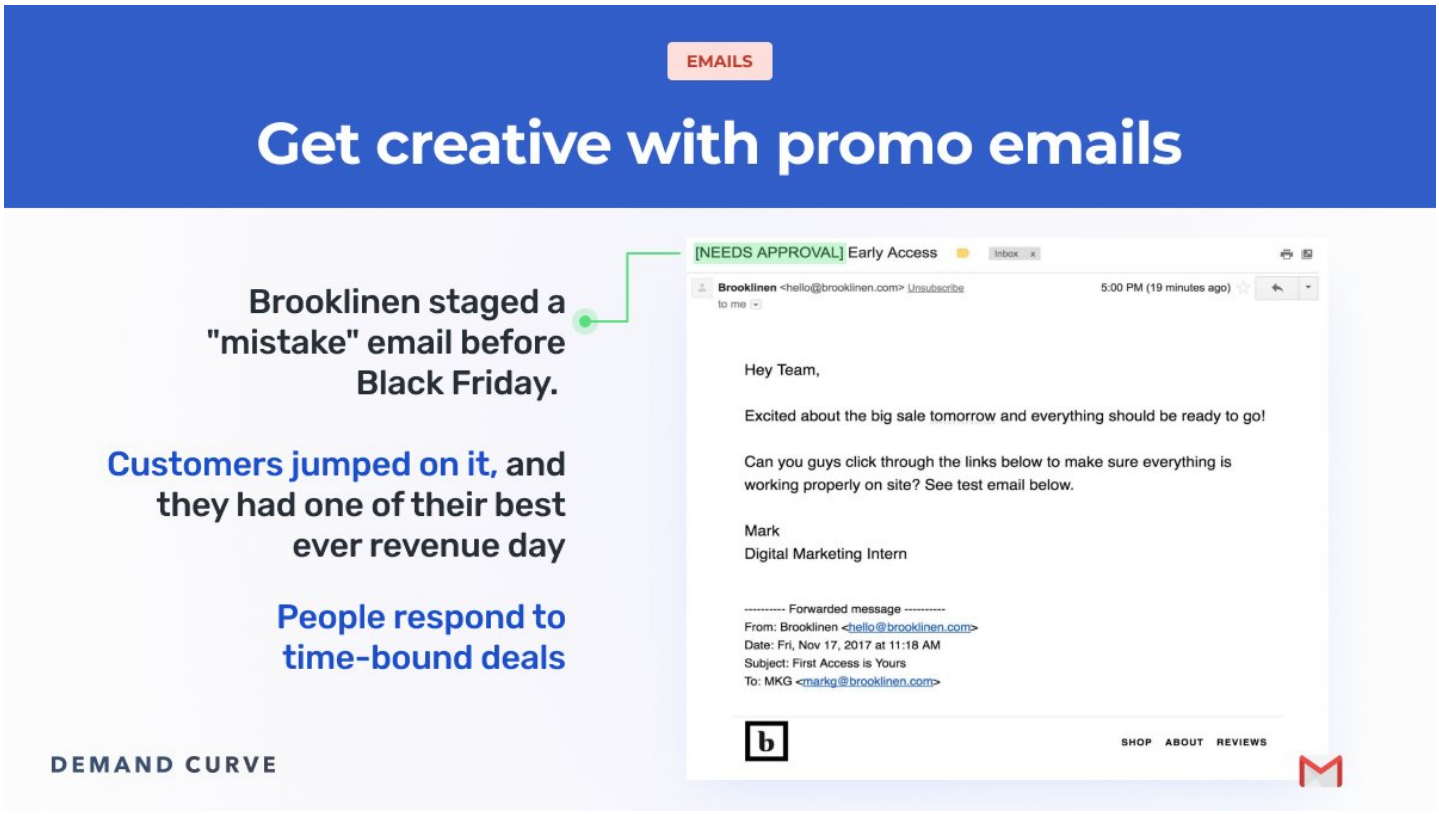
This thread walks you through how to repeat them for yourself.

1/6 Experiment with timing.

Here's a clever example:

@brooklinen "leaked" a time-bounded discount and had one of their *best* revenue days of the year.

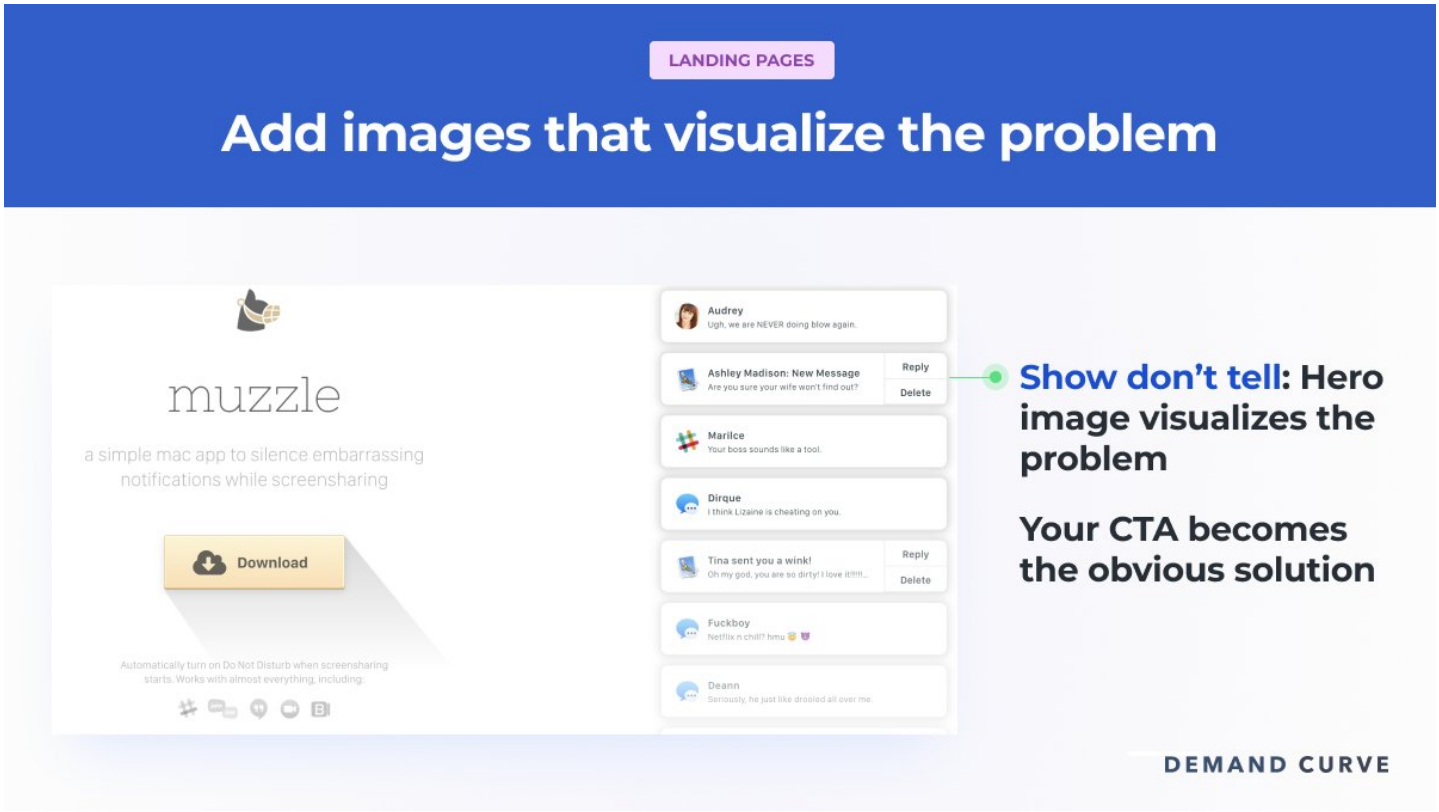
Great startups experiment not only with copy/creative, but also framing.



2/6 Get people to FEEL the problem your startup solves.

Here’s how Muzzle (notification hiding tool) uses their site to visualize the problem:

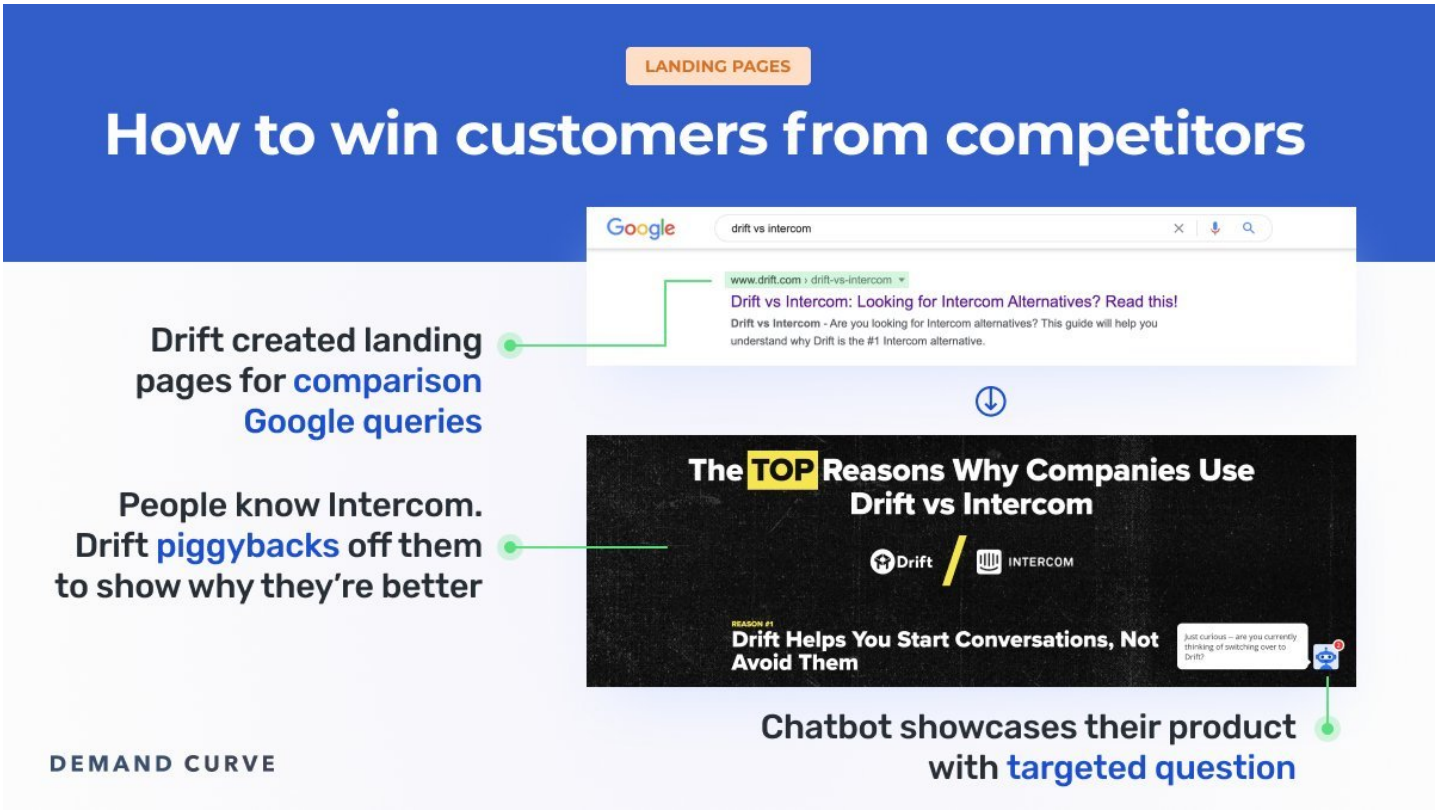
• Shows cringey notifications
• Makes them super vulgar
• Points out how Muzzle puts an end to this during Zoom calls



3/6 Poach potential customers from competitors:

• Create landing pages that compare you against them
• Address customers' biggest objections
• Show your product in action

Then, when people search for you versus your competitors, you'll show up on the Google results page.



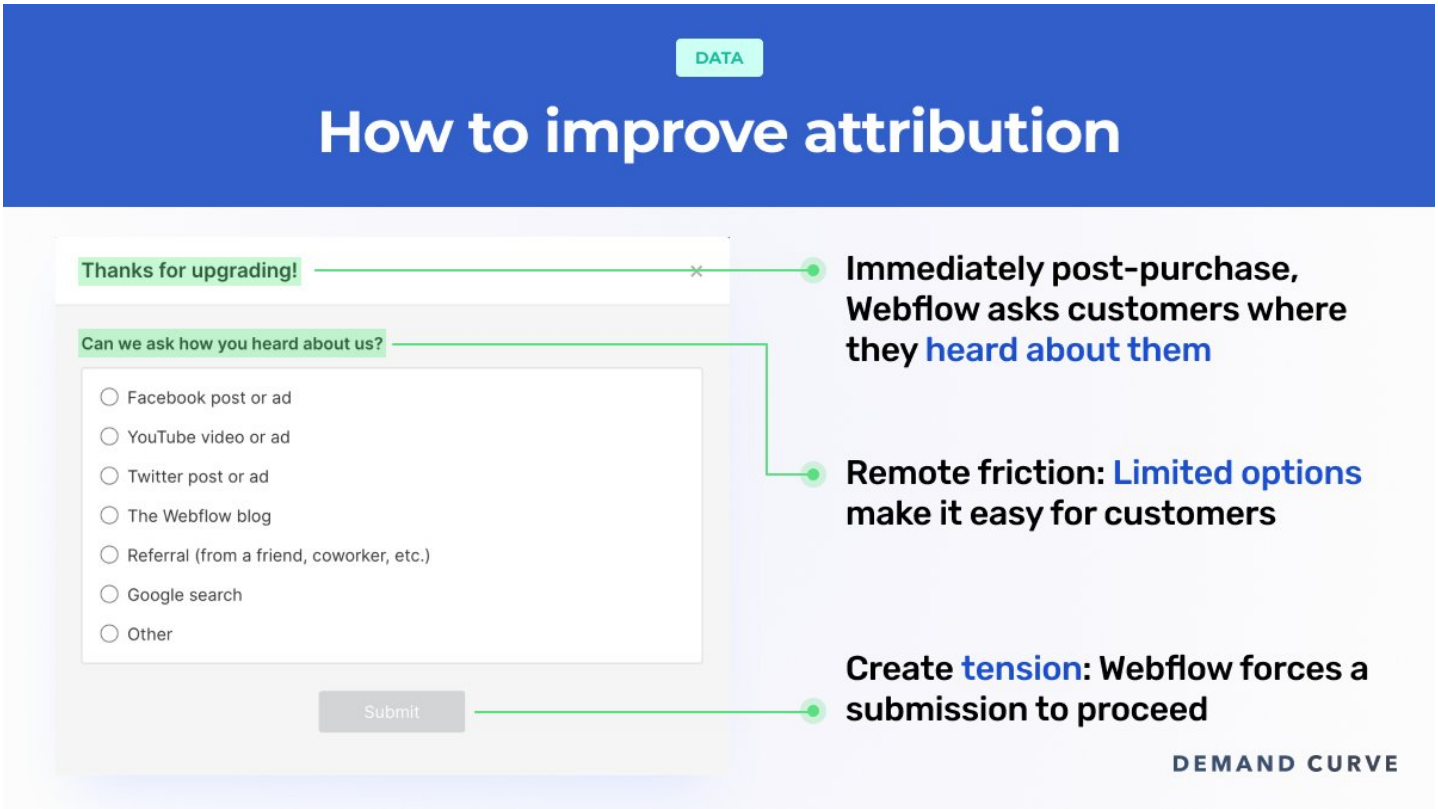
4/6 Improve your attribution.

It's often unclear what drives a purchase.

So try this:

• Add a post-purchase survey asking customers how they found you
• Remove friction—limit choices. Make it super easy to quickly select the right one

Attribution helps you double down.

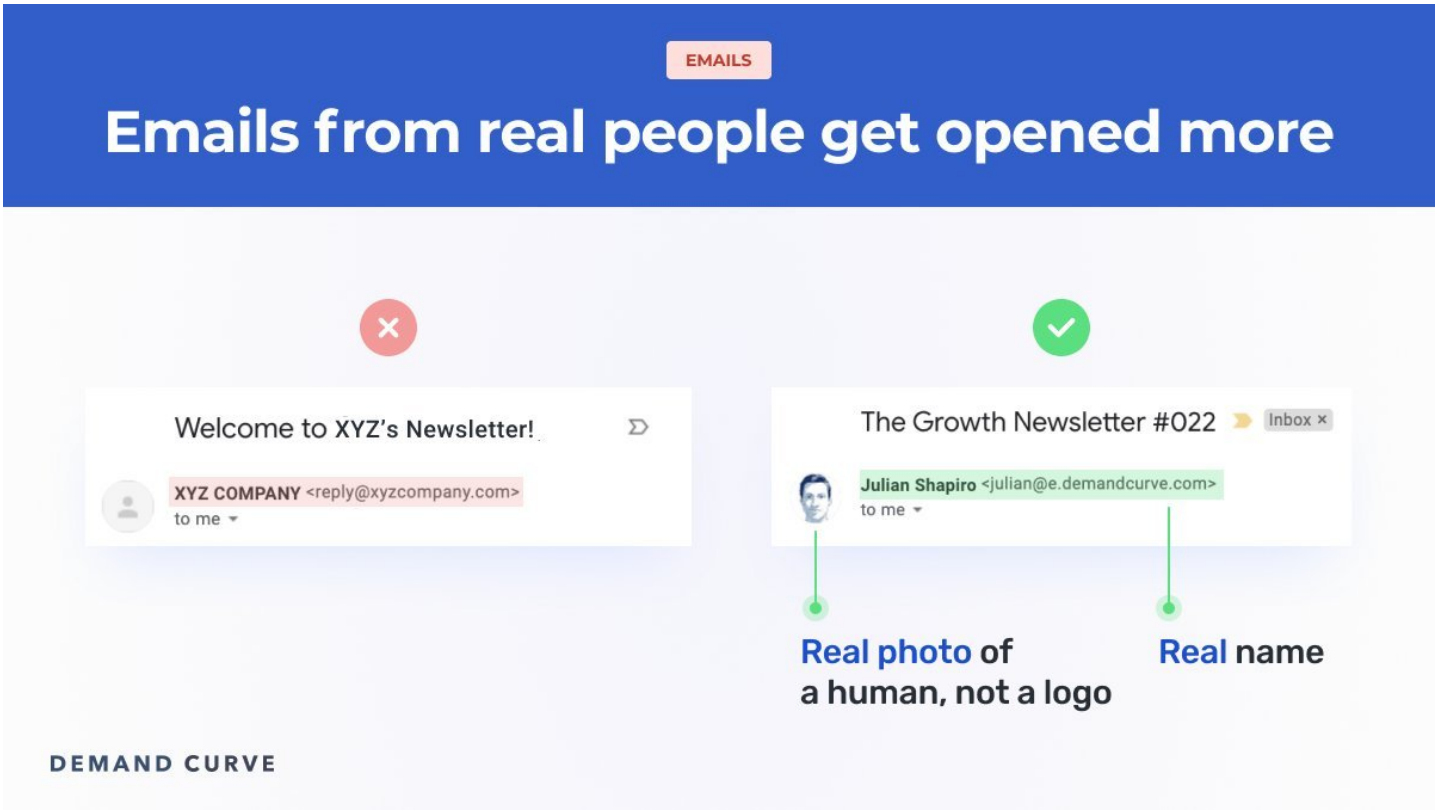


5/6 Get more people to open and read your emails.

How? Don't hide behind a company name:

• Set yourself as the sender name.
• Make your email icon your headshot.

Most importantly: Write using your real, friendly voice.



6/6 Create better landing pages:

• Handle the most obvious objection upfront
• Use negative space to direct people's eyes to your header

Key: Don't give people too much to read. Be clear then get out of their way.

