

Twitter Thread by Samuel Thompson ■



Samuel Thompson ■

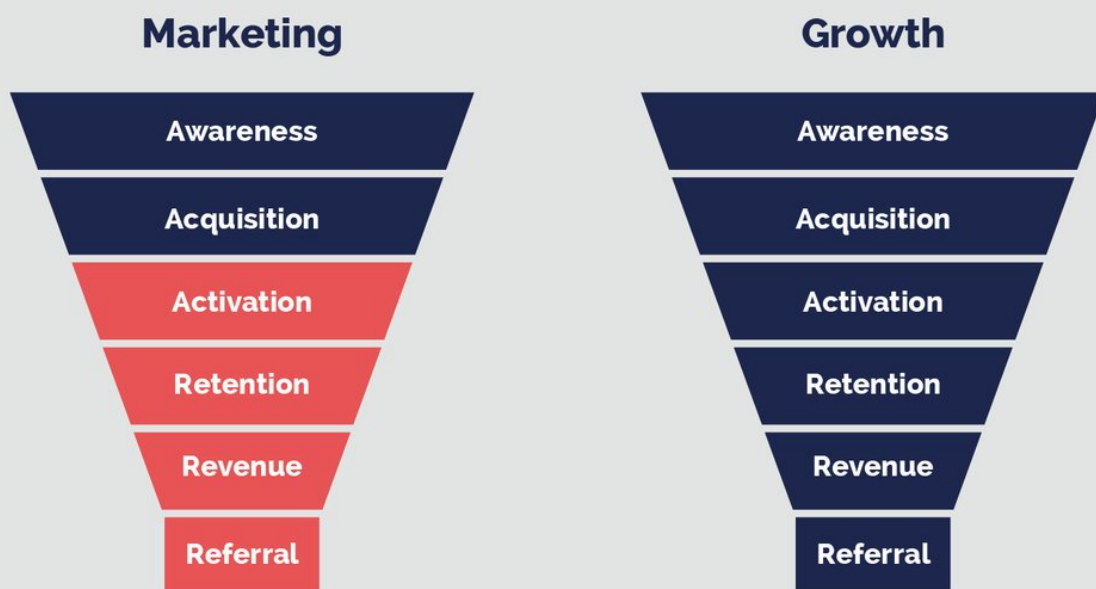
[@ImSamThompson](#)



What the **** is "growth" marketing???

Here's an in-depth overview to help you rethink how you can grow your online business faster.

■ A THREAD ■



First, let's acknowledge the traditional marketing funnel.

Awareness:

Customers SEE it ■

Interest:

Customers LIKE it ■

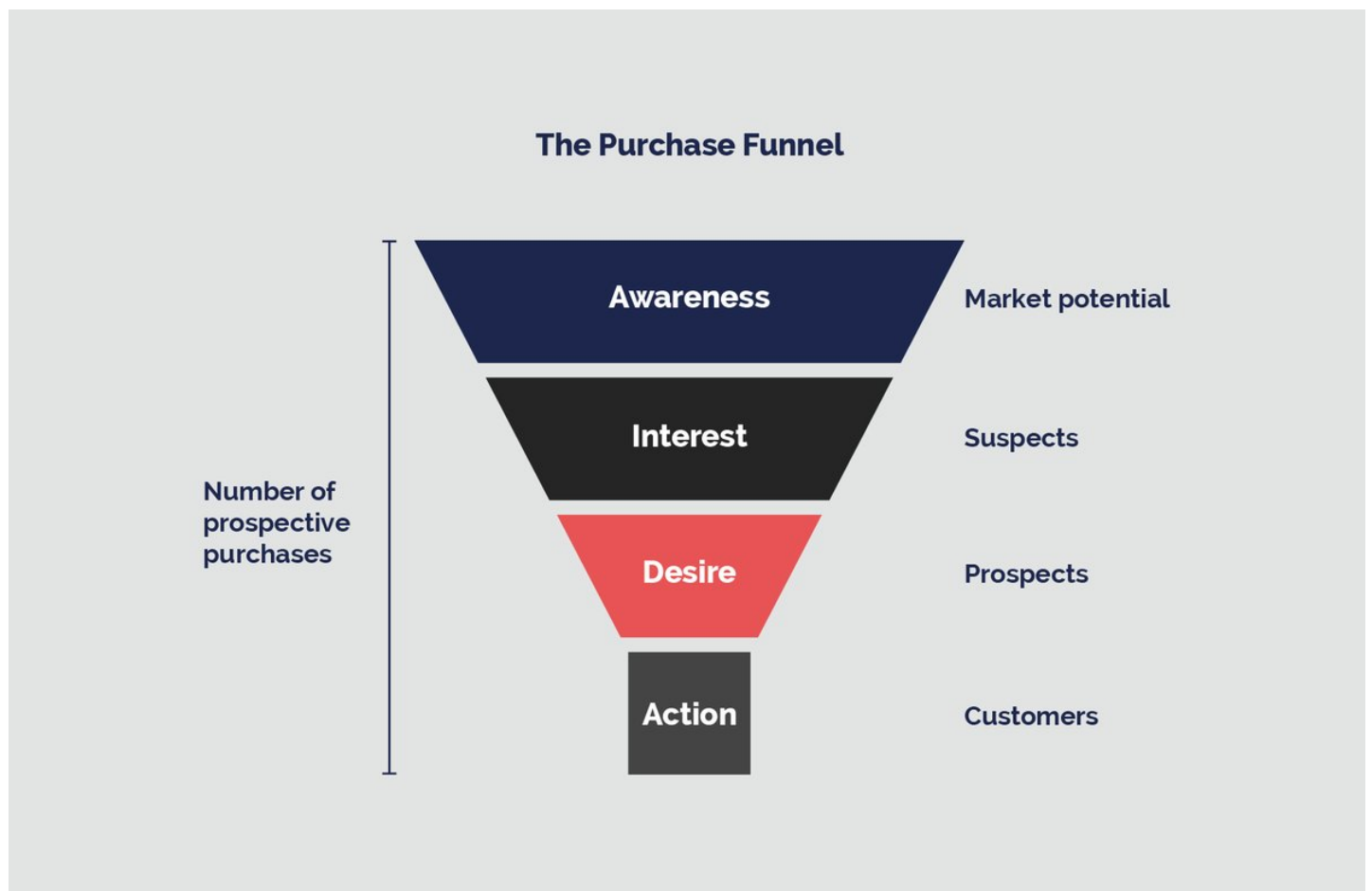
Desire:

Customers WANT it ♥■

Action:

Customers BUY it ■

Most businesses use these 4 steps, but there are other levers you can pull to grow faster ■



On the other hand, GROWTH marketing takes a more high-touch approach so you can better optimize for growth.

- AWARENESS
- ⇒ ■ ACQUISITION
- ACTIVATION
- RETENTION
- REVENUE
- REFERRAL

Let's explore how you can apply each to your business.

Growth



Awareness (1/2)

The Question: How many people do you reach?

The first goal of awareness is to introduce your product to potential customers.

This can be done through social media content, branded ads, etc

■ Key Metrics:

Content Impressions

Social Followers

Website Visitors

Awareness (2/2)

One of the best ways to build awareness is sharing valuable content and sharing your journey on Twitter.

■ Examples:

Build In Public like [@damengchen](#)

Drop Valuable Threads like [@heyblake](#)

Master Twitter Growth like [@thedankoe](#)

Acquisition (1/2)

The Question: How many people take the first important step?

This is where you identify interest and gather information so you can re-market to prospects/leads until they become customers.

■ Key Metrics:

Cost Per Lead

Calls Booked

Pipeline Value

Acquisition (2/2)

This is when you start building a relationship with your potential customers.

You have conversations to understand if you can help them.

■ Examples:

LinkedIn Outreach like [@linkedin_king](#)

Cold Email like [@blackhatwizardd](#)

Free Resources like [@NickAbraham12](#)

Activation (1/2)

The Question: How many people sign-up?

You now have the *proven* interest of a potential buyer.

Activation is when you present your solution to solving their problem and let them say "YES" to your offer.

■ Key Metrics:

CAC

Trial Sign-Ups

New Customers

Activation (2/2)

Your goal is to get interested prospects across the finish line.

Make it a no-brainer so people who WANT it, BUY it.

■ Examples:

Run Twitter Ads like [@wizofecom](#)

Offer Free Trials like [@Yannick_Veys](#) & [@SamyDindane](#)

Offer Sample Discounts like [@JCX](#)

Retention (1/2)

The Question: How many people come back for a second/third/tenth time?

Once your customer has joined, it's your job to keep them there.

Your goal is to build a relationship and deliver value EARLY.

■ Key Metrics:

Churn Rate

Trial Conversions

In-App Activity

Retention (2/2)

Acquiring a new customer is more expensive than keeping an existing one.

Make the most out of every customer relationship and build value.

■ Examples:

Send personal DMs like @5harath

Build a community like @jimmy_daly

Share user stories like @KennethCassel

Revenue (1/2)

The Question: How many people start paying? And how much do they pay?

This is the goal of any business. Find a revenue model that creates the most sustainable base for profitable growth.

■ Key Metrics:

LTV

AOV

ASC

Revenue (2/2)

The goal is to maximize the revenue for each paying customer.

Bonus points for increasing your ACV in the first 90 days.

■ Examples:

Offer Lifetime Deals like @JanelSGM

Offer Quarterly Pricing like @DruRly

Offer One-Time Upgrades like @coreyhainesco

Referral (1/2)

The Question: How many people refer friends to your business?

Your goal is to deliver SO MUCH VALUE to your customers that they can't help but tell people about you.

Acquire 1 brand advocate = acquire 10 customers.

■ Key Metrics:

Shared Links

Referred Users

Referral (2/2)

You can also leverage reward programs to create an even bigger incentive for your customers to promote your business.

■ Examples:

Offer More Usages like [@nathanbarry](#)

Offer Commissions like [@dr](#)

Offer Gift Cards like [@glossier](#)

TDLR: Pull these levers and watch your growth ■

Other phenomenal examples:

AWARENESS: [@arvidkahl](#)

ACQUISITION: [@aaditsh](#)

ACTIVATION: [@jackbutcher](#)

RETENTION: [@ecomchasediamond](#)

REVENUE: [@LaunchMBA](#)

REFERRAL: [@Dropbox](#)

GROW FASTER ■ likes & RTs of first tweet appreciated