

Twitter Thread by Nik Sharma



Nik Sharma

@mrsharma



I've generated over \$120,000,000.00 in online revenue.

The 2 biggest mistakes I see are:

- **Constantly chasing new customers**
- **Not being smarter with existing ones.**

Here's a breakdown of 6 free tactics I used to add \$100k+ in revenue. ■

Add subtitles to your video ads.

According to [@verizonmedia](#), 92% of mobile users watch videos with sound off. ■

Adding 20 minutes to your video editing time will achieve higher:

- click-through rate
- website conversion rate
- return on ad spend (ROAS)

When adding subtitles to videos, you don't need to get too fancy with them.

- make the subtitles easy to read
- don't rely on music for the context
- show, don't tell

They're just an aid to help whoever's watching, understand the video better.

Syndicate your reviews.

There's a good chance you're already collecting reviews. If not, start.

97% of customers look for reviews as a form of product validation.

See here how [@CarawayHome](#) shows their reviews. It becomes a lot more enticing to purchase than its competitors.






Google

caraway pans

Shopping Images Videos News More Settings Tools

About 2,730,000 results (0.64 seconds)

Ads · caraway pans

 <p>Always Pan ... \$145.00 Our Place Free shipping</p>	 <p>Caraway... \$395.00 Caraway ★★★★★ (9k+)</p>	 <p>Great Jones... \$125.00 Great Jones Free shipping</p>	 <p>Always Pan ... \$145.00 Our Place Free shipping</p>	 <p>New... \$145.00 Our Place Free shipping</p>
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Ad · <https://www.carawayhome.com/>

Caraway Home - Ceramic Fry Pan

Non-Toxic Ceramic Fry Pan That Thoughtfully Raises The Standards Of What You Cook With.
Ditch The Chemicals With Caraway's Teflon-Free, Non-Stick Cookware. Shop Today.

Limited Time \$100 Off
Get \$100 Off Our Set And
Free Cookware Storage Today

Shop Dutch Ovens
Your New Best Friend For
Pastas, Roasts, Stews & Boils.

<https://www.carawayhome.com/products/cookware-...>

Ceramic Cookware Sets: Non Stick & Non Toxic | Caraway

Ditch the chemicals with Caraway's ceramic-coated cookware. Our complete set comes equipped with pan & lid storage units to keep your kitchen organized ...

★★★★★ Rating: 4.8 · 14,336 reviews · \$395.00 · In stock

[Our Collections](#) · [Ceramic Pan Care & Cleaning](#) · [Our Materials](#) · [Pot Holders](#)

Plug into the revenue side of publishers.

Sign up for [@Skimlinks](#) so when sites like TOWN & COUNTRY, BuzzFeed, Refinery29, etc. write about you, they have the opportunity to generate affiliate revenue.

This incentivizes you over a competitor + gets you exposure.

When you find publishers are driving consistent traffic to your site with affiliate revenue, you can see which performs the best for your brand.

Double down and reach out directly to those.

Set up custom partnerships.

Tap into an audience you know converts well.

Make it easy for people to reorder the products they know and love.

It's cheaper to retain existing customers than to acquire new ones.

Leverage tools like <https://t.co/4WpI0yaHFT> to let people scan, choose their favorite product, and recorder in 2 clicks.

Try it ■

Blazing fast, one-tap checkout for the physical world.



OPEN IPHONE CAMERA
AND SCAN NOW

Turn Instagram comments into customer service.

99% of comments ask the same question.

Instead of responding privately, set up a hashtag (i.e. #CarawayFAQ) where a secondary account posts answers to the most common answers.

This means less stress on your customer service team.

Use landing pages to convert users, with a full-funnel marketing approach.

This means that if someone comes in knowing nothing, they should leave knowing everything necessary to WANT to make a purchase.

Here's how you can make great landing pages <https://t.co/f3dQQYFGIp>

The easiest thing you can do as a brand to drop your customer acquisition cost by 30-40%:

Create beautiful landing pages to educate, story tell and give your consumer a reason to become a part of your

brand.

Here's a thread of some incredible landing page examples:

— Nik Sharma (@mrsharma) March 4, 2021

If you believe your site converts well on its own already, that's great!

But just take a look at the math here ■ <https://t.co/5mJ4ctDdd6>

Website conversion rate is a combination of: your product + basic math.

With every extra click, you lose people.

Don't do what most brands do:

Ad → Homepage → Collections → PDP → Cart → Checkout

Instead do this:

Ad → Landing Page → Checkout

You'll lower CPA by 30%.

— Nik Sharma (@mrsharma) April 15, 2021

If you enjoyed this thread, you'll love my Sunday newsletter.

- it's completely free
- always tactical
- never has fluff, theory, or bs

Join 15,000 founders, investors, and marketers today ■ <https://t.co/hnGe16ROXK>

Lastly, to get more content or thoughts like this, please give me a follow: ➡ ■ [@mrsharma](#) ■■

If you have any questions, DM me ■ <https://t.co/aH32IBnk9M>