Twitter Thread by Brian Bourque



Brian Bourque
@bbourque

Digital ad spend is up 31% this year.

More competition, more expensive clicks.

How to master 5 FREE marketing channels:

1. Email Newsletters

Ethan Brooks offers a million dollars of value in this mega-thread on how to build a 7-figure newsletter empire:

https://t.co/D40rai5uNn

> 1/ How 7-Figure Newsletters Work
>
> Stoked to get back to writing about newsletters here.
>
> For easy reference, you can find all the threads below (will keep this updated).
>
> Based on months of dedicated research and dozens of interviews with operators across the industry.
>
> Enjoy! pic.twitter.com/EMnenqRxYs
>
> — Ethan Brooks (@damn_ethan) July 11, 2021

2. SEO

Hrishikesh Pardeshi, founder of Flexiple and Buildd, reveals his 30-step framework for how a startup should approach SEO:

https://t.co/m3Hpglgj0k

> My 30-step SEO strategy for startups based on 4 years of learnings, marketing & growing my startups to 1 million+/month organic traffic. pic.twitter.com/8OQhF8K6Tl

— Hrishikesh Pardeshi (@hrishiptweets) November 18, 2021

2. SEO (continued)

Yannick from Hypefury delivers a powerful guide to key SEO concepts with examples, tools and recommended videos to dive deeper.

https://t.co/ubaYLWj7fY

I have 15+ years of digital marketing experience.

I condensed everything I know about SEO in one single thread including videos from industry experts.

When you finish this thread you can literally start your own SEO agency and start making money online.

— Yannick | Marketing & Growth (@Yannick_Veys) July 12, 2021

3. Organic Twitter

Learn how Aadit Sheth writes killer threads that have earned him over 80K followers:

https://t.co/xueqm735kV

The Twitter algorithm loves threads.

If you struggle with writing, know I used to as well.

I eventually overcame it.

6 steps to writing threads that crush it on Twitter:

— Aadit Sheth (@aaditsh) September 6, 2021

4. Community

Follow the Bored Ape Yacht Club (342K followers) for a blueprint on community.

What began with ape NFTs has evolved into a wild subculture that includes clothing, meetups, mutants, online games and aping into a whole new way of life.

https://t.co/8LJlqajb16

5. Cold Email (B2B)

Learn how Will Cannon has built a $70M B2B SaaS company by perfecting cold outreach:

https://t.co/7oWXDSg31h

> You can use cold email to get a meeting with anyone
>
> And whether you're signing clients
>
> Or looking for a partnership
>
> This 7-step cold email philosophy has a stupid high chance to get you meetings with the people you want
>
> (This has worked for > 3,000 people):
>
> — Will Cannon (@iamwillcannon) July 30, 2021

Thanks for reading!

If you're into marketing and startups, follow me at @bbourque for 1-2 threads each week.

Peace.