



PIRATE X SKILLS

MARKETING AUTOMATION

**OCTOBER 4TH 2017, STARTPLATZ AND FB LIVE
JOIN THE CREW ON PIRATESKILLS.COM**

Pirate X Skills



Ben Sufiani created a poll.

★ Admin · September 18 at 10:30am



Here comes the poll where YOU can add your questions that will be answered at [Pirate Skills - Marketing Automation](#) on Wednesday, October 4th! 🙌

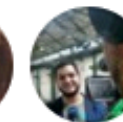
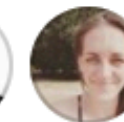
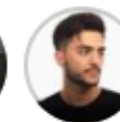
What would you like to automate in your marketing?

Cheers,

Ben



What are the best tools for automation for Solopreneurs?



+13



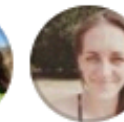
Add which point in the funnel should I start/stop automating?



+5



What else can you automate?



How far can you automate cold emailing?



How to measure the success of automation/set KPIs?



How does automation work concrete?



Add your questions below ...



Add an option...



Like



Comment



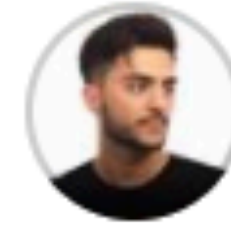
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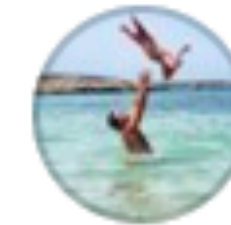
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How does automation work concrete?



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**CAN YOU
SEND EMAILS?**

CAN YOU CREATE LANDING PAGES?

**CAN YOU SETUP
ALL EMAILS BEFORE
AN EVENT?**

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**DO YOU HAVE A
LIST OF YOUR
POTENTIAL
CUSTOMERS?**

CAN YOU PRIORITIZE THAT LIST BASED ON ENGAGEMENT?

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CAN YOU MEASURE YOUR MARKETING CONTRIBUTIONS PER CAMPAIGN?

GOALS OF MA

- **PROVIDE VALUE WITH LITTLE EFFORT**
- **INCREASE MARKETING ROI**
- **MEASURE MARKETING CONTRIBUTION**
- **NOT A WAY TO SPAM PEOPLE**

HOW DOES IT WORK?

- **CAPTURE LEADS (ADS, LANDING PAGES)**
- **MANAGE LEADS (CRM, LEAD SCORING)**
- **ENGAGE USERS (EMAIL, PUSH, CALLS)**
- **MEASURE ROI (CHANNEL ANALYTICS)**

CUSTOMER LIFECYCLE

ACQUISITION

ACTIVATION

RETENTION

REFERRAL

REVENUE

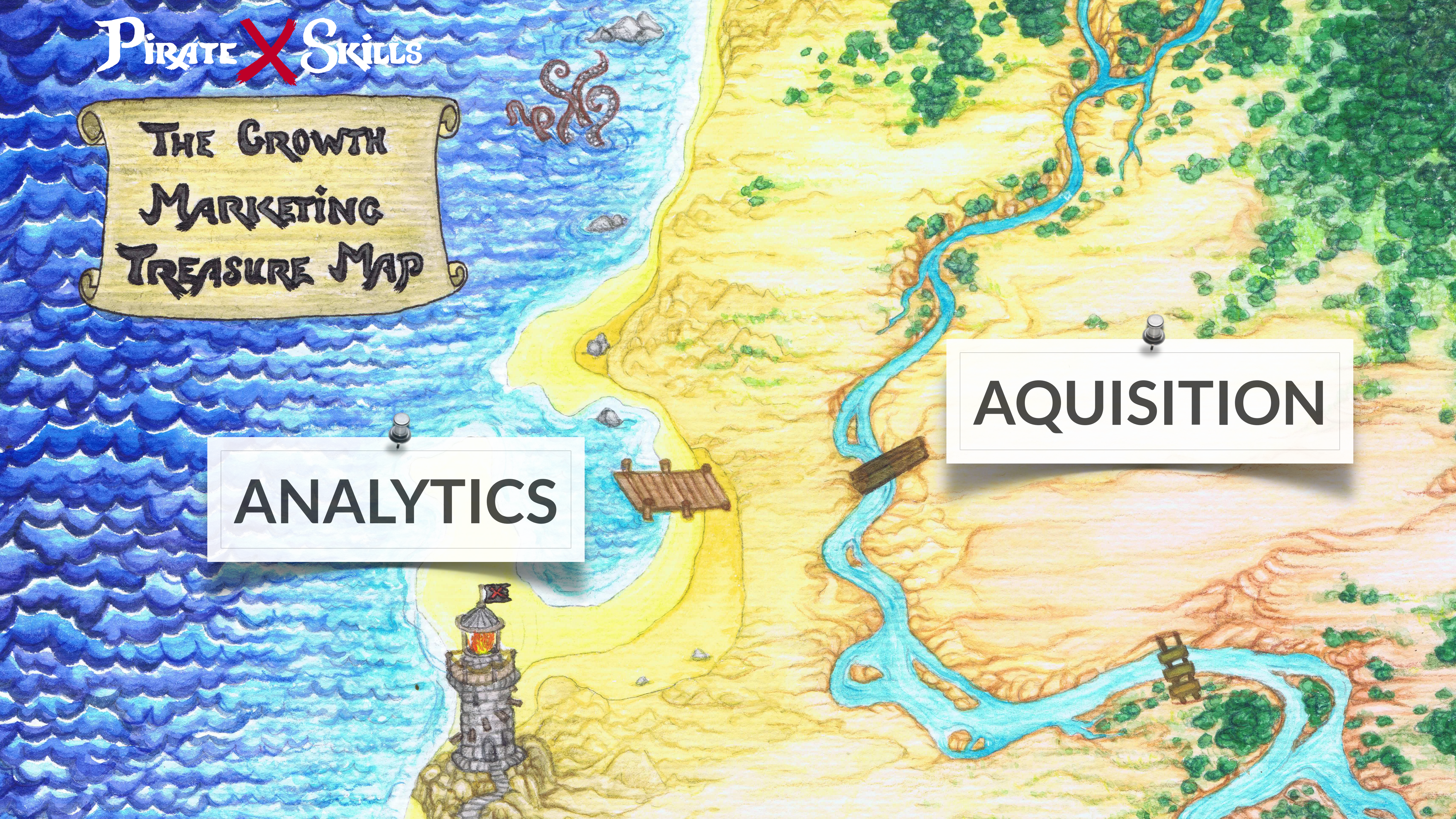
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**THE GROWTH
MARKETING
TREASURE MAP**

ANALYTICS

AQUISITION



A hand-drawn map with a lighthouse on a cliff, a winding river, and several islands. The map is pinned to a surface with three pushpins. The lighthouse is on a rocky cliff overlooking a blue sea with white-capped waves. A small island with palm trees is in the sea. A winding river flows through a landscape of green bushes and brown hills. A small wooden structure is on an island in the river. The word 'RETENTION' is written in a white box on the map, and the word 'ACTIVATION' is written in a white box on the right side of the map.

RETENTION

ACTIVATION



REFERRAL

REVENUE

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USE CASES

- LEAD GENERATION
- LEAD NURTURING
- CUSTOMER ENGAGEMENT
- SALES SUPPORT
- ...

TOOLS WE NEED

- CRM
- EMAIL MARKETING
- ANALYTICS
- PUSH / IN-APP NOTIFICATIONS
- LANDING PAGES

ALL IN ONE VS. BEST OF BREAD

- **MARKETO**
- **HUBSPOT**
- **INTERCOM**
- **INFUSIONSOFT**
- **MIXPANEL**
- **MAILCHIMP**
- **SALESFORCE / BASE**
- **SEGMENT / AMPLITUDE**
- **UNBOUNCE**
- **PUSH CREW**

HUBSPOT

- A BIT OF EVERYTHING
- CRM WITH LEAD SCORING
- LANDING PAGES
- EMAIL AUTOMATION
- SUPPORT

INTERCOM

- CRM
- LIVE CHAT
- EMAIL
- IN-APP NOTIFICATIONS
- PUSH NOTIFICATIONS
- SUPPORT

MIXPANEL

- ANALYTICS
- USER HISTORY
- IN-APP NOTIFICATIONS
- PUSH NOTIFICATIONS
- EMAIL

ACTIVE CAMPAIGN

- EMAIL AUTOMATION DELUXE
- CRM WITH LEAD SCORING
- SALES TOOLS
- IN-APP NOTIFICATION & SMS
- EVENT TRACKING

BEST OF BREAD

- DATA HUB: SEGMENT
- CRM: SALESFORCE / ACTIVE CAMPAIGN
- EMAIL: MAILCHIMP / ACTIVE CAMPAIGN
- A/B TESTING: GOOGLE OPTIMIZE
- AUTOMATION: ZAPIER

AUTOMATION EXAMPLES

Zaps Connect the Apps You Use Every Day



TRIGGER

When I get a new email in **Gmail**



ACTION

Copy the attachment from **Gmail** to **Dropbox**



ACTION

Alert me in **Slack** about the new **Dropbox** file

Start Workflows from Any App

Pick a Trigger that sets your Zap into motion.

Finish Routine Tasks Automatically

Zaps complete Actions, while you solve more important problems.

Simple, Fill-In-The-Blank Setup

Point, click, automate. Go from idea to workflow in minutes.

Engage Your Market



Automatically share your latest blog posts to [Twitter](#)



Use This Zap



Automatically post your latest tutorial videos to your company's [Facebook Pages](#)



Use This Zap



Use [Facebook Lead Ads](#) to grow your newsletter list in [MailChimp](#)



Use This Zap

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Stay Organized



Keep deals updated by adding activity as it moves through your Pipedrive sales funnel



Use This Zap



Keep the sales team updated by turning support tickets from leads into Pipedrive notes



Use This Zap



Create of log of signed sales contracts that automatically updates with new signatures



Use This Zap

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Work Smarter

 CEOs & ENTREPRENEURS

Turn conversations into
Todoist tasks without
leaving **Slack**



Use This Zap

 CEOs & ENTREPRENEURS

Keep a backup of critical
reports in **Google Drive**
by saving to **Dropbox**



Use This Zap

 CEOs & ENTREPRENEURS

Provide better
organization of client
assets for new **Harvest**
projects



Use This Zap

LEAD GENERATION

- **FB LEAD ADS → ZAPIER → MAILCHIMP**
- **FB ADS → UNBOUNCE LP → ZAPIER → SALESFORCE**
- **WEBSITE → SUMO POPUP → ZAPIER → INTERCOM**
- **TWITTER MENTION → ZAPIER → SLACK**
- **BLOG POST → ZAPIER → TWITTER / FB / ...**
- **PRICING PAGE & 30SEC → INTERCOM MESSAGE**

LEAD NURTURING

- SUBSCRIBE ➔ MAILCHIMP AUTOMATION
- SUBSCRIBE ➔ ZAPIER ➔ SLACK ➔ STALK
(MANUELL ACTION REQUIRED) ➔ CALL
- DOWNLOAD ➔ ZAPIER ➔ CRM UPDATE ➔
INCREASE LEADSCORE

ENGAGEMENT

- **USER DOES STUFF → SEND EMAIL**
- **USER DIDN'T DO STUFF → SEND PUSH**
- **USER REACHED MILESTONE → SEND X**
- **FEEDBACK FORM → ZAPIER → GOOGLE DOC → SLACK IF SCORE BELOW Y**

SALES SUPPORT

- LEAD FORM → ADD NEW CRM CONTACT
- PRIORITIES BY SALES PROBABILITY
- SHOW USER ACTIVITY
- SUGGEST CONVERTING CONTENT

MESSENGER

- **USER SUBSCRIBES → ADD TO SEQUENCE**
- **NEW POST / VIDEO → SEND MESSAGE**
- **USER OPENS CHAT → SLACK**
- **USER DOES X → FIND USER → MESSAGE**

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GROWTH MARKTEING TREASURE MAP

OCTOBER 16TH 2017

LICHTSTRASSE 43H 50825 COLOGNE

web.eco.de/events/internetwoche-koeln-2017

JOBS @ GEDANKENTANKEN

- **HEAD OF GROWTH / PERFORMANCE**
- **HEAD OF PRODUCTS**
- **ONLINE MARKETER**
- **WWW.GEDANKENTANKEN.COM/JOBS**

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FEEDBACK & IDEAS

- HERE & NOW .. LOUD & CLEAR
- FEEDBACK BOARD
- [BIT.LY/PIRATESKILLSLIVE](https://bit.ly/pirateskillslive)



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MESSENGER BOTS

NOVEMBER 8TH 2017

STARTPLATZ AND FB LIVE

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