



Pirate X Skills

GROW IN 2019

**WITH THE
GROWTH MARKETING
TREASURE MAP**

BEN SUFIANI

- **FOUNDER SINCE 2008**
- **GROWTH MARKETER**
- **HOST OF PIRATE SKILLS**



TODAYS JOURNEY

- TREASURE MAP
- CHANNELS
- FUNNELS
- GROWTH MANAGEMENT

CUSTOMER FUNNEL

ACQUISITION

ACTIVATION

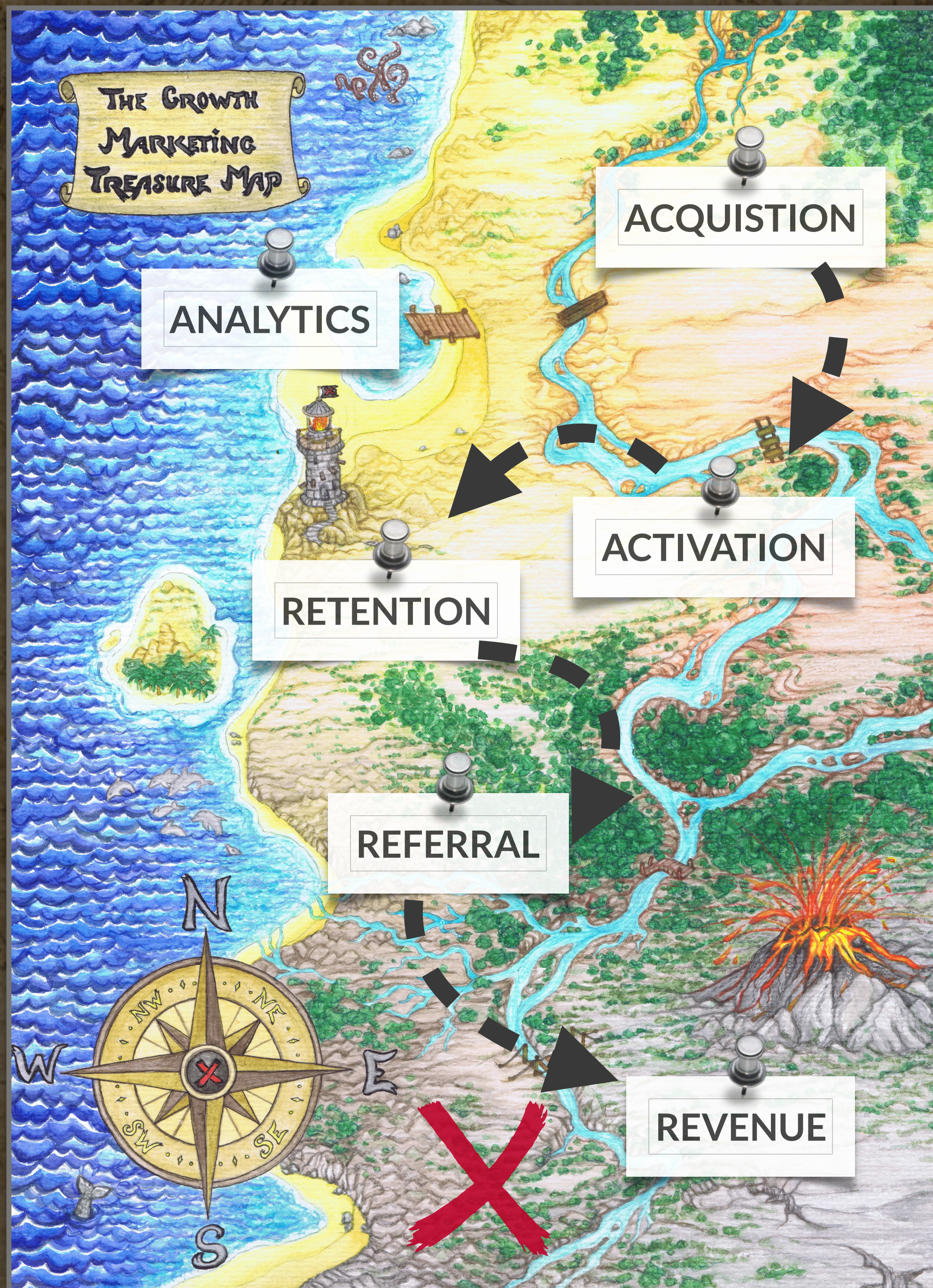
RETENTION

REFERRAL

REVENUE

Pirate X Skills

THE GROWTH MARKETING TREASURE MAP



GET

KEEP

GROW

**THE GROWTH
MARKETING
TREASURE MAP**

ANALYTICS

Google Analytics

Traffic

Facebook Analytics

Engagement

Mixpanel

Amplitude

Conversion

Chart Mogul

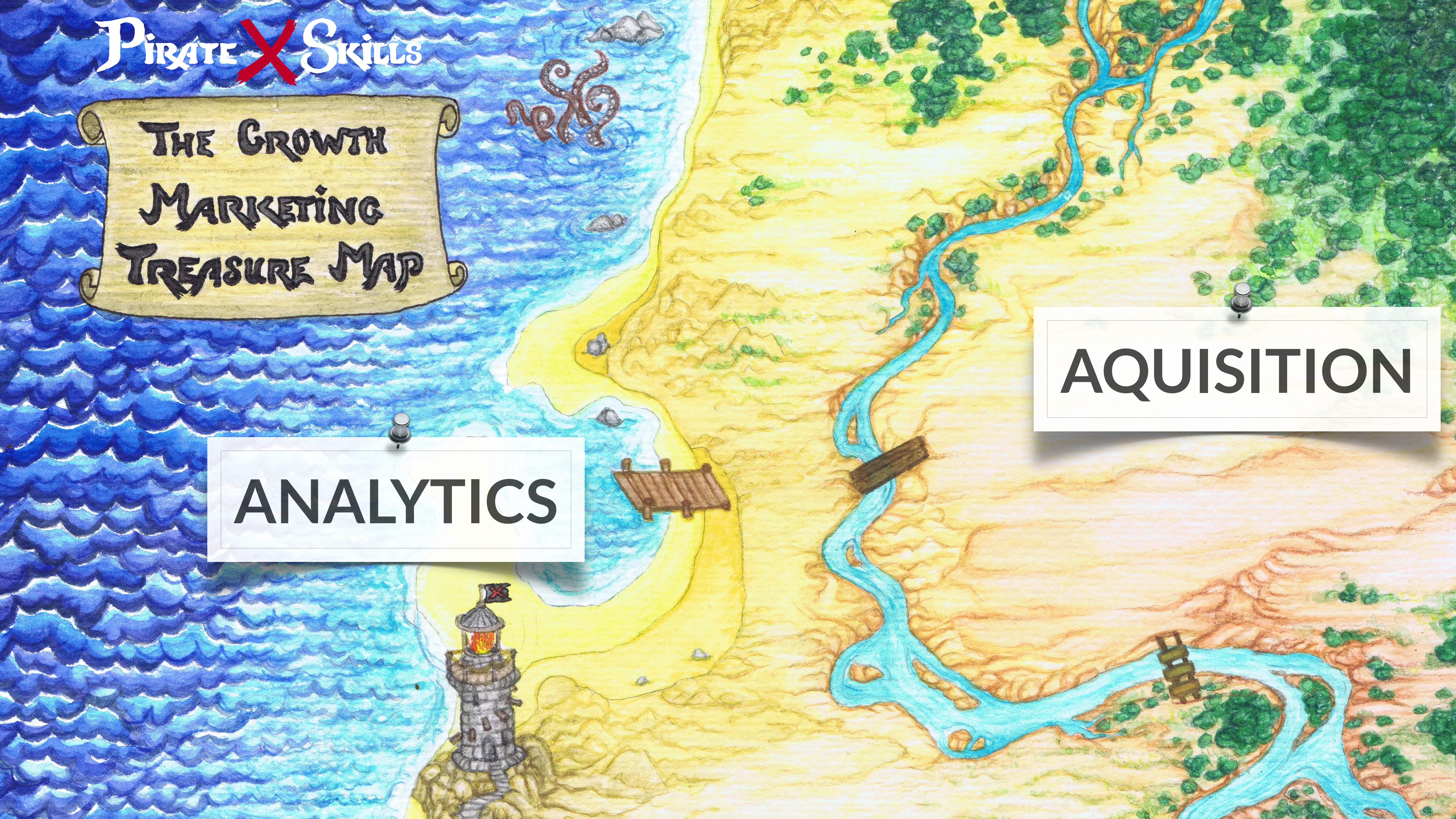
Segment

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**THE GROWTH
MARKETING
TREASURE MAP**

ANALYTICS

AQUISITION



**THE GROWTH
MARKETING
TREASURE MAP**

Social Media

SEO

Content

Community

Organic

Email

Blogs

PR

AQUISITION

Signups by Channel

SEM

Paid

Offline Ads

Reach

Cost per acquisition

Social Ads

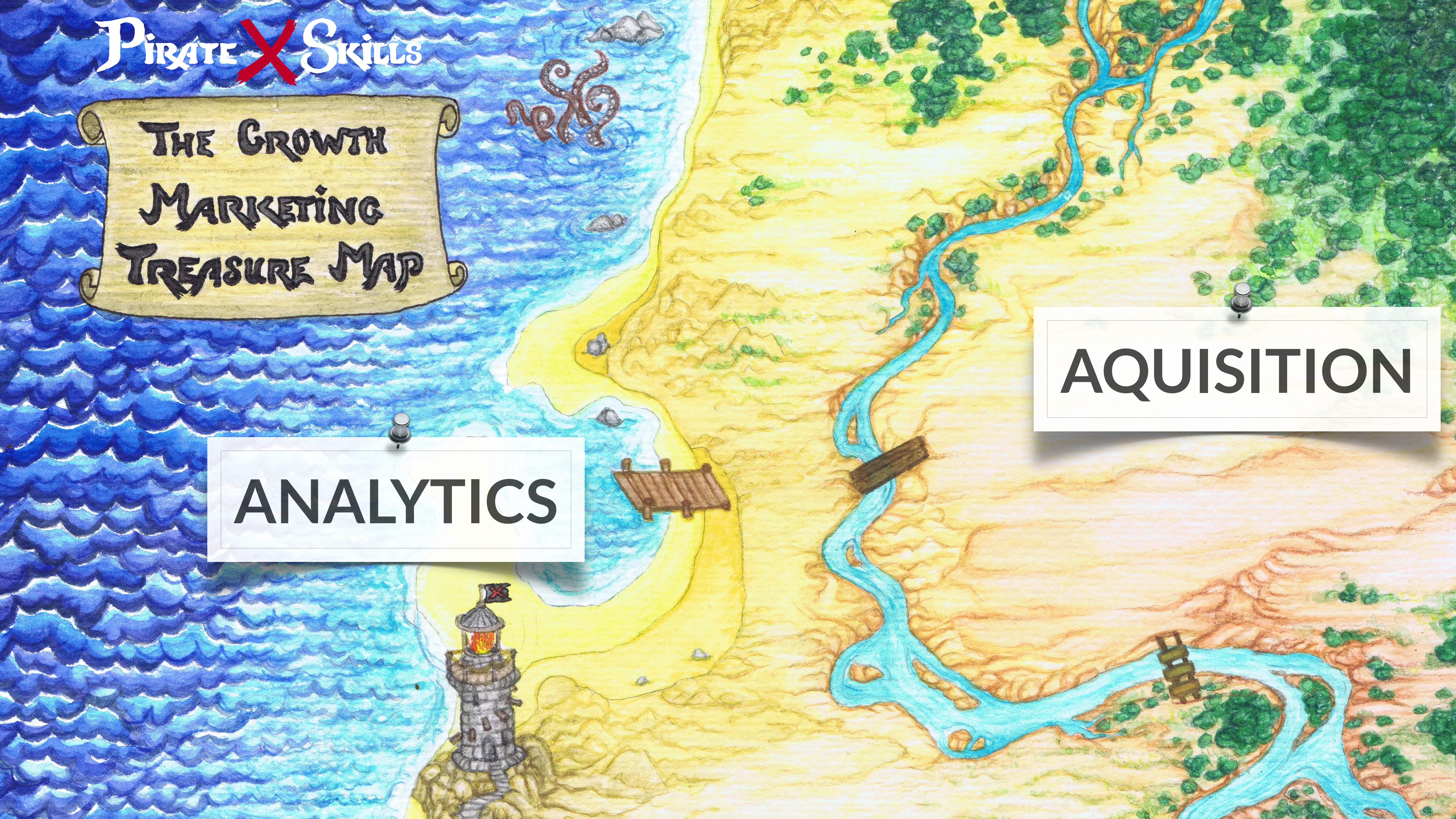
Display Ads

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**THE GROWTH
MARKETING
TREASURE MAP**

ANALYTICS

AQUISITION





ACTIVATION

RETENTION

Time to 1st value

Steps to 1st value

Opt-in rates

Open rates

Registration

Newsletter

Signup

ACTIVATION

Onboarding

Tutorial

Messaging

Documentation

Demo

Emails

Push

In-App





ACTIVATION

RETENTION

Retention Rate

Cohort Analysis

Churn Rate

Churn Funnel

Features

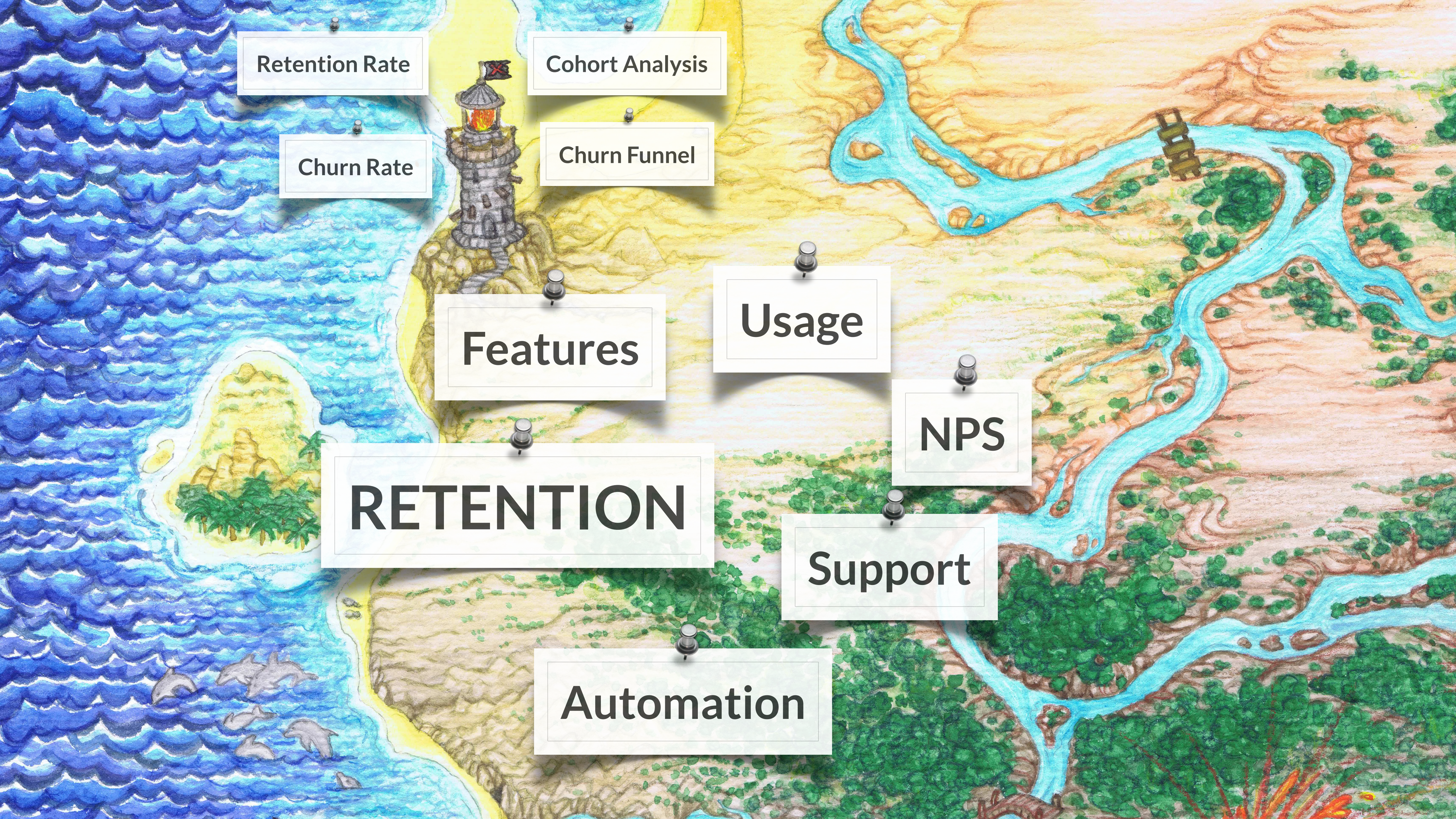
Usage

NPS

RETENTION

Support

Automation





ACTIVATION

RETENTION



REFERRAL

REVENUE

Cycle Time

Viral Coefficient

Invite Rate

Acceptance Rate

Virality

REFERRAL

Invites

Community

Sharing



Customer Lifetime Value

Time to 1st revenue

Checkout Completion

Pricing

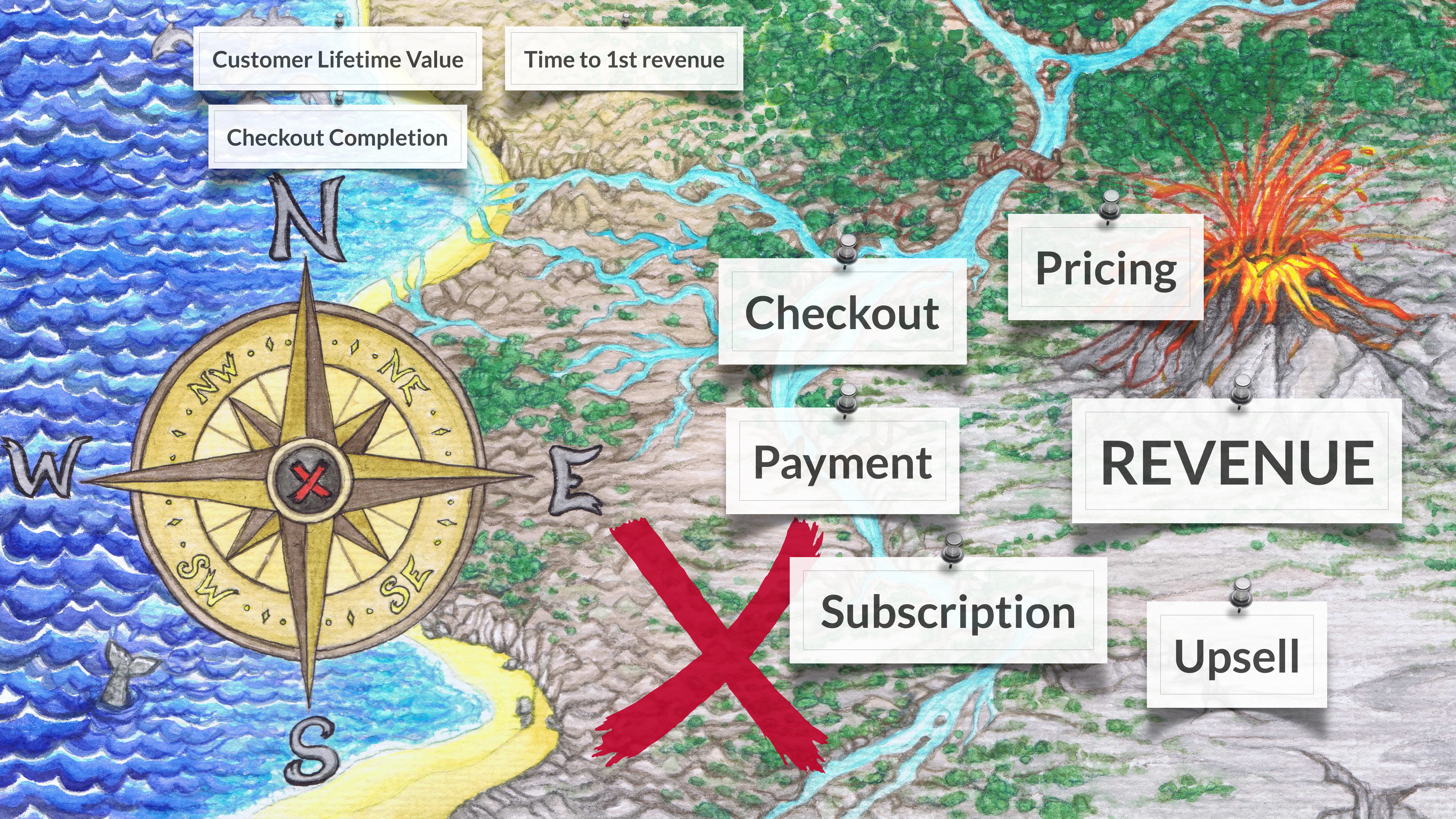
Checkout

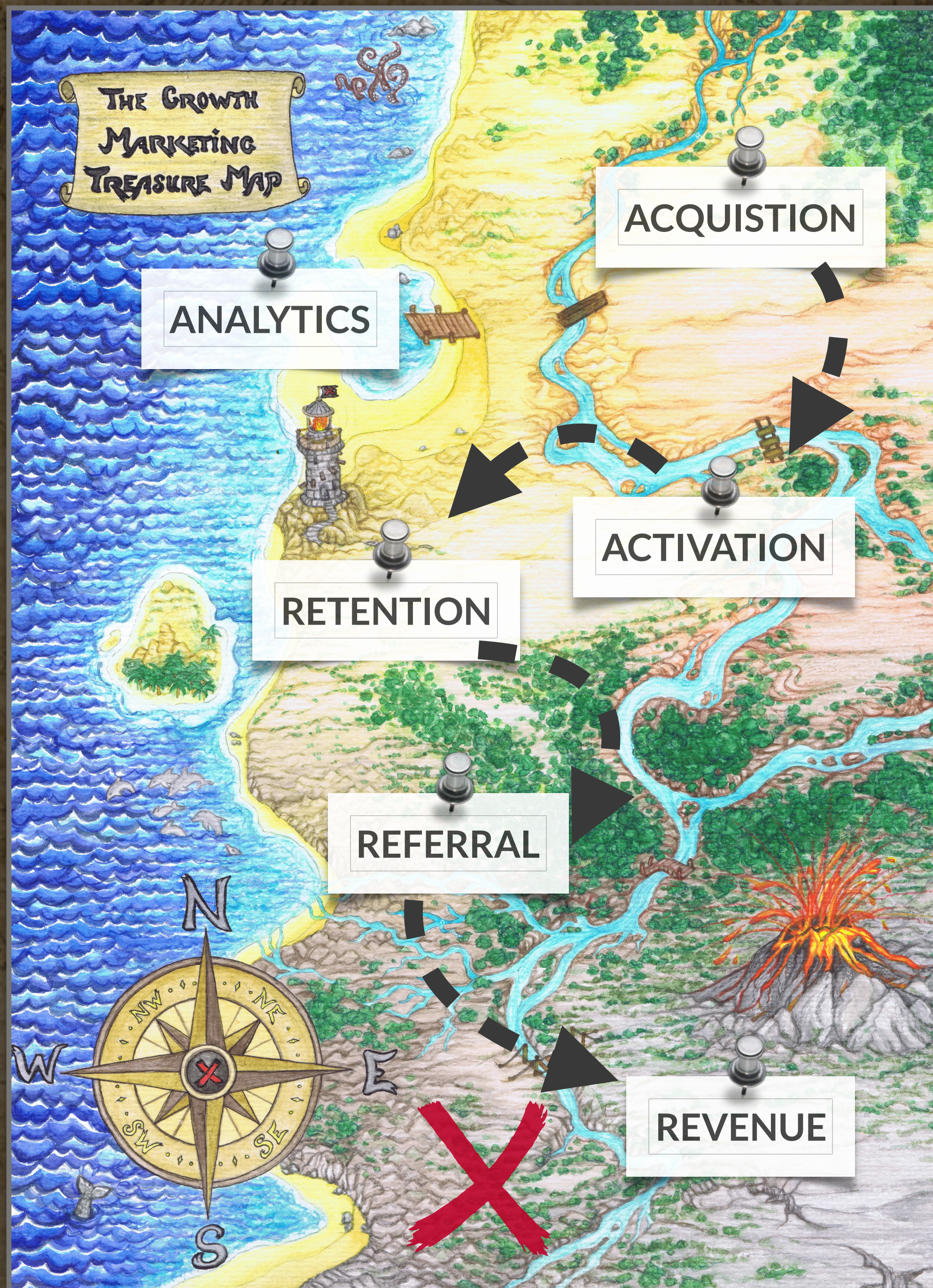
Payment

REVENUE

Subscription

Upsell





GET

KEEP

GROW

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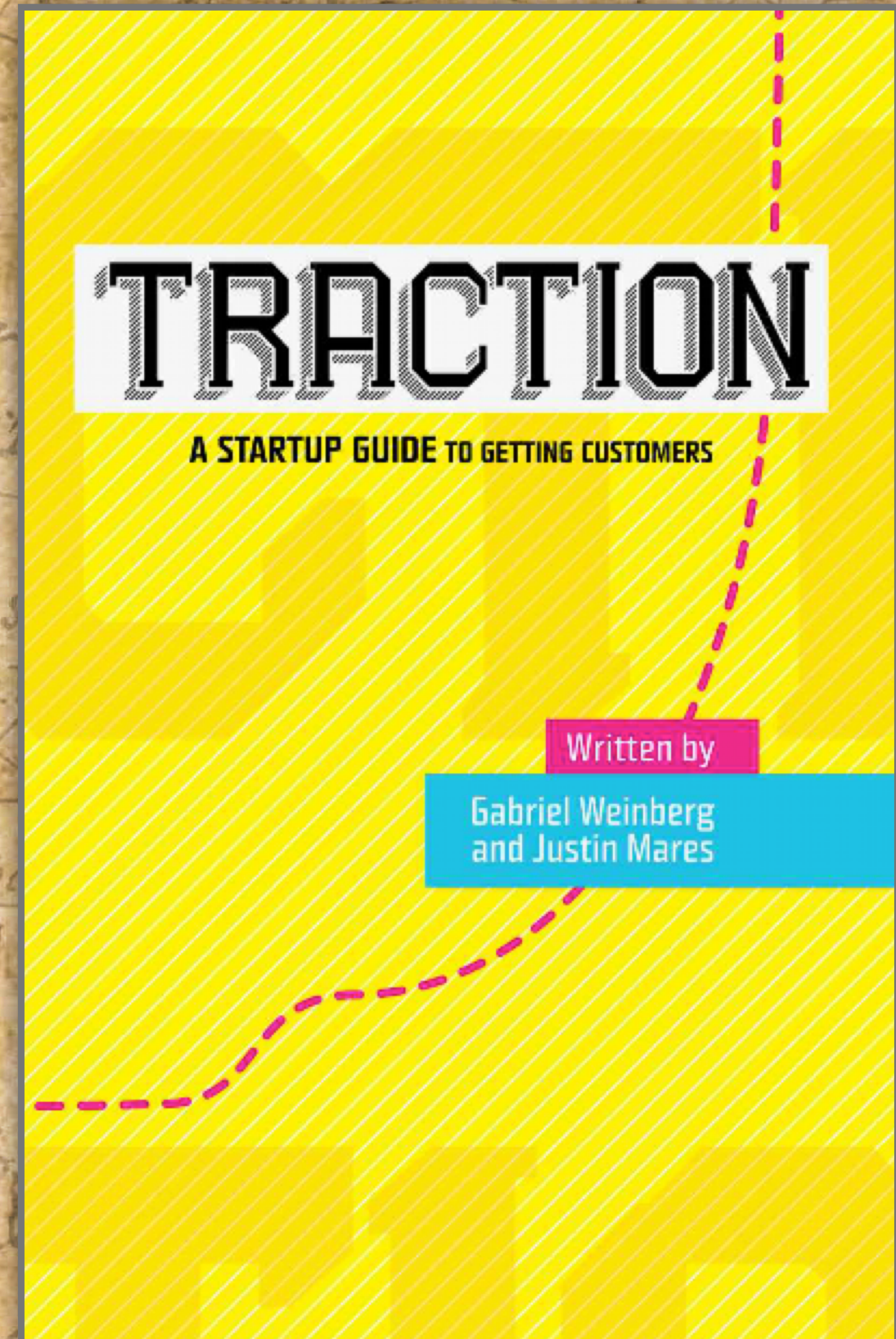
GROWTH CHANNEL

GROWTH CHANNEL

- WHERE CAN YOU FIND CUSTOMERS?
- WHAT MAKES SENSE IN YOUR MARKET?
- WHAT ARE THE RESOURCES AND SKILLS?

TRACTION

- GABRIEL WEINBERG
- JUSTIN MARES
- 19 CHANNELS
- BULLS EYE MODEL



**THE GROWTH
MARKETING
TREASURE MAP**

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SEO

Content

Community

Organic

Email

Blogs

PR

AQUISITION

Signups by Channel

SEM

Paid

Offline Ads

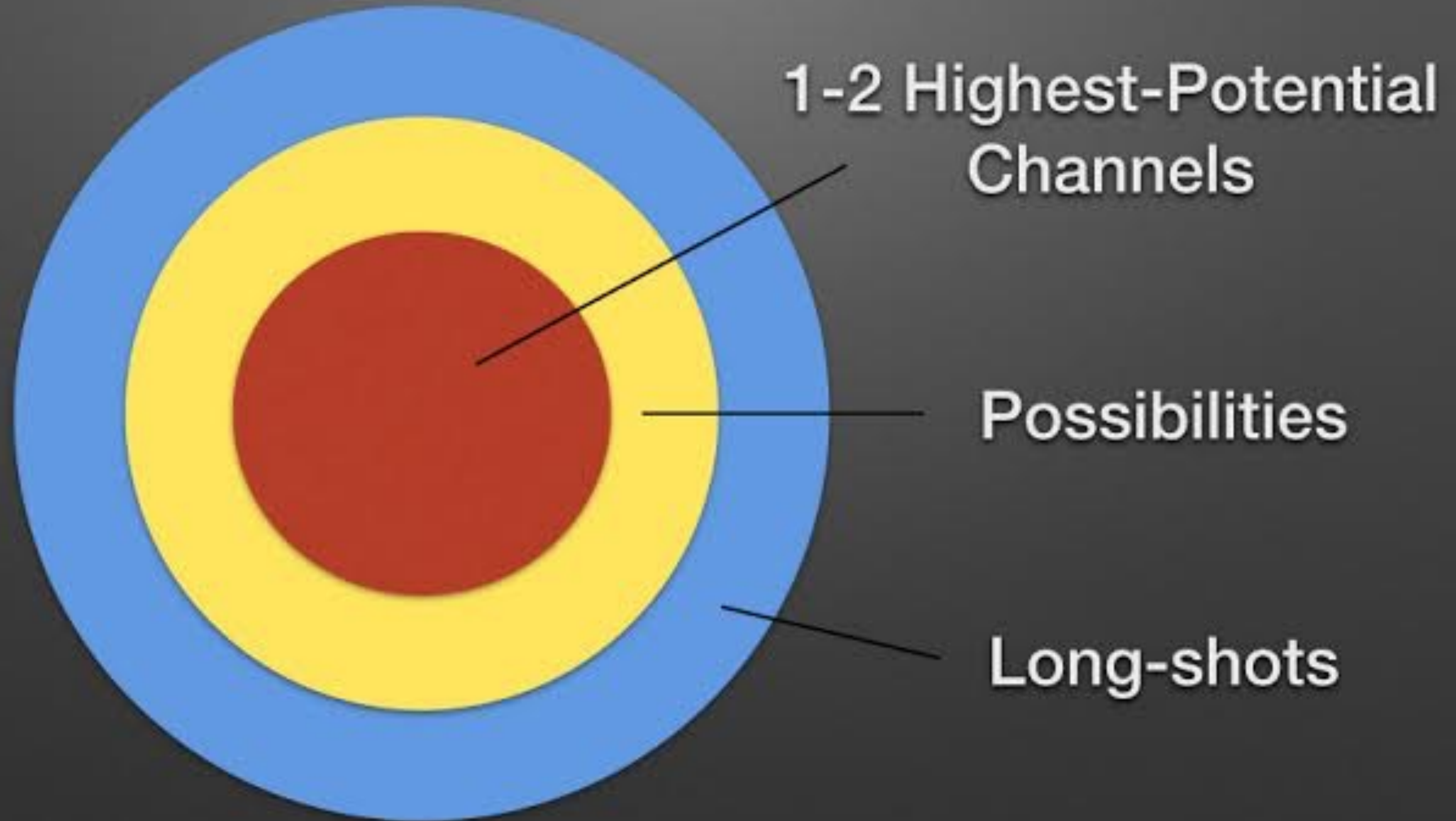
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Cost per acquisition

Social Ads

Display Ads

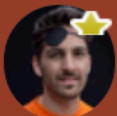
PIRATE X SKILLS



Pirate X Skills

Boards

Trello

+ ⓘ 🔔 

Growth Channels | by Pirate Skills ☆

X

Pirate Skills Free

⊕ Public

... Show Menu

All Channels ...

Add a card...

Not now ...

Offline Ads

Business Development

Trade Shows

Community Building

Publicity

Offline Events

Viral Marketing

Notifications

Engineering as Marketing

Unconventional PR

Affiliate Programs

Speaking Engagements

Add a card...

Possible (4-6) ...

Targeting Blogs

Search Engine Optimization

Search Engine Marketing

Influencer Marketing

Existing Platforms

Sales

Add a card...

Focus (1-3) ...

Social and Display Ads

Content Marketing

Email Marketing

Add a card...

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Not now

Offline Ads

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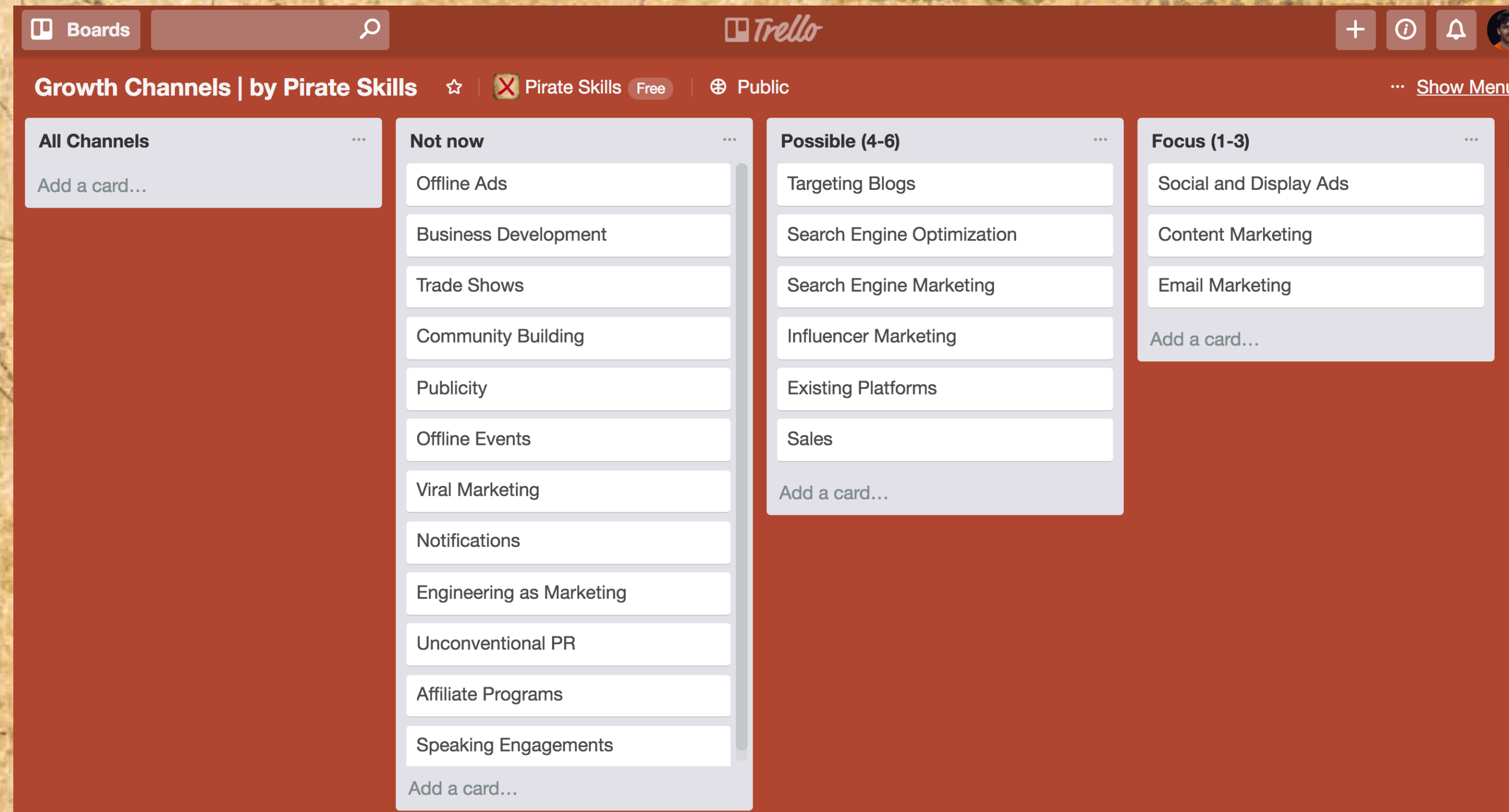
Social and Display Ads

Content Marketing

Email Marketing

Add a card...

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get.pirateskills.com/growthchannels

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GROWTH FUNNEL

GROWTH FUNNELS

- **TOFU - TOP OF THE FUNNEL**
- **MOFU - MIDDLE OF THE FUNNEL**
- **BOFU - BOTTOM OF THE FUNNEL**

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Boards

Trello

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X

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Free

⊗ Public

⋮ Show Menu

All Channels

...

Social and Display Ads

Content Marketing

Presentations

Mini Course

Ebook

Webinars

Email

Talks

Community Activity

SEO

Targeting Blogs

SEM

Add a card...

Tofu - Awareness

...

Adwords - 100€ - 100 clicks

Landing page - Signup for free webinar - 10 registrations

Retargeting - 90 people who didnt signup - LP with Guide

Add a card...

Mofu - Consideration

...

Email List - 10 subscribers

Welcome Email - Guide to getting started with emobility

Reminder Email

Webinar - 5 people showing up

Calc Wizards - Free

Add a card...

Bofu - Conversion

...

Free Consultation 1-2 - Scheduling Tool

CRM - Follow up

Close

Add a card...

Pirate X Skills



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Pirate Skills

Free



Public

... [Show Menu](#)

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
Close



Add a card...

Pirate X Skills

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Show Menu

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GROWTH MANAGEMENT

- GOALS
- IDEAS
- PRIORITIES
- TESTS
- ANALYSIS

GOALS

- **WHAT'S YOUR BOTTLE NECK?**
- **WHAT YOUR HIGHEST-IMPACT, SHORT-TERM OBJECTIVE?**

PIRATE X SKILLS

IDEAS

ANALYSIS

PRIORITIES

TESTS

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Free

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Goals

...

ACQUISITION - Increase traffic to landing page to 100 users per day

ACTIVATION

RETENTION

REFERRAL

REVENUE

Add a card...

Ideas

...

Write 10 SEO articles on relevant keywords / topics | ICE 3/5/3 = 11

Publish guest article on relevant blogs | ICE 8/7/4 = 19

Publish a weekly newsletter | ICE 6/6/6 = 18

Create an online video for Youtube | ICE 7/5/4 = 16

Add a card...

Priorities

...

Create Facebook post and promote with 10€ per day to target group | ICE 7/9/6 = 22

Contact 10 journalists for PR | ICE 9/5/6 = 20

Add a card...

Tests

...

Start a facebook group and invite 250 friends | ICE 6/8/7 = 21

Add a card...

Results

...

FAIL | Answer questions on Quora and set links to website | ICE 4/6/4 = 14

SUCCESS | Create an embeddable widget | ICE 9/5/2 = 16

Add a card...

Add



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Pirate Skills

Free



Public

Goals



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Public

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Boards

Trello

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- GROWTH MANAGEMENT



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GROW IN 2019

SLIDES:

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GROWTH CHANNELS:

GET.PIRATESKILLS.COM/GROWTHCHANNELS

GROWTH BOARD:

GET.PIRATESKILLS.COM/GROWTHMANAGEMENT

GROWTH FUNNELS:

GET.PIRATESKILLS.COM/GROWTHFUNNELS

BEN SUFIANI:

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- **+49-1522-6389102**
- **@BENSUFIANI**





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GROWTH MARKETING STRATEGY

17.01.2019

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