PIRATE X SKILLS

NEXT LEVEL SOCIAL ADS

PIRATESKILLS.COM

ENGAGMENT CLICKS

RETARGETING

CONVERSION

PIRATE X SKILLS

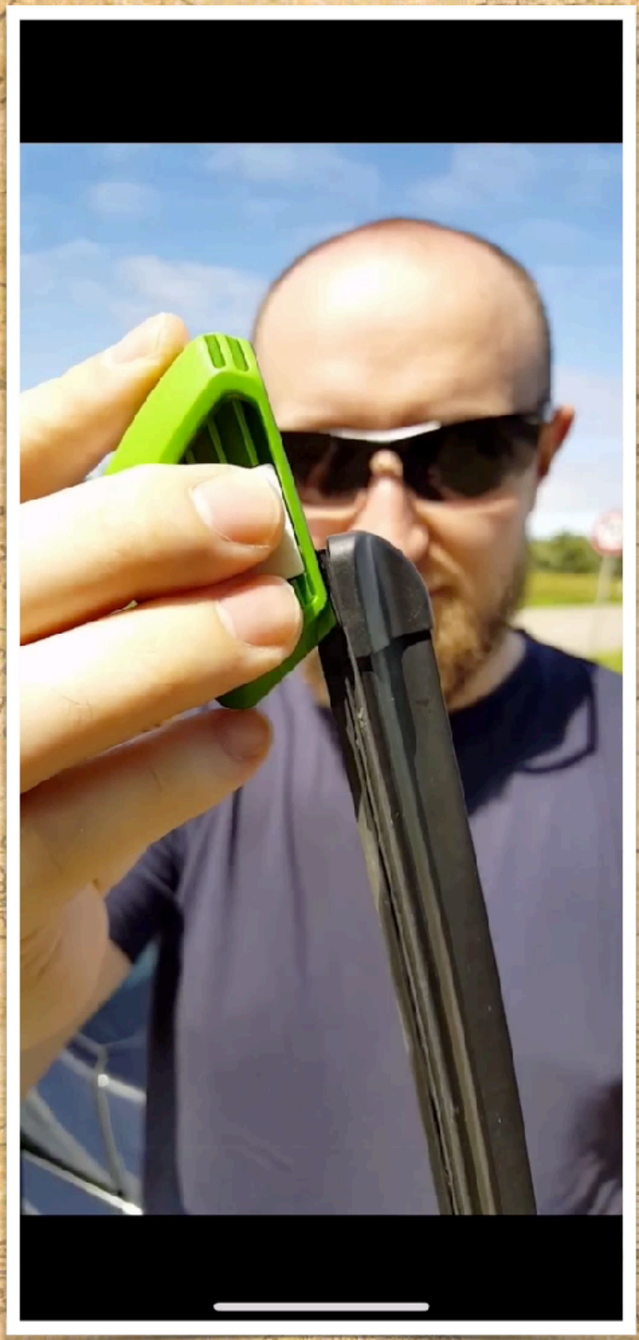
SUMMARY

1.SPEND 5000€ ON VIDEO AD

2.MAKE 15000€ REVENUE

3.PAY 5000€ FOR GOODS

4.EARN 5000€ IN PROFITS



PIRATE X SKILLS

BEN SUFIANI

FOUNDER SINCE 2008
GROWTH MARKETER
HOST OF PIRATE SKILLS

PIRATE X SKILLS

#PIRATESKILLS

TAKE PICTURES
SHARE THE STREAM

❤️STARTPLATZ❤️

PIRATE X SKILLS

SLIDES & VIDEO

GET.PIRATESKILLS.COM/
NEXT-LEVEL-SOCIAL-ADS

PIRATE X SKILLS

TODAYS JOURNEY

- SOCIAL ADS ON FB, IN, YT, LI
- CREATING ENGAGING ADS
- THE MAGIC IS IN THE TARGETING

PIRATE X SKILLS

SOCIAL ADS
FB, IN, YT, LI

PIRATE X SKILLS

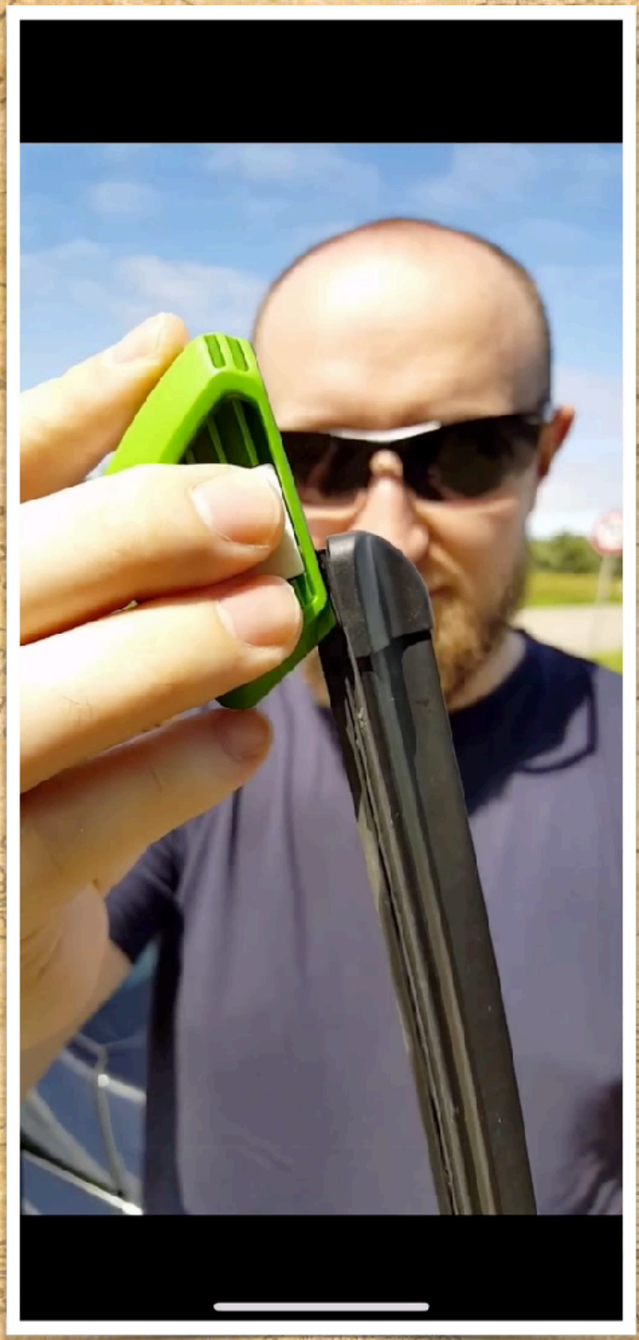
ECOCUT PRO

1.SPEND 5000€ ON VIDEO AD

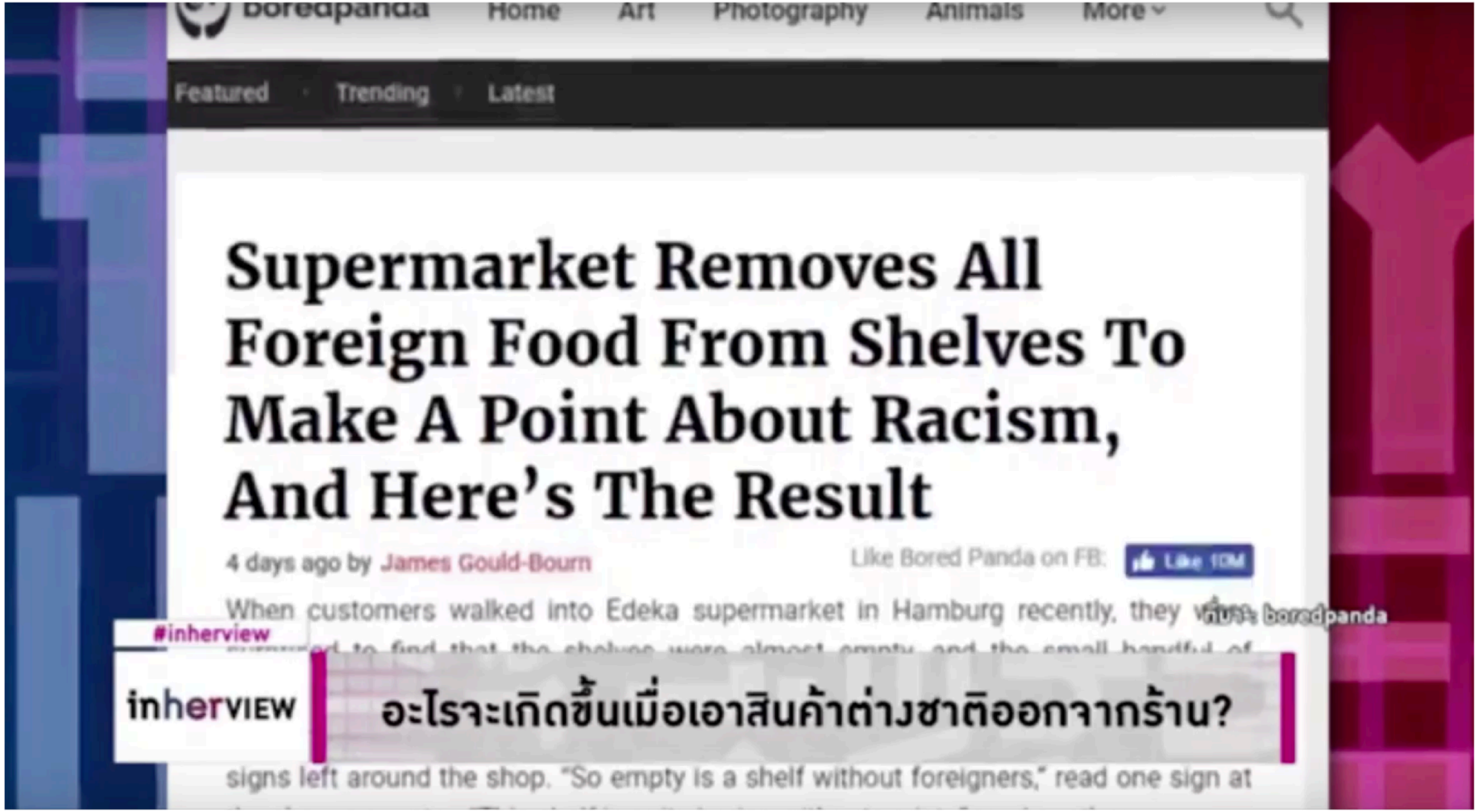
2.MAKE 15000€ REVENUE

3.PAY 5000€ FOR GOODS

4.EARN 5000€ IN PROFITS



https://www.facebook.com/ecocutpro/videos/1134723023265628/


Boredpanda
Home
Art
Photography
Animals
More
Featured
Trending
Latest
Supermarket Removes All Foreign Food From Shelves To Make A Point About Racism, And Here's The Result
4 days ago by James Gould-Bourn
Like Bored Panda on FB:
Like 10M
When customers walked into Edeka supermarket in Hamburg recently, they were
#inherview
inherVIEW
อะไรจะเกิดขึ้นเมื่อเอาสินค้าต่างชาติออกจากร้าน?
signs left around the shop. "So empty is a shelf without foreigners," read one sign at

HAIL TO THE
GYNOCRACY
TRUMP
www.DonaldJTrump.com
MAKE AMERICA GREAT AGAIN!

PIRATE X SKILLS

DER DEUTSCHESTE SUPERMARKT

- HTTPS://WWW.EDEKA.DE/VIELFALT.JSP
- HTTPS://WWW.FACEBOOK.COM/EDEKA/VIDEOS/1440826969326466/
- HTTPS://WWW.YOUTUBE.COM/WATCH?V=-FHOIZKSUCC
- HTTPS://WWW.FACEBOOK.COM/MAXAWARD/VIDEOS/2141193322588974/

Pirate X Skills

WHAT MAKES IT GOOD?

- SHOWS DEEP AUDIENCE INSIGHT
- SHORT AND SWEET
- UNIQUE TO YOUR STORY
- FAST PACED
- STARTS A CONVERSATION

https://www.youtube.com/watch?v=aEK37MBTUPk

https://www.youtube.com/watch?v=CS8IC5LXqIw

https://www.youtube.com/watch?v=MDpywkGQjtI

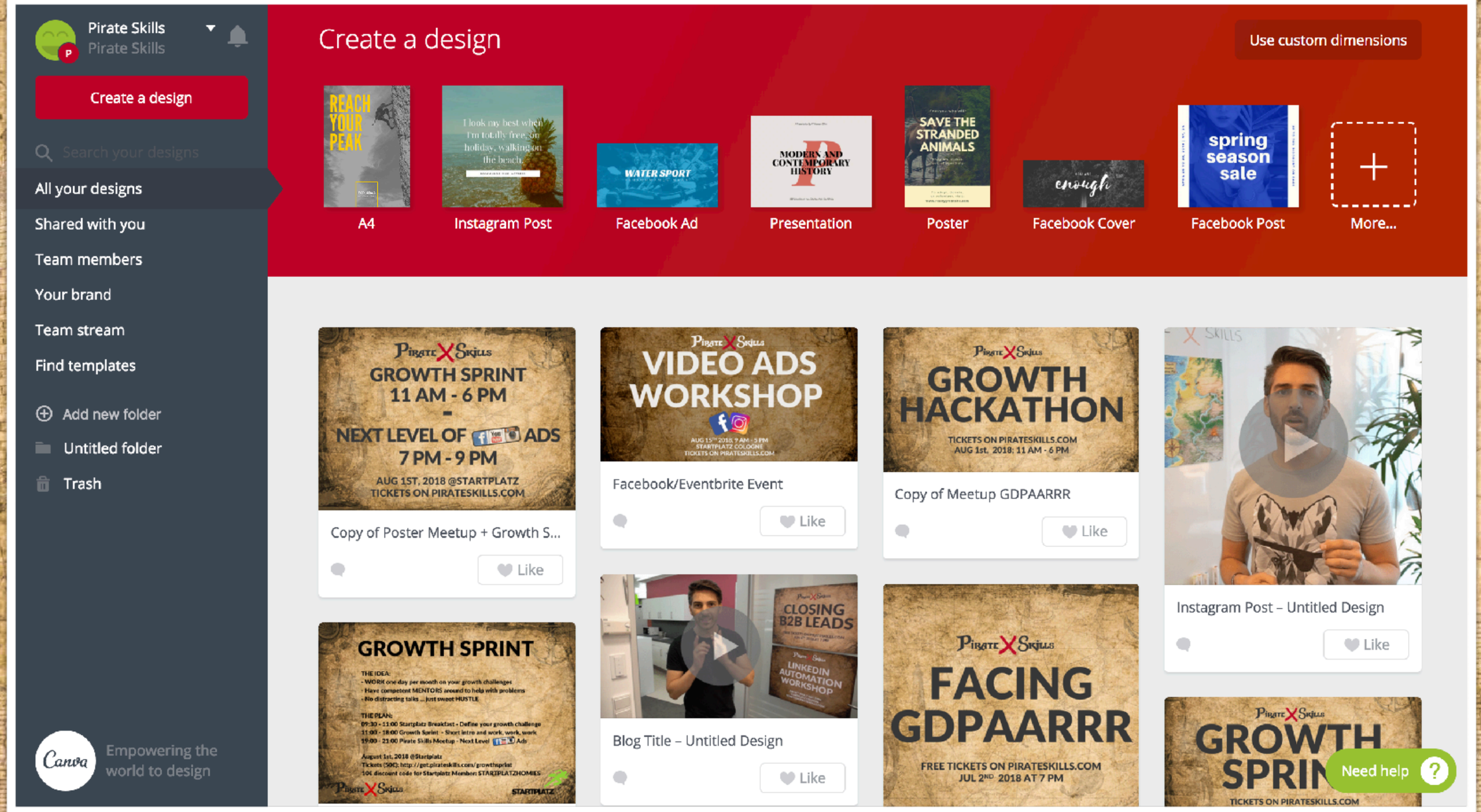
Pirate X Skills

CREATING ENGAGING ADS

PIRATE X SKILLS

MOBILE ADS STUDIO

- **CANVA** - FAST IMAGE EDITING
- **SPARK POST** - IMAGE + TEXT => VIDEO
- **QUIK** - VIDEO & IMAGE STITCHING
- **FILMIC PRO** - CREATE PRO VIDEOS
- **VIDEOLEAP** - PRO VIDEO EDITING



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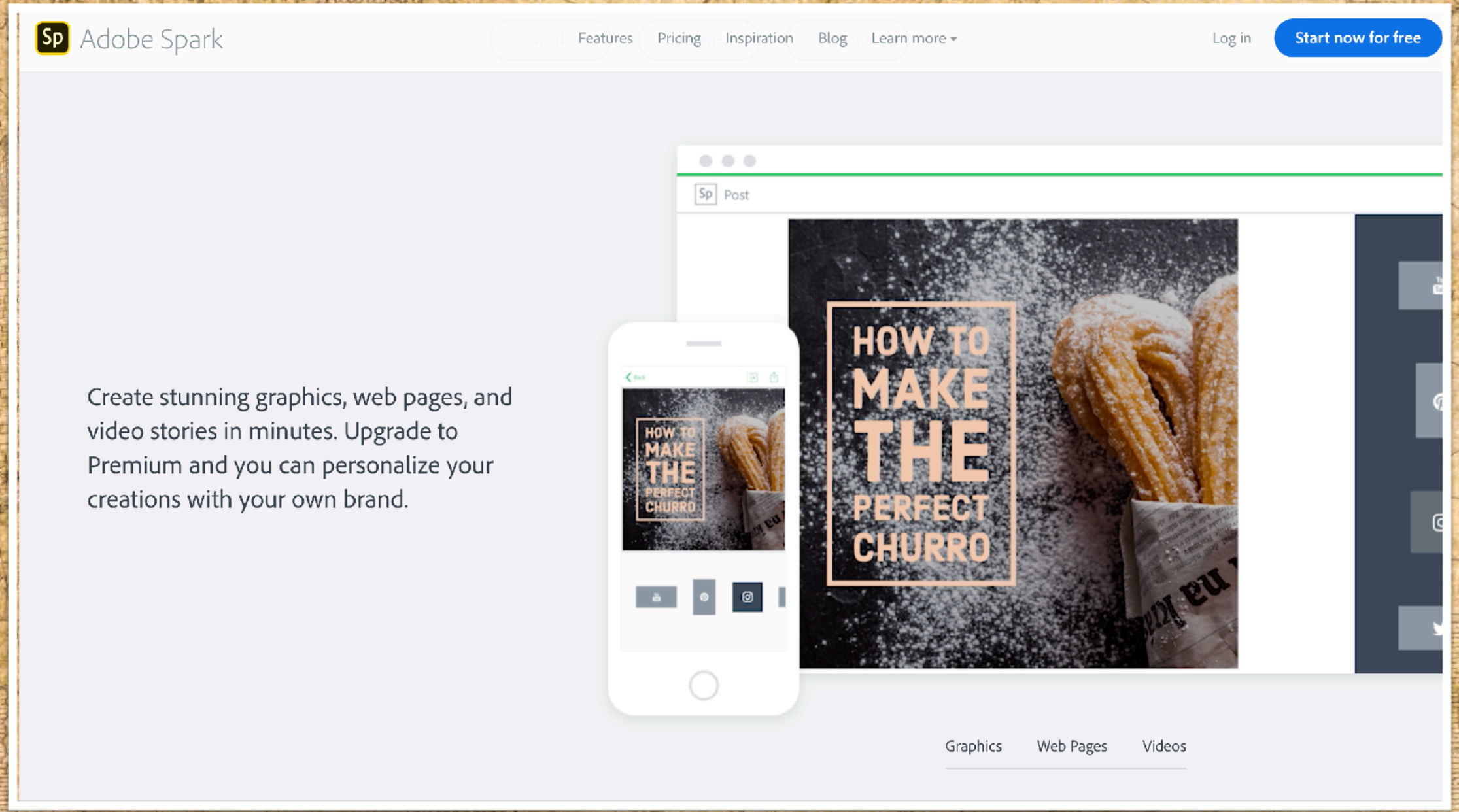

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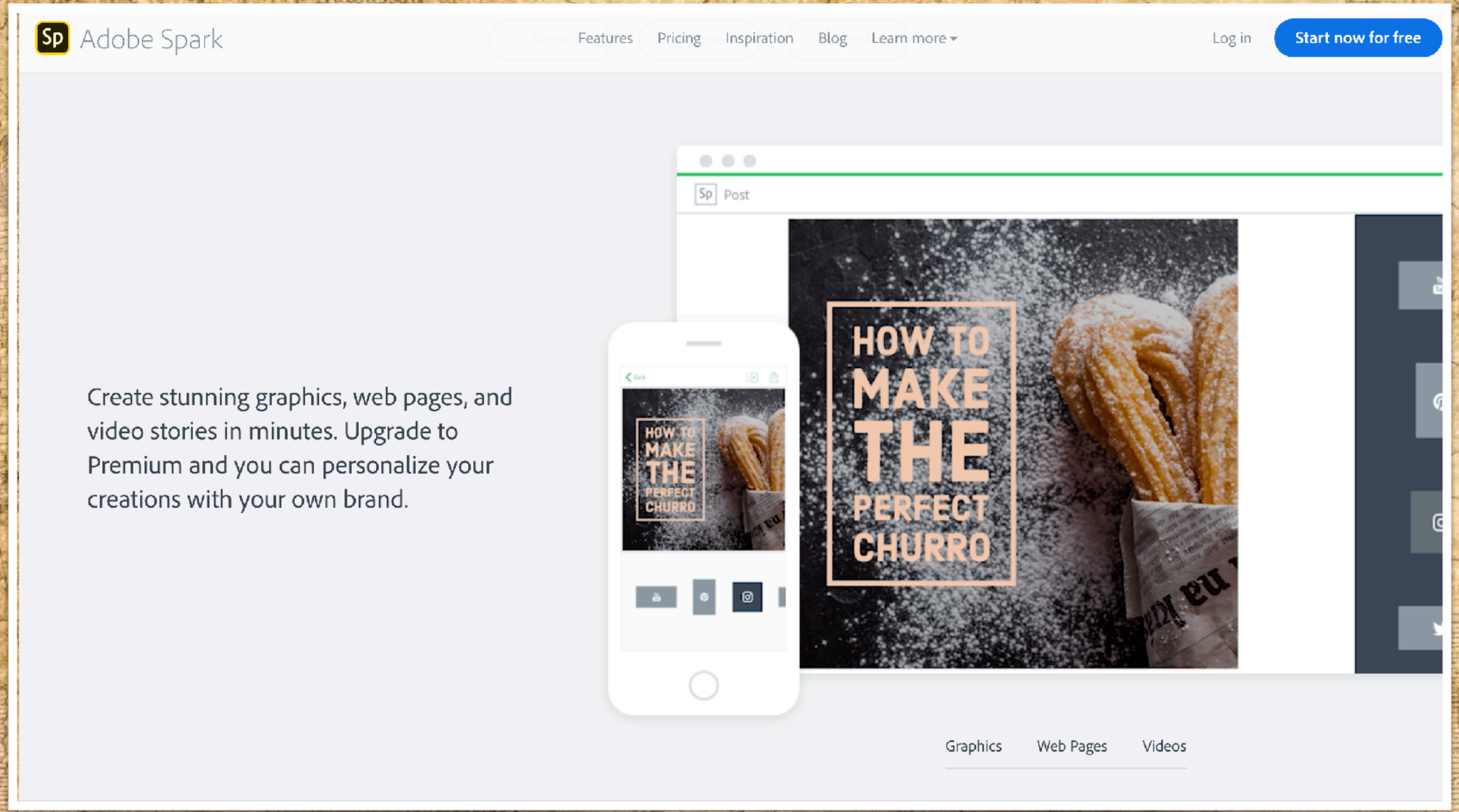

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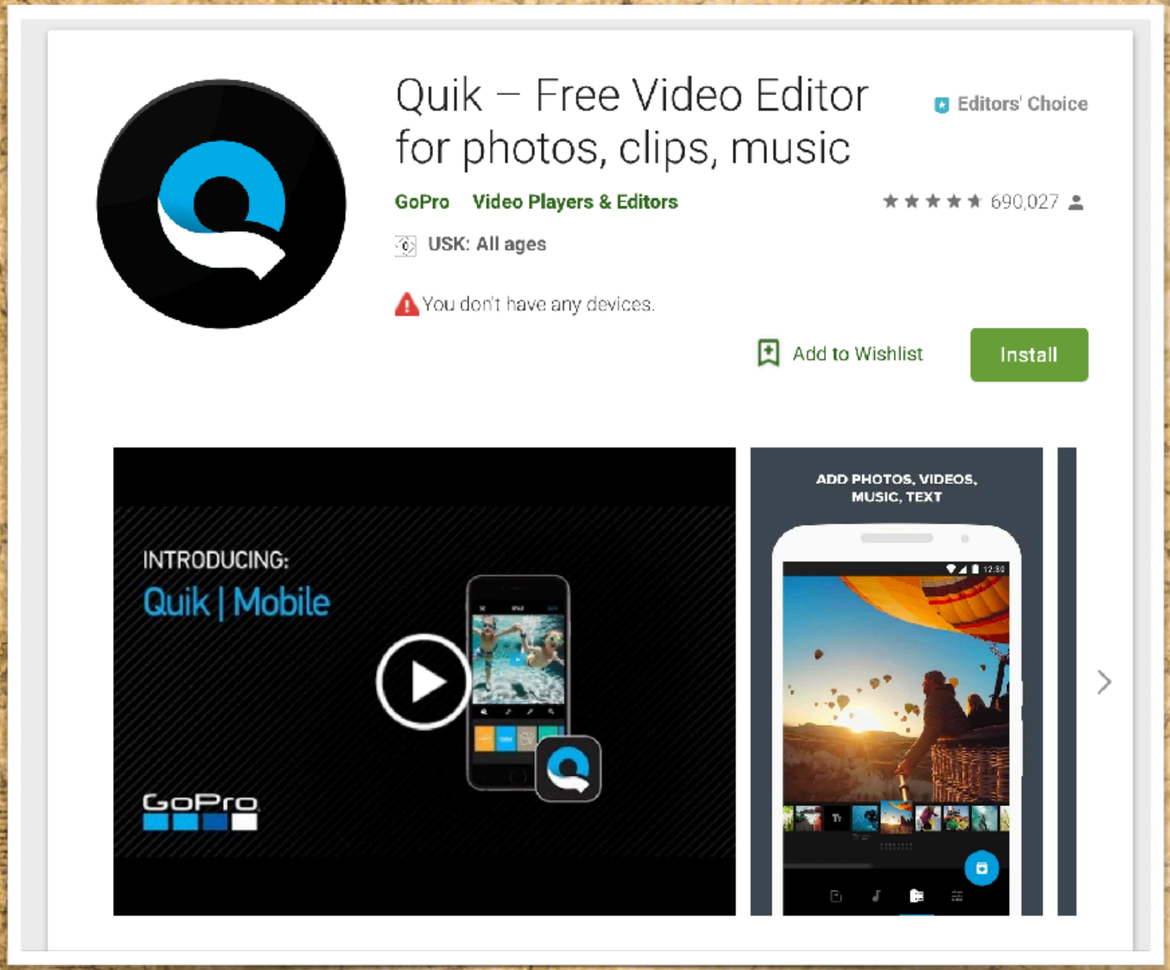

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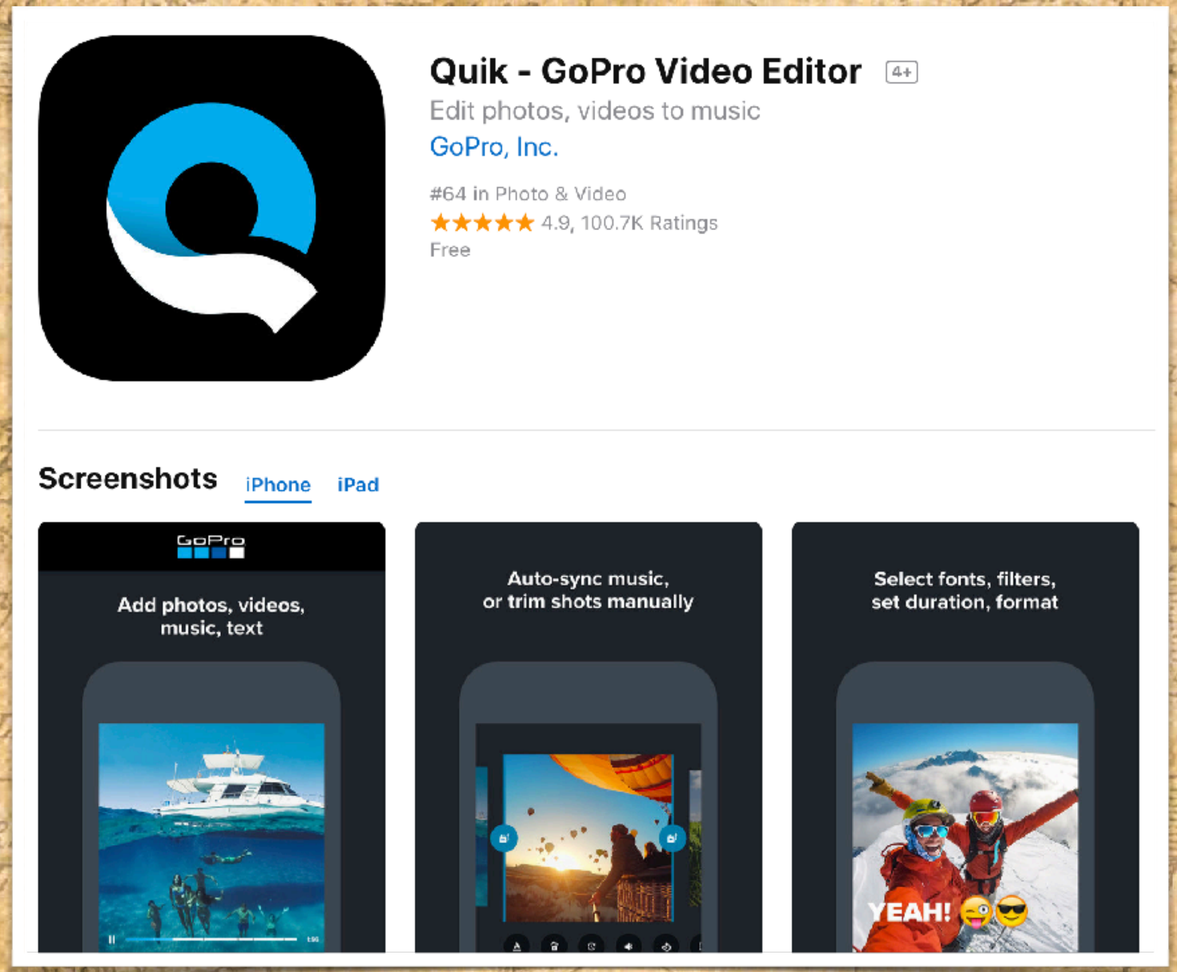
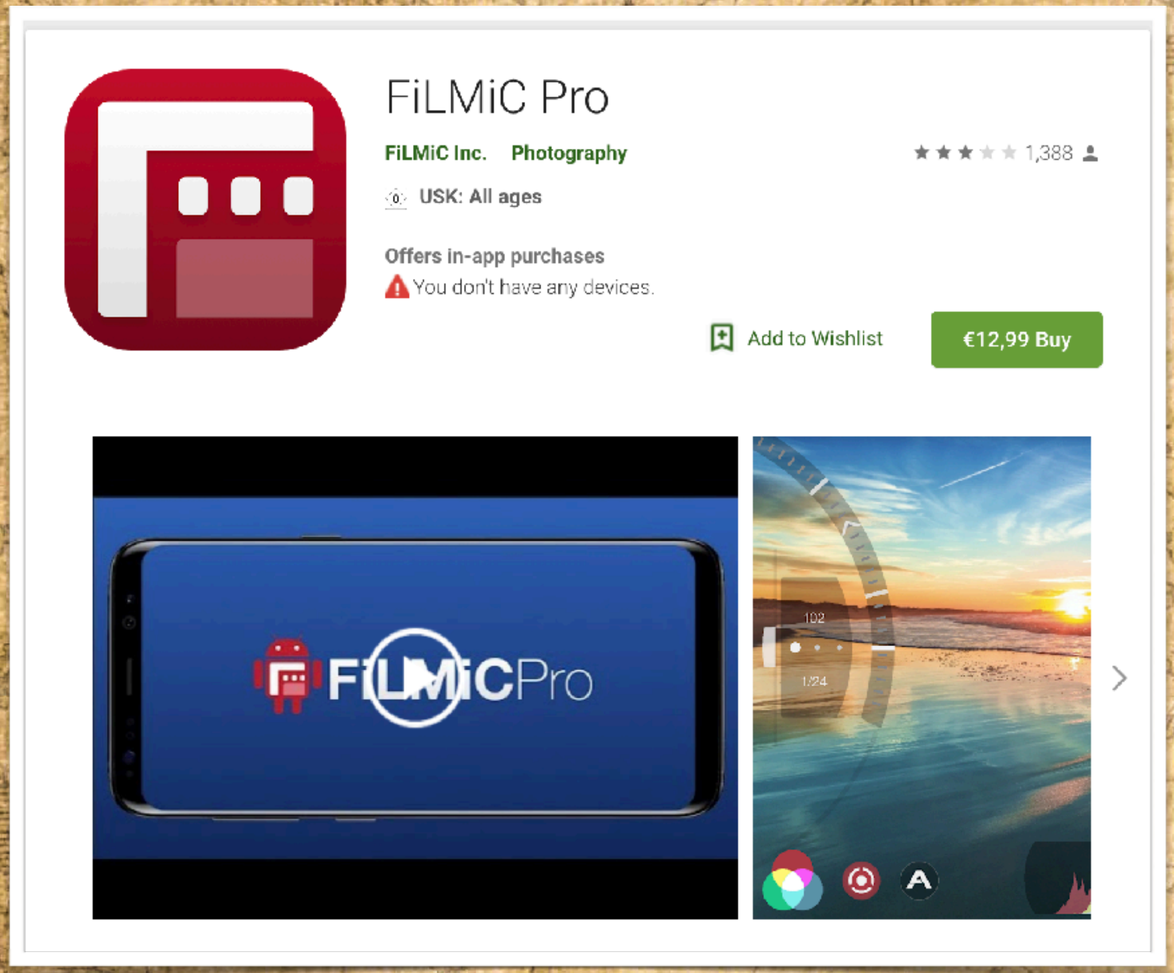


https://itunes.apple.com/us/app/quik-gopro-video-editor/id694164275?mt=8



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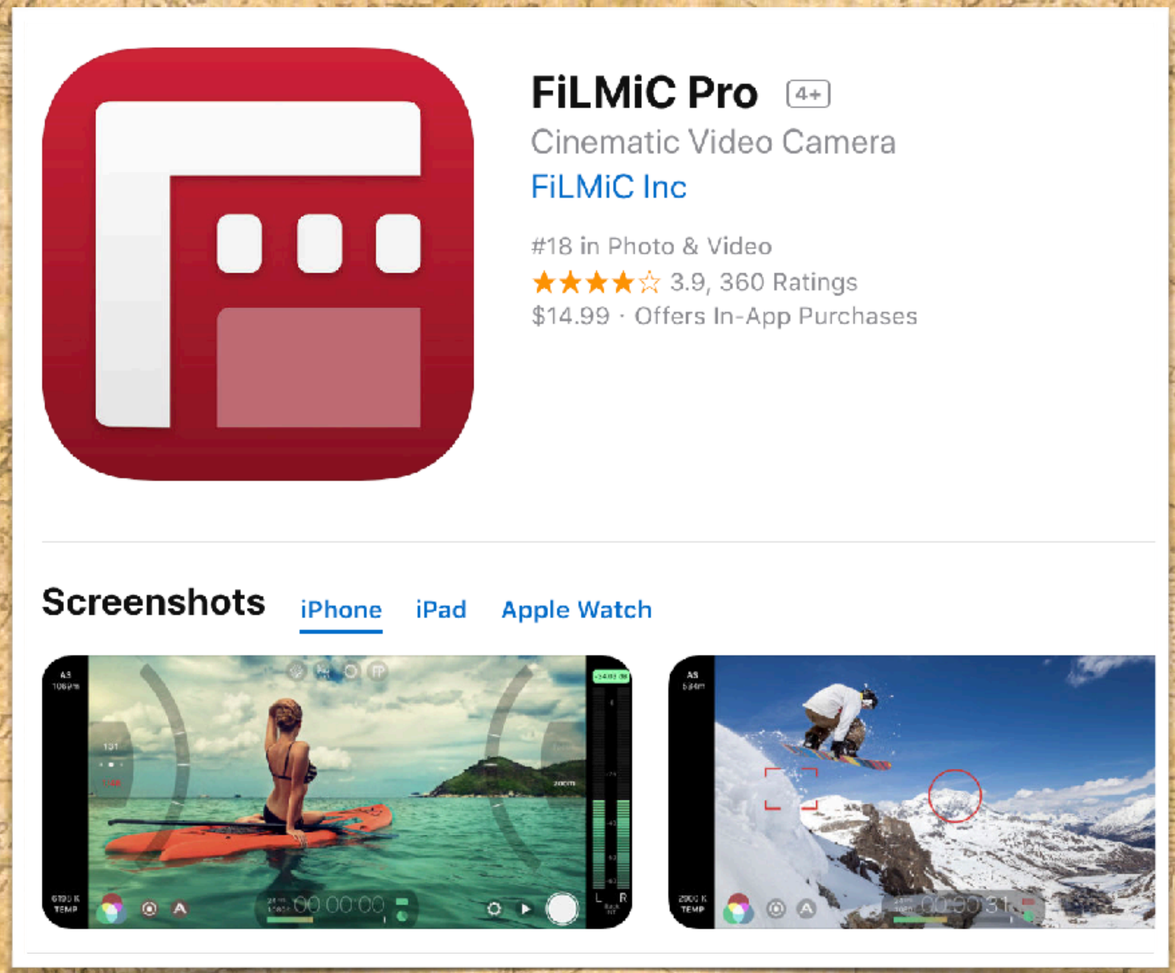

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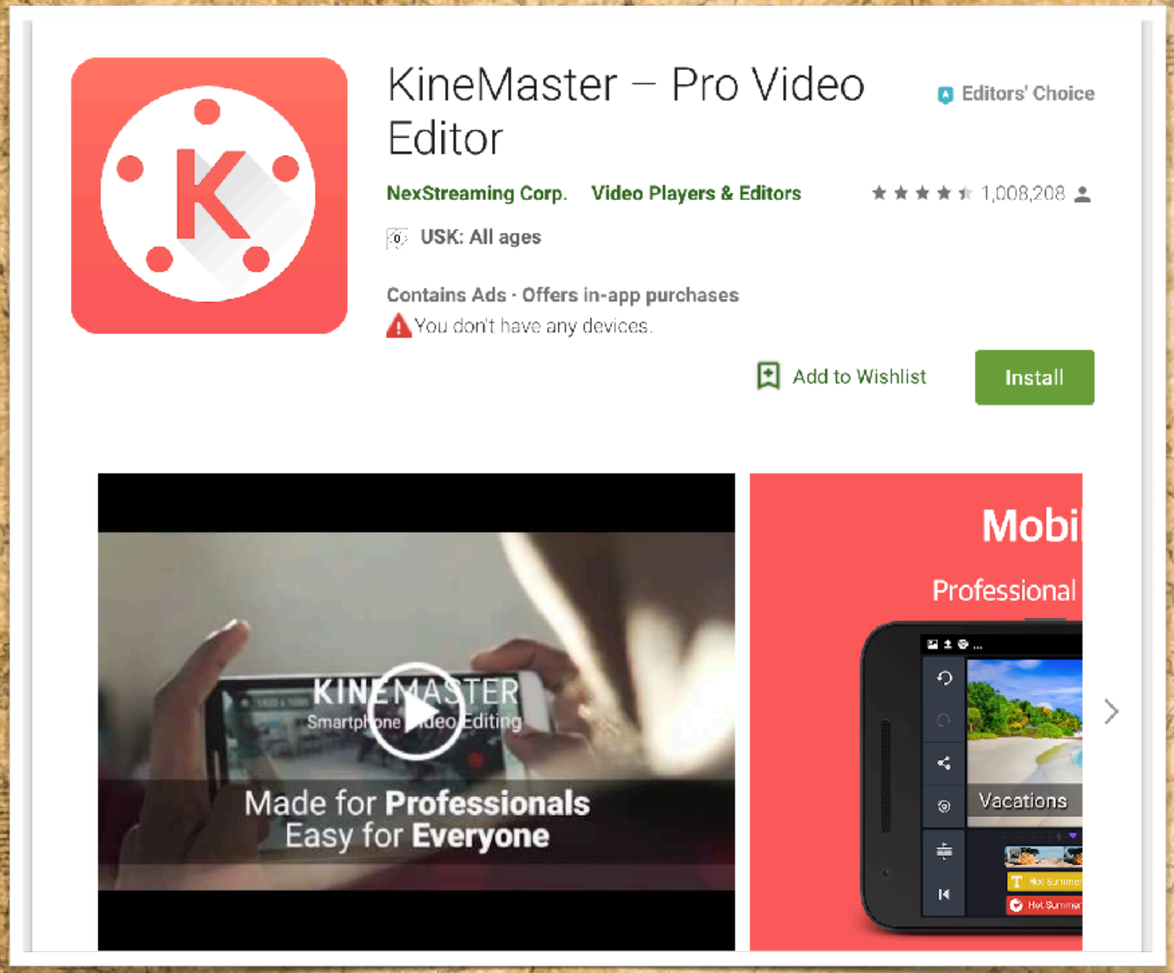
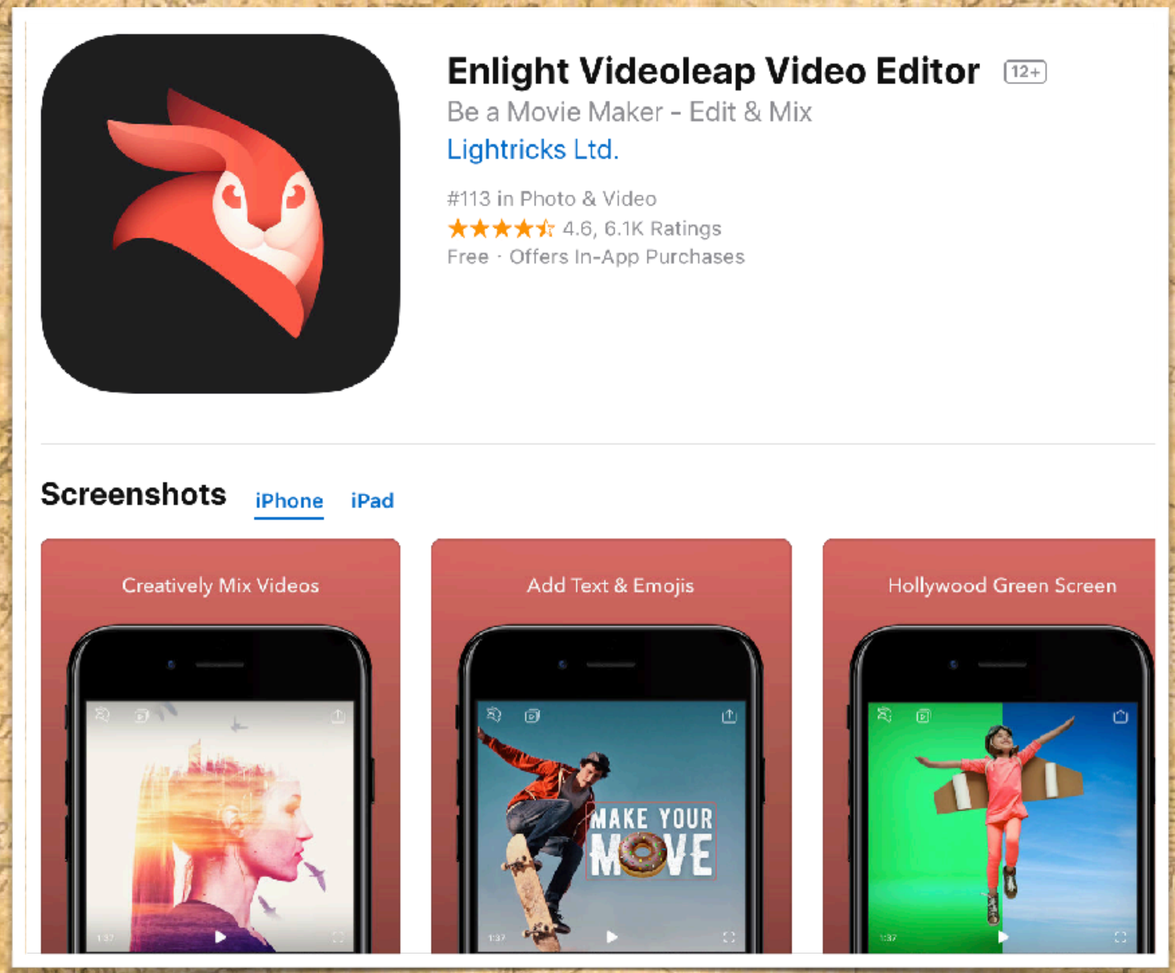


https://play.google.com/store/apps/details?id=com.videoshop.app



https://itunes.apple.com/us/app/enlight-videoleap-video-editor/id1255135442?mt=8

Pirate X Skills

TARGETING MAGIC

Pirate Skills FB INSIGHTS

Audience Insights | Search business | Pirate Skills | 2 | Help

Pirate Skills (150105752... | Create New | Open | Save | More | Create Ad

CREATE AUDIENCE

Custom Audience

Location

UNITED STATES
All United States
+ Country, region, or city

Age and Gender

Age
18 — Any

Gender
All | Men | Women

Interests

INTERESTS > ADDITIONAL INTERESTS
Tesla Motors

(New Audience)
2m - 2.5m monthly active people

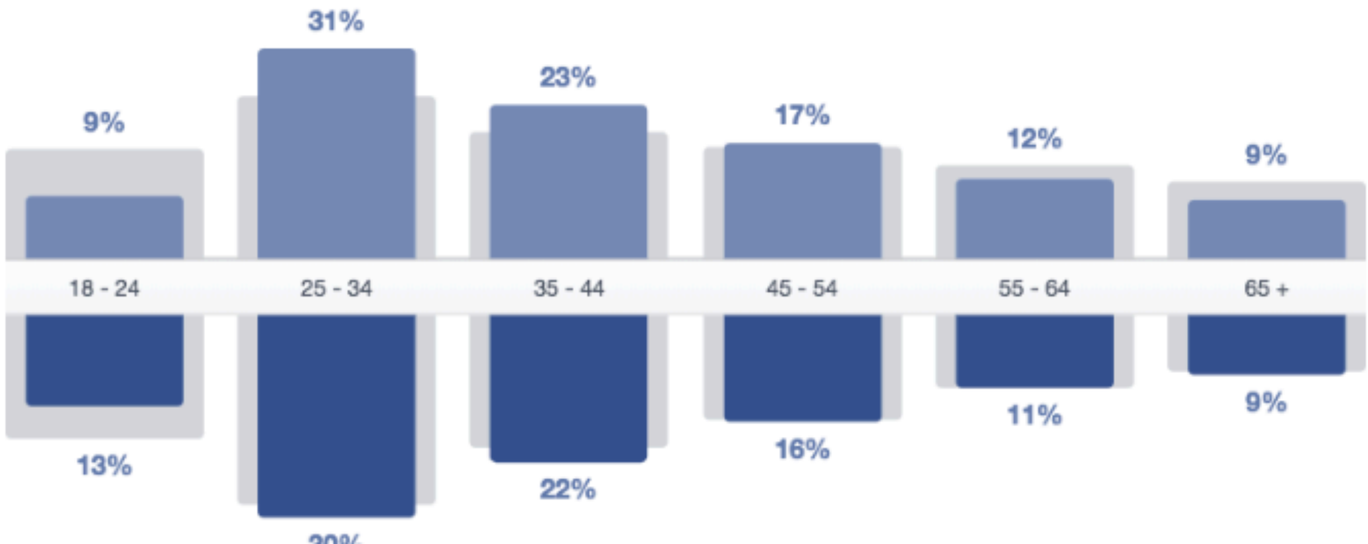
People on Facebook
Country: United States of America

Demographics | Page Likes | Location | Activity | Household | Purchase

Age and Gender
Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

25% Women
54% All Facebook

75% Men
46% All Facebook



Pirate Skills FB INSIGHTS

Audience Insights | Search business | Pirate Skills | Help

Pirate Skills (150105752... | Create New | Open | Save | More | Create Ad

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(New Audience)

2m - 2.5m monthly active people

People on Facebook

Country: United States of America

Demographics | Page Likes | Location | Activity | Household | Purchase

Top Categories

1	Blogger	The Points Guy
2	Company	Tesla • In-N-Out Burger
3	Organization	USCCA
4	Journalist	Dan Rather
5	Outdoor & Sporting Goods Company	REI
6	Food & Beverage Company	Dos Equis • Chipotle Mexican Grill
7	Government Official	U.S. Senator Elizabeth Warren

Pirate X Skills FB INSIGHTS

Audience Insights | Search business | Pirate Skills | 2 | Help

Pirate Skills (150105752... | Create New | Open | Save | More | Create Ad

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18 — Any

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(New Audience)

2m - 2.5m monthly active people

People on Facebook

Country: United States of America

Demographics | Page Likes | Location | Activity | Household | Purchase

Top Cities | Top Countries | Top Languages

Cities	Selected Audience	Compare
San Francisco, California, United States	2%	+150%
San Diego, California, United States	1%	+117%
Fremont, California, United States	0.2%	+100%
Irvine, California, United States	0.2%	+100%
Saint Petersburg, Florida, United States	0.2%	+100%
Saint Paul, Minnesota, United		

Pirate X Skills FB INSIGHTS

Audience Insights | Search business | Pirate Skills | Help

Pirate Skills (150105752... | Create New | Open | Save | More | Create Ad

CREATE AUDIENCE

- Custom Audience
- Location

UNITED STATES
All United States
+ Country, region, or city

- Age and Gender

Age
18 — Any

Gender
All | Men | Women

- Interests

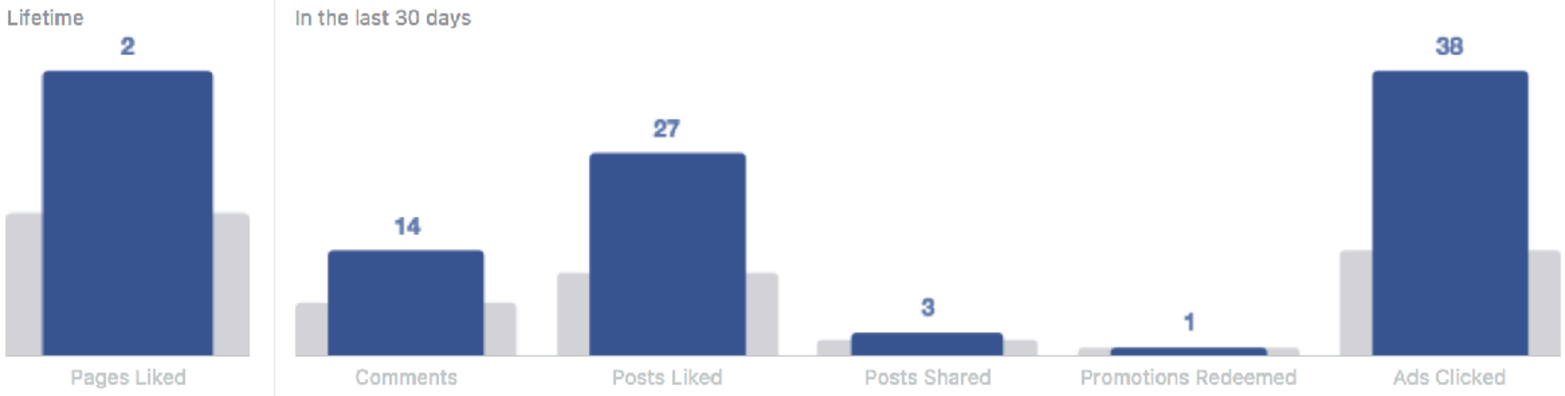
INTERESTS > ADDITIONAL INTERESTS
Tesla Motors
+ Interest

(New Audience)
2m - 2.5m monthly active people

People on Facebook
Country: United States of America

Demographics | Page Likes | Location | **Activity** | Household | Purchase

Frequency of Activities
The number of times the selected audience performed these actions on Facebook. Based on Facebook user activity and environment...



Device Users
How the selected audience accessed Facebook in the last 30 days, based on user activity and environmental data.

All Devices Used

Pirate X Skills FB INSIGHTS

Audience Insights | Search business | Pirate Skills | Help

Pirate Skills (150105752... | Create New | Open | Save | More | Create Ad

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Tesla Motors

+ Interest

(New Audience)

2m - 2.5m monthly active people

People on Facebook

Country: United States of America

Demographics | Page Likes | Location | Activity | **Household** | Purchase

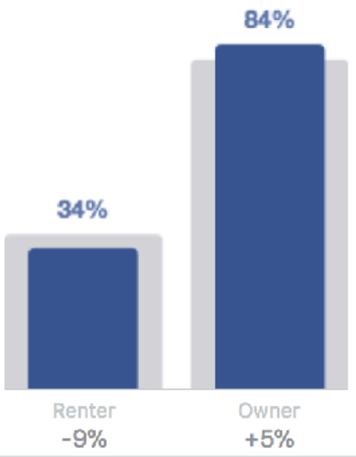
Household Income

Estimated income for US households based on survey responses and estimates using demograph...

88% of audience matched

Home Ownership

US home ownership based o...



89% of audience matched

Pirate X Skills

RETARGETING JOURNEYS

PIRATE X SKILLS

100%

30%

3%

PIRATE X SKILLS

RETARGETING JOURNEYS

- HELPS PEOPLE THROUGH FUNNEL STEPS
- ENGAGING INSTEAD OF ANNOYING
- INCREASES CONVERSION RATES
- SAVES A LOT A MONEY

Pirate X Skills

RESPECT FUNNEL STAGES

- ENGAGE WITH CONTENT
- CLICK ON A LINK
- VISIT WEBSITE

- SIGNUP FOR EMAILS
- START THE FREE TRAIL

- ADD TO CART
- INITIATE CHECKOUT
- PURCHASE

Pirate X Skills

RETARGETING LEVELS

- GENERAL RETARGETING
- EVENT BASED RETARGETING
- RETARGETING JOURNEYS

RETAGETING JOURNEY

- **VISIT WEBSITE**
  - **Day 1-2: most read blog post**
  - **Day 3-4: best selling product**
  - **Day 5-7: most engaging video**

PIRATE X SKILLS

FACEBOOK AUDIENCE LAYERING

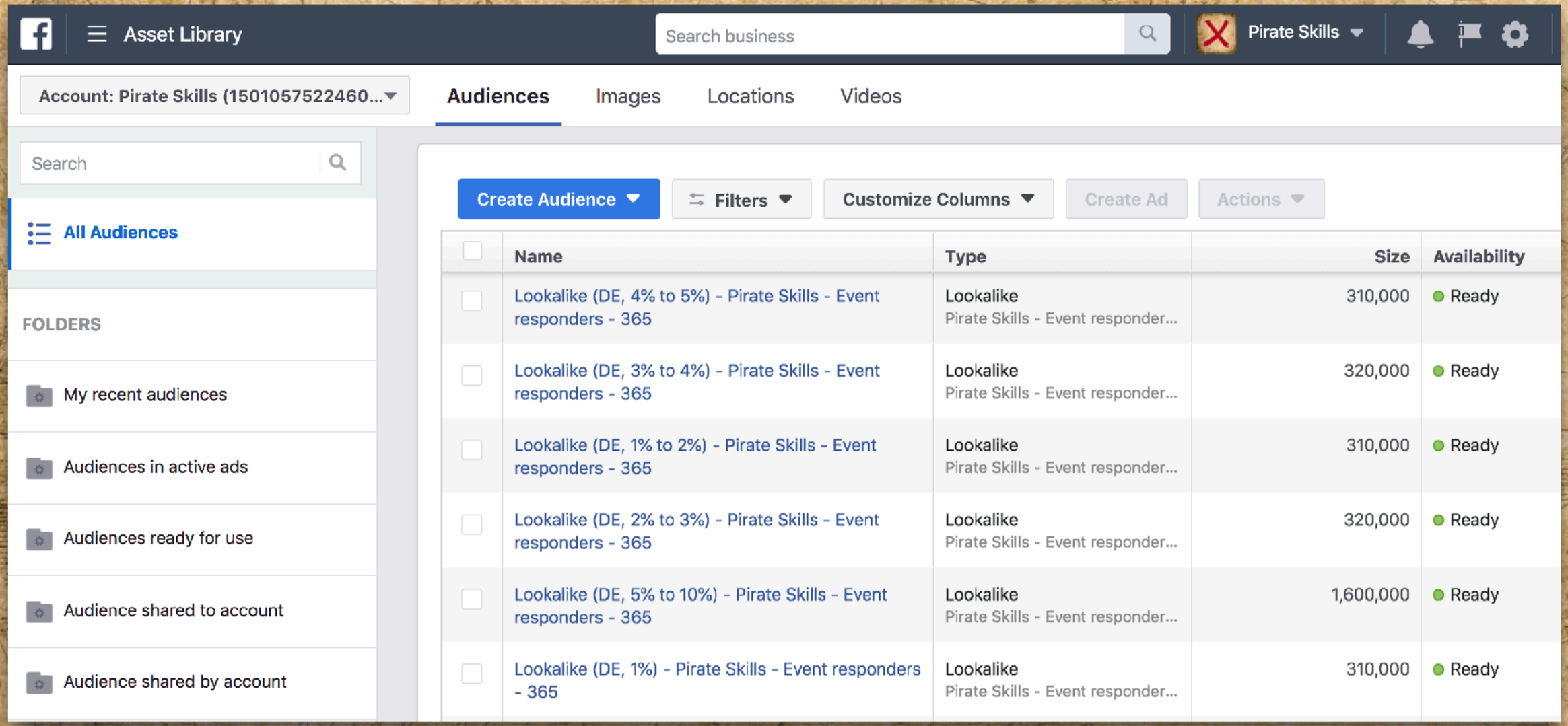
Pirate X Skills

AUDIENCE LAYERING

- DAY 1-2
  - INCLUDE: PAGEVIEWS IN THE LAST 2 DAYS
- DAY 3-4
  - INCLUDE: PAGEVIEWS IN THE LAST 4 DAYS
  - EXCLUDE: PAGEVIEWS IN THE LAST 2 DAYS

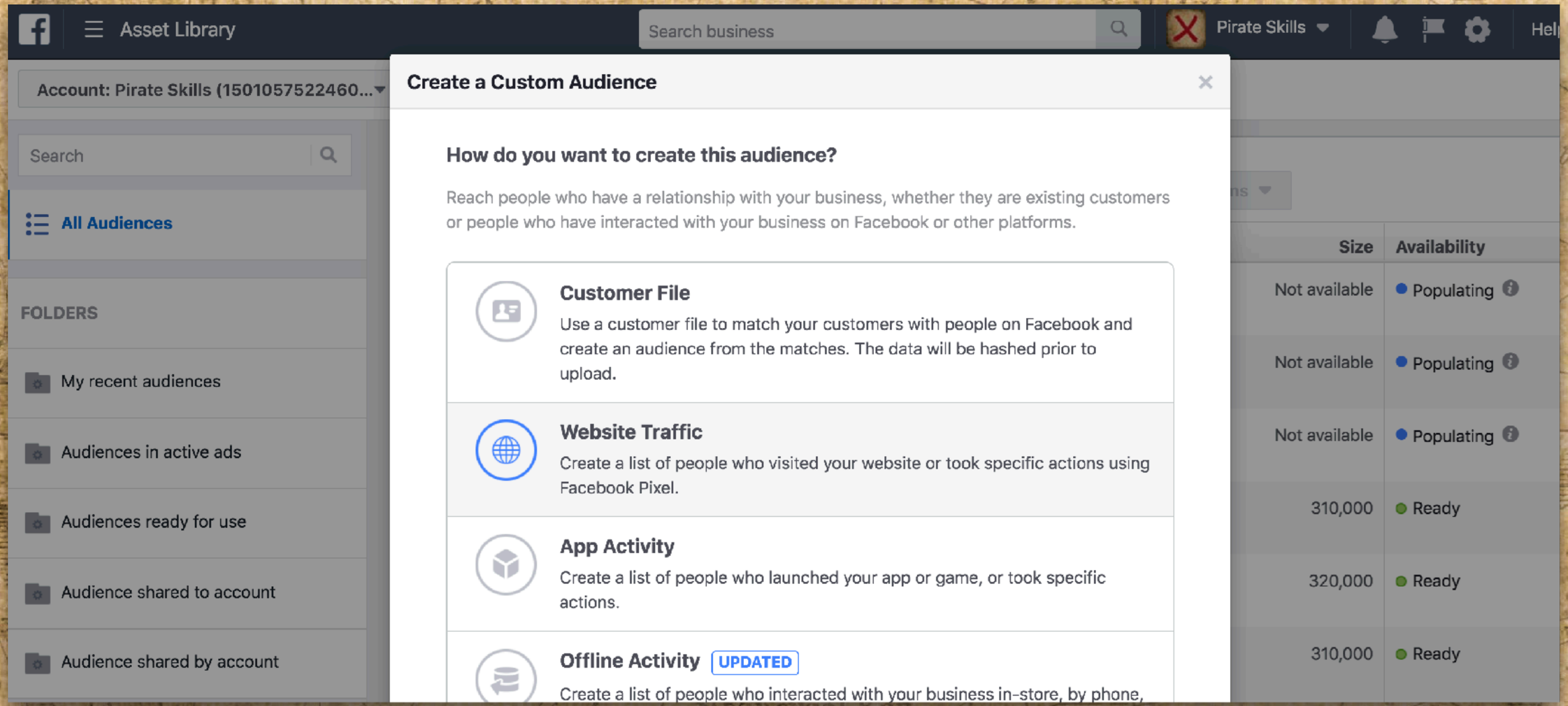
PIRATE X SKILLS

FACEBOOK AUDIENCES



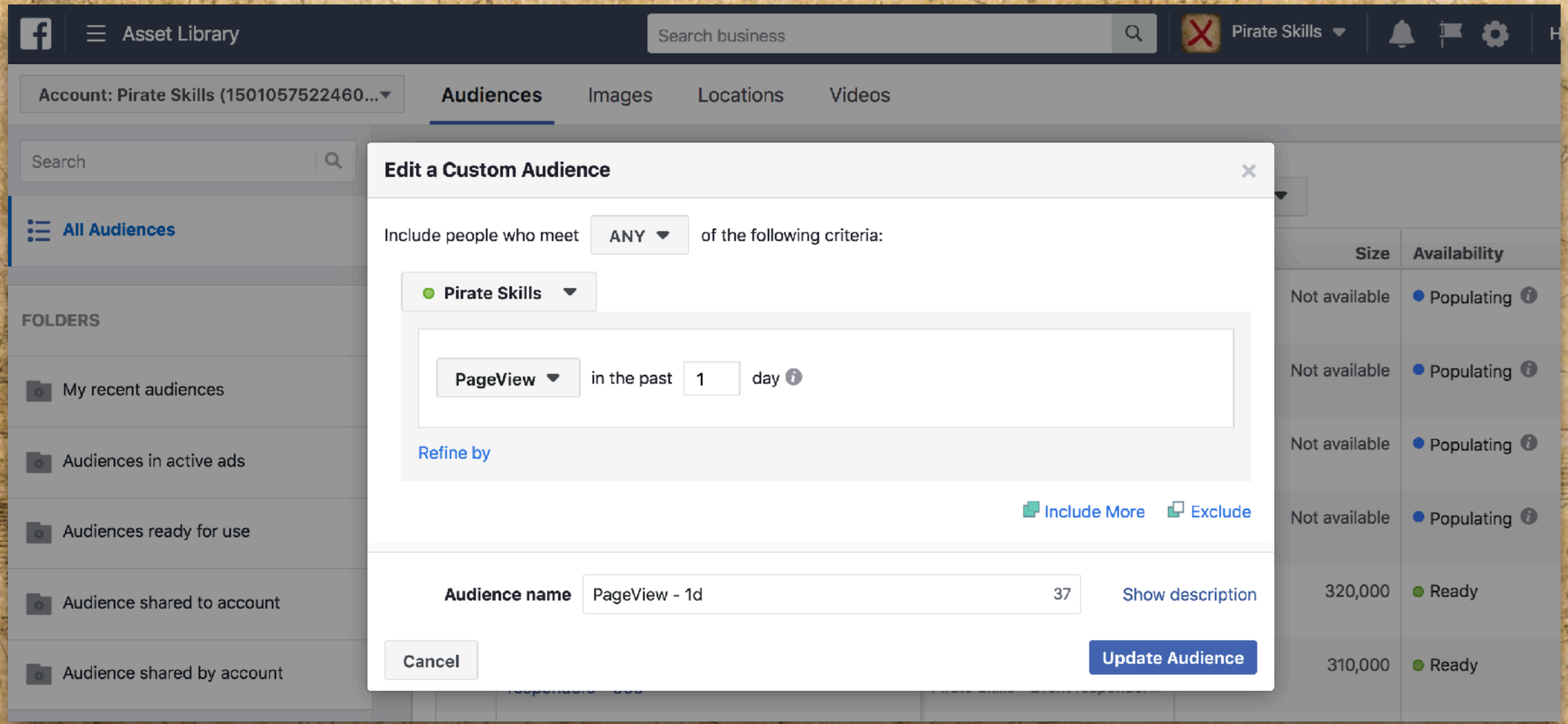
PIRATE SKILLS

WEBSITE TRAFFIC



Pirate X Skills

PAGEVIEW TARGETING



PIRATE X SKILLS

LAYER 1: DAY 1-2

Create New | Use a Saved Audience

Custom Audiences

Website

PageView - 1d

PageView - 2d

Add Custom Audiences or Lookalike Audiences

Exclude | Create New

Locations

Everyone in this location

Germany

Germany

Include | Type to add more locations | **Browse**

PIRATE X SKILLS

LAYER 2: DAY 3-4

Create New | Use a Saved Audience

Custom Audiences

INCLUDE people who are in at least ONE of the following

Website

- **PageView - 3d**
- **PageView - 4d**

Add Custom Audiences or Lookalike Audiences

EXCLUDE people who are in at least ONE of the following

Website

- **PageView - 1d**
- **PageView - 2d**

Add Custom Audiences or Lookalike Audiences

RETAGETING JOURNEY

- **VISIT WEBSITE**
  - **Day 1-2: most read blog post**
  - **Day 3-4: best selling product**
  - **Day 5-7: most engaging video**

Pirate X Skills

NEXT STEPS

- RETARGETING JOURNEYS PER FUNNEL STEP
- INCREASE NUMBER OF DAYS
- OPTIMIZE CONTENT
- CONSIDER PRE CLICK ENGAGEMENT

- ENGAGE WITH CONTENT
- CLICK ON A LINK
- VISIT WEBSITE

- SIGNUP FOR EMAILS
- START THE FREE TRAIL

- ADD TO CART
- INITIATE CHECKOUT
- PURCHASE

PIRATE X SKILLS

TODAYS JOURNEY

- SOCIAL ADS ON FB, IN, YT, LI
- CREATING ENGAGING ADS
- THE MAGIC IS IN THE TARGETING

PIRATE X SKILLS

YOUTUBE PLACEMENTS

Google Ads

Customer ID: 528-952-5029

All campaigns

Search campaigns

Display campaigns

Enabled and Paused

Display Demo

Placement

Test

Removed campaigns are hidden

All campaigns > Display Demo

GO TO | REPORTS | TOOLS

Overview

Recommendations

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Topics

Placements

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Enabled | Status: Eligible | Type: Display | Budget: €1.00/day

PLACEMENTS | WHERE ADS SHOWED | EXCLUSIONS

Last 7 days
Jul 24 – 30, 2018

Edit placements

EDIT ALL TARGETING

Choose placements to show ads on specific websites, apps, or videos

Display Demo > Placement

(•) Targeting (recommended)
Narrow the reach of your ad group to specific audiences, and get reports. You'll have the option to adjust bids in the table below.

( ) Observation
Get reports on additional items without narrowing the reach of your ad group. You'll have the option to adjust bids in the table below.

startplatz

YouTube videos

- STARTPLATZ - Inkubator für ...
  by MyVidego • 1.38K views
- STARTPLATZ - 42 Antworte...
  by STARTPLATZ • 259 views
- Elisa stellt den STARTPLATZ...
  by STARTPLATZ • 872 views

Enter multiple placements

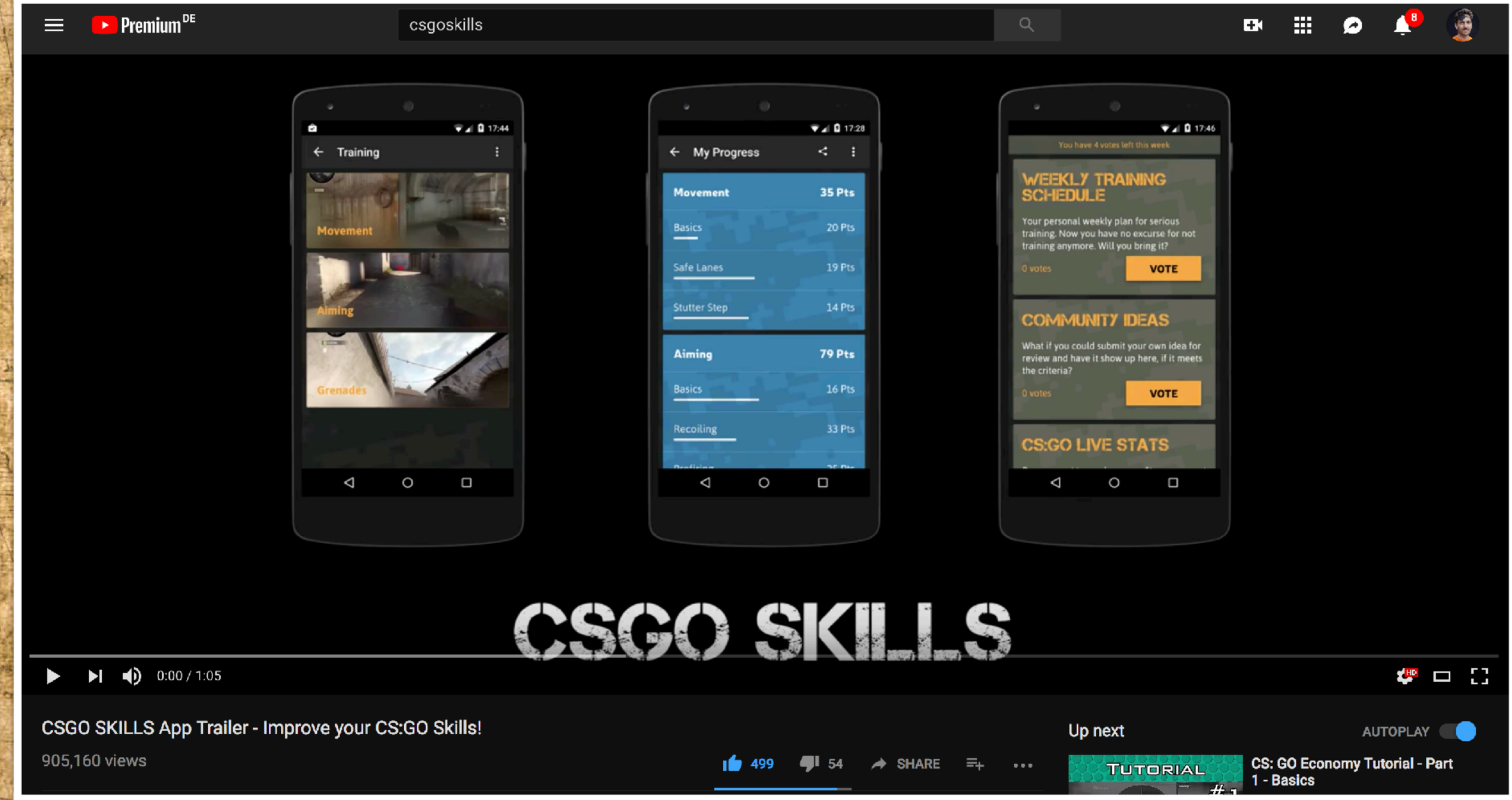
3 selected

- YouTube video
  Elisa stellt den STARTPLATZ Düsseldorf vor
- YouTube video
  STARTPLATZ - 42 Antworten von Caro
- YouTube video
  STARTPLATZ - Inkubator für Online-Startups in Köln

Your targeting's reach

Impressions
<1K

What's defining your reach



CSGO SKILLS App Trailer - Improve your CS:GO Skills!

905,160 views

499 54 SHARE

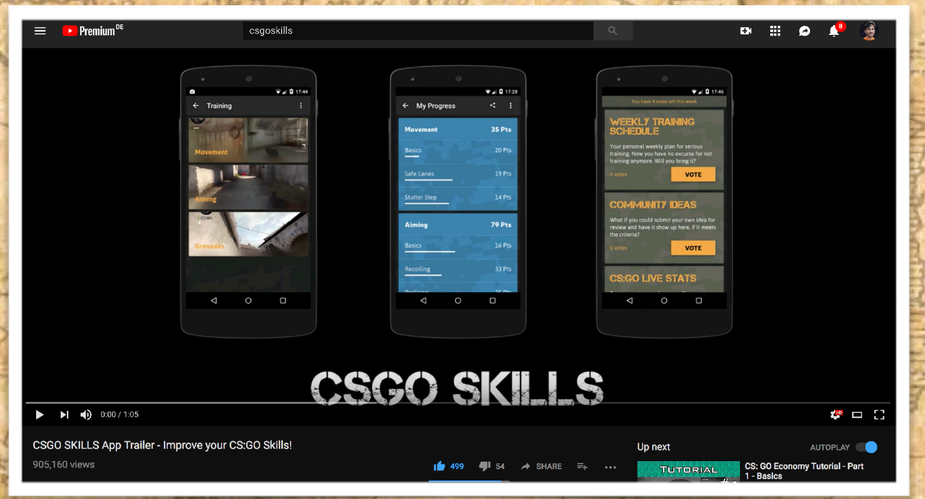
Up next AUTOPLAY

CS: GO Economy Tutorial - Part 1 - Basics

PIRATE X SKILLS

RESULTS

- > 1.000.000 VIEWS
- < 0.01€ PER VIEW
- < 0.12€ PER INSTALL



PIRATE X SKILLS

INSTAGRAM 3X15SEC STORY

PIRATE X SKILLS

INSTA 3X15

1. FB CAMPAIGN:
   CLICK / CONVERSION
2. PLACEMENT:
   INSTA STORY
3. AD FORMAT:
   CAROUSEL

Ads Manager

Search business

Pirate Skills

22

Pirate Skills (15010575...

Ad Set Name Instagram Stories - 3x15sec Video | Advanced Options

Switch to Quick Creation

Existing Campaign
- Instagram Post

Ad Set
- Traffic
- Offer
- Audience
- Placements
- Budget & Schedule

Ad
- Identity
- Format
- Links

Close

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. Learn more.

Device Types

All Devices (Recommended)

Asset Customization

1 / 5 placements that support asset customization

Select All

Platforms

- **Facebook**
  - Feeds
  - Instant Articles
  - In-Stream Videos
  - Right Column
  - Suggested Videos
  - Marketplace
  - Stories
- **Instagram**
  - Feed
  - Stories
- **Audience Network**
  - Native, Banner and Interstitial
  - In-Stream Videos

Instagram Stories

View Media Requirement

Your audience selection is fairly broad.

Potential Reach: 12,000,000 people

Estimated Daily Results

Reach
3,400 - 20,000

Link Clicks
37 - 230

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Ads Manager

Search business

Pirate Skills

22

Pirate Skills (15010575...

Ad Name: Default name - Traffic

Advanced Options

Switch to Quick Creati

Existing Campaign
- Instagram Post

Ad Set
- Traffic
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- Placements
- Budget & Schedule

Ad
- Identity
- Format
- Links

Identity

Facebook Page

Your business is represented in ads by its Facebook Page or an Instagram account.

Pirate Skills

Instagram Account

Select an Instagram account to represent your business in your Instagram ad. Manage your available Instagram accounts in Business Manager.

pirate_skills

Format

Choose how you'd like your ad to look.

Carousel

Create an ad with 2 or more scrollable images or videos

Single Image

Create up to 6 ads with one image each at no extra charge

Single Video

Create an ad with one video

Add a Fullscreen Experience

Add a fullscreen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. Learn more.

Ads Manager

Search business

Pirate Skills

22

Pirate Skills (15010575...

Ad Name Default name - Traffic | Advanced Options

Switch to Quick Creation

- Existing Campaign
  - Instagram Post
- Ad Set
  - Traffic
  - Offer
  - Audience
  - Placements
  - Budget & Schedule
- Ad
  - Identity
  - Format
  - Links

Close

1 2 3

Remove

Image Video

Change Video

· 10 seconds

Remove Video

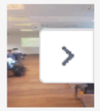
For questions and more information, see the Facebook Ad Guidelines.

Video Preview

CUSTOM THUMBNAIL

Select Image

VIDEO THUMBNAILS



Headline

Description (optional)

Enter a brief description of what you're promoting

Destination URL

https://pirateskills.com

Instagram Stories

1 of 1

Carousel ads will not be delivered if you select placements other than Instagram stories.

Refresh preview • Report a problem with this preview

Pirate X Skills

WHAT ARE YOUR HACKS?

PIRATE X SKILLS

SLIDES & VIDEO

GET.PIRATESKILLS.COM/
NEXT-LEVEL-SOCIAL-ADS

PIRATE X SKILLS

BEN SUFIANI

- BEN@PIRATESKILLS.COM
- +49-17630543705
- @BENSUFIANI

PIRATE X SKILLS

MARKETING & SALES

ENDING THE WAR

SEPTEMBER 5TH 2018 | 19:00-21:00

PIRATE X SKILLS

GROWTH SPRINT

SEPTEMBER 5TH 2018 | 11:00-18:00

PIRATE X SKILLS

VIDEO ADS WORKSHOP

AUGUST 15TH 2018 | 9:00–17:00

get.pirateskills.com/social-ads-workshop

CODE: PIRATESKILLSLIVE➡ ~~349€~~ ➡ 299€