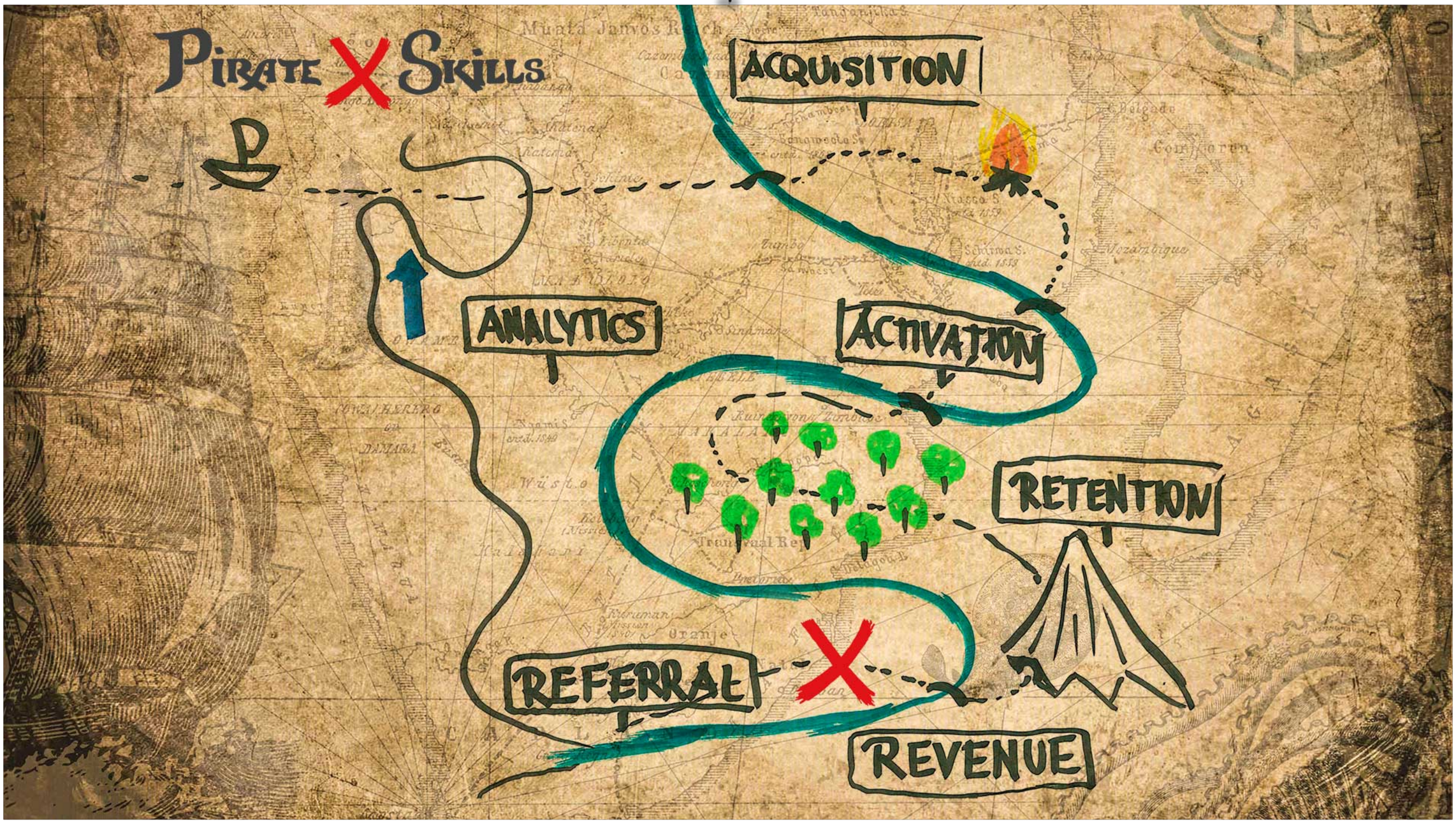
Pirate Skills

GROWTH FUNNELS

JOIN THE CREW ON PIRATESKILLS.COM


PIRATE X SKILLS
ACQUISITION
ANALYTICS
ACTIVATION
RETENTION
REFERRAL
REVENUE

PIRATE X SKILLS

GROWTH FUNNELS

FACEBOOK ADS

LANDINGPAGE

EMAIL

- [ ] What tools to use for A/B tested landing pages?

- [ ] How can I measure the success of my funnel?

- [ ] Are FB Ads really the best? What are alternatives?

- [ ] Whats the best email marketing tool? Mailchimp alternatives?

- [ ] Is Google Optimize any good compared to Optimizely?

- [ ] How can I get started with my own funnel?

- [ ] What are some good examples, and why?

- [ ] What the fuck does AARRR stand for?

PIRATE X SKILLS

FACEBOOK ADS

LANDINGPAGE

EMAIL

PIRATE SKILLS

FACEBOOK ADS

WayGuard 🔒 feeling safe.
March 6 ·

🌯 GERNE WEITERSAGEN 🌯

👉 http://get.wayguard.de 👈

Mit unserer kostenlosen App bist du unterwegs nie allein. Von der Polizei empfohlen! 👮... See More

Like · Comment · Share

ES Loux, Anna-Lena Brand and 25K others · Chronological

12,464 shares

View previous comments · 2 of 3,859

Sarah Ellenberg Nur Lena
Like · Reply · Page responded privately · 19 hrs

Andrea Riie Lis Beth
Like · Reply · Page responded privately · 17 hrs

Write a comment...

WayGuard 🔒 feeling safe.
March 6 ·

📣 GERNE WEITERSAGEN 📣

👉 http://get.wayguard.de 👈

Mit unserer kostenlosen App bist du unterwegs nie allein. Von der Polizei empfohlen! 👮... See More

Like Comment Share

ES Loux, Anna-Lena Brand and 25K others Chronological

12,464 shares

View previous comments 2 of 3,859

Sarah Ellenberg Nur Lena
Like · Reply · Page responded privately · 19 hrs

Andrea Riie Lis Beth
Like · Reply · Page responded privately · 17 hrs

Write a comment...

Impressions	Reach	Results	Cost per...	Clicks (All)	CTR (...	CPC (All)	CPM (Co...	Link Clicks	CPC (Co...	CTR (...	Mobile ...	Cost per...
1,293,879	655,606	24,912 Post Engag...	€0.14 Per Post En...	63,112	4.88%	€0.05	€2.63	11,017	€0.31	0.85%	4,321	€0.79
1,135,630	521,463	13,726 Post Engag...	€0.21 Per Post En...	47,845	4.21%	€0.06	€2.59	7,648	€0.38	0.67%	3,373	€0.87
741,374	388,175	13,605 Post Engag...	€0.14 Per Post En...	38,664	5.22%	€0.05	€2.58	6,031	€0.32	0.81%	2,125	€0.90
786,347	493,587	14,614 Post Engag...	€0.13 Per Post En...	36,901	4.69%	€0.05	€2.40	6,290	€0.30	0.80%	1,944	€0.97
705,058	371,512	6,765 Post Engag...	€0.21 Per Post En...	22,673	3.22%	€0.06	€2.02	3,274	€0.44	0.46%	1,384	€1.03
312,394	219,228	8,528 Post Engag...	€0.11 Per Post En...	18,484	5.92%	€0.05	€3.08	3,223	€0.30	1.03%	980	€0.98
293,464	216,728	11,387 Post Engag...	€0.07 Per Post En...	16,017	5.46%	€0.05	€2.66	2,593	€0.30	0.88%	761	€1.02
264,561	96,555	3,524 Post Engag...	€0.17 Per Post En...	10,620	4.01%	€0.06	€2.33	1,527	€0.40	0.58%	563	€1.09
133,671	82,429	2,230 Post Engag...	€0.23 Per Post En...	7,614	5.70%	€0.07	€3.86	1,318	€0.39	0.99%	504	€1.02
123,171	99,976	2,090 Post Engag...	€0.21 Per Post En...	7,540	6.12%	€0.06	€3.59	1,319	€0.34	1.07%	485	€0.91
186,174	140,146	5,928 Post Engag...	€0.07 Per Post En...	9,482	5.09%	€0.04	€2.20	1,778	€0.23	0.96%	417	€0.98
159,163	70,740	1,473 Post Engag...	€0.26 Per Post En...	4,711	2.96%	€0.08	€2.43	736	€0.52	0.46%	311	€1.24
76,275	67,012	3,081 Post Engag...	€0.08 Per Post En...	4,580	6.00%	€0.05	€3.09	864	€0.27	1.13%	258	€0.91
85,023	68,225	2,018 Post Engag...	€0.13 Per Post En...	4,462	5.25%	€0.06	€3.01	680	€0.38	0.80%	214	€1.20
79,995	70,589	2,039 Post Engag...	€0.13 Per Post En...	4,400	5.50%	€0.06	€3.25	743	€0.35	0.93%	210	€1.24
129,271	97,085	2,355 Post Engag...	€0.15 Per Post En...	9,649	7.46%	€0.04	€2.71	1,388	€0.25	1.07%	196	€1.79

Are FB Ads really the best? What are alternatives?

+9

PIRATE X SKILLS

WHY FB ADS

- CONVERTS IN B2C & B2B
- CHEAPER THAN ADWORDS .. OFTEN
- AUDIENCE MAGIC
- RETARGETING OPTIONS
- EASY TO LEARN HARD TO MASTER

Pirate Skills

FB SETUP

- BUSINESS.FACEBOOK.COM
- PAGE + ADS ACCOUNTS + INSTAGRAM
- FACEBOOK PIXEL
- AUDIENCES

PIRATE X SKILLS

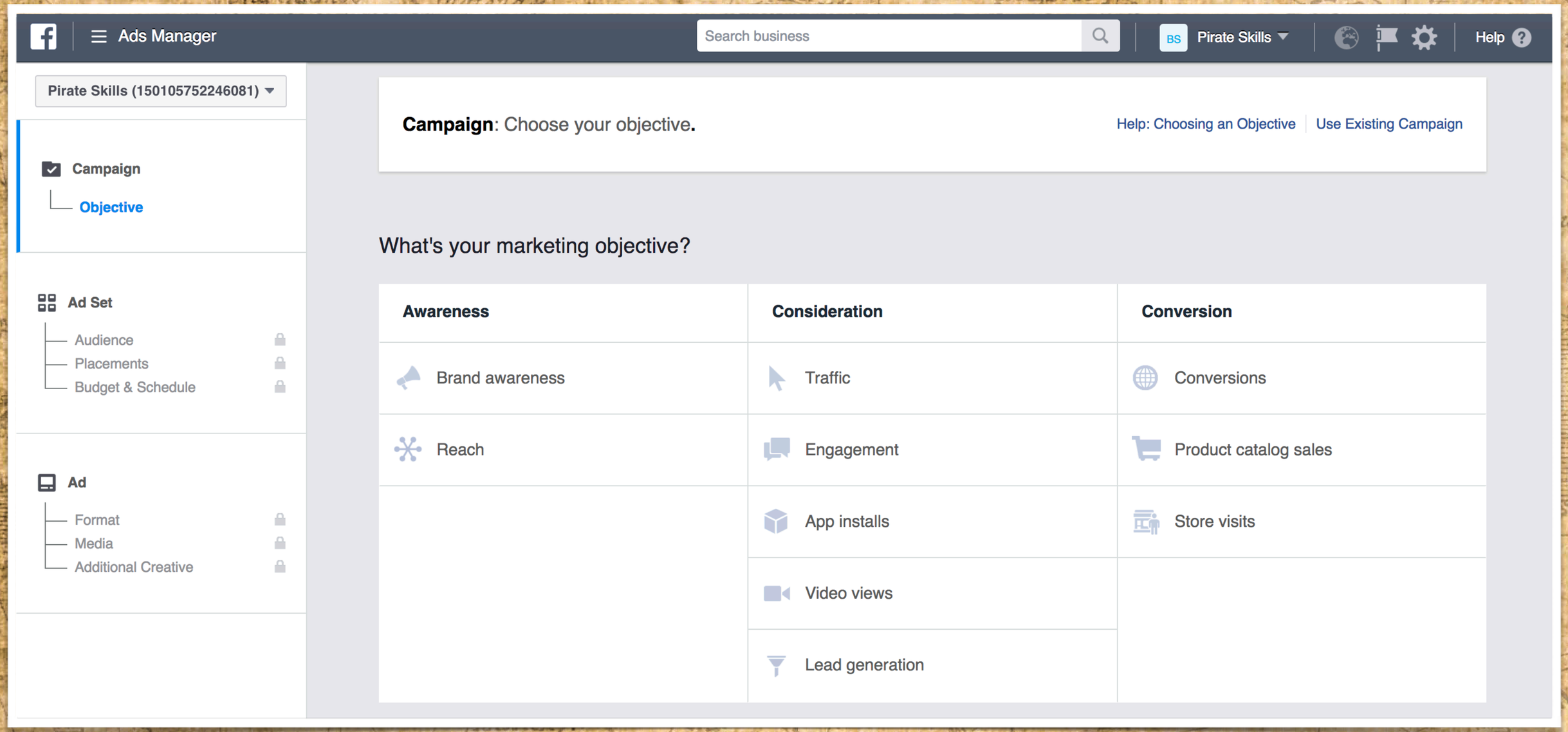
ADS STRUCTURE

- CAMPAIGN (GOAL)
- ADSET (AUDIENCE + BUDGET)
- ADS (CREATIVE)

Pirate X Skills

CAMPAIGN (GOAL)

- CONVERSIONS
- ENGAGMENTS
- LEADS


Ads Manager
Search business
BS
Pirate Skills
Help
Pirate Skills (150105752246081)
Campaign
Objective
Ad Set
Audience
Placements
Budget & Schedule
Ad
Format
Media
Additional Creative
Campaign: Choose your objective.
Help: Choosing an Objective
Use Existing Campaign
What's your marketing objective?
Awareness
Brand awareness
Reach
Consideration
Traffic
Engagement
App installs
Video views
Lead generation
Conversion
Conversions
Product catalog sales
Store visits

PIRATE X SKILLS

ADSETS (AUDIENCE)

- FROM WARM TO COLD
  - WEBSITE VISTOR / CUSTOMERS
  - LOOK A LIKE AUDIENCES
  - INTERESTS
- PLACEMENTS (FB NEWSFEED 1ST)

Custom Audiences

INCLUDE people who are in at least ONE of the following

Lookalike

Lookalike (DE, 3%) - Pirate Skills 30d

Add Custom Audiences or Lookalike Audiences

EXCLUDE people who are in at least ONE of the following

Website

Pirate Skills old - Purchase - 180d

Add Custom Audiences or Lookalike Audiences

Create New

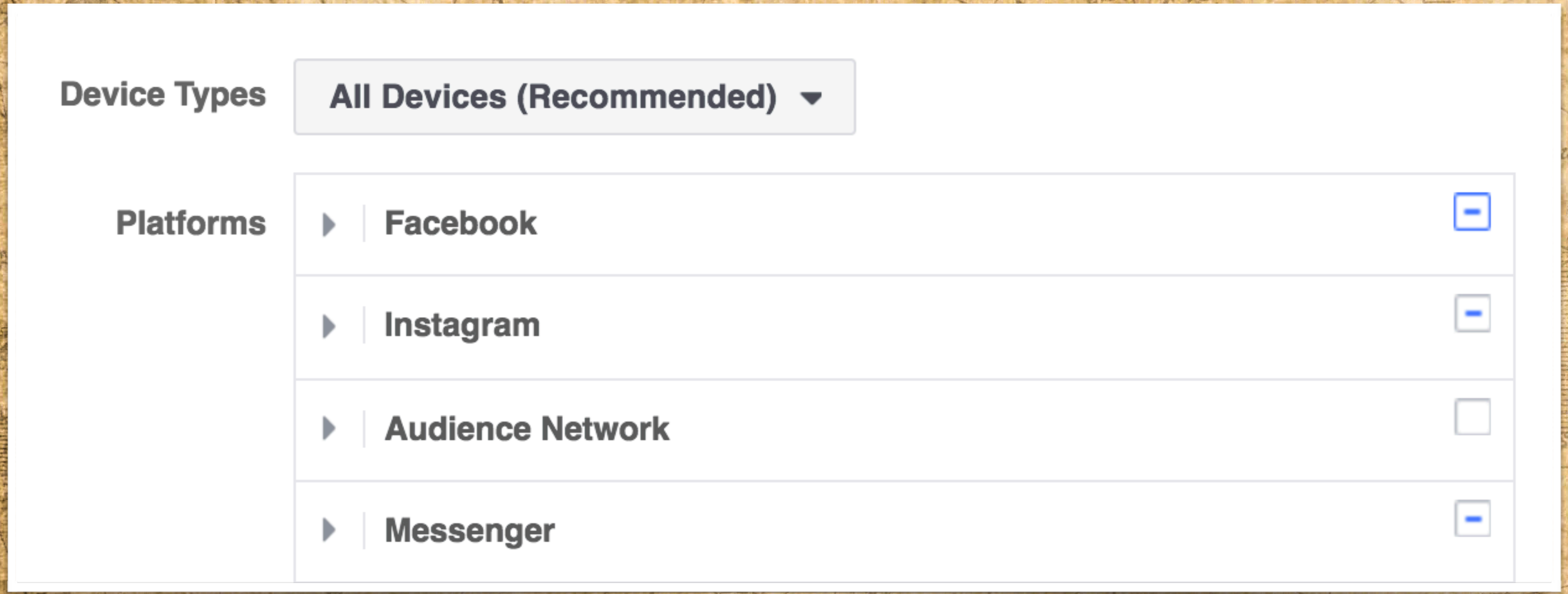
Detailed Targeting

INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

Connections

- Life Events
- Parents
- Politics (US)
- Relationship
- Work
  - Employers
  - Industries
  - Job Titles


Device Types
All Devices (Recommended)
Platforms
Facebook
Instagram
Audience Network
Messenger

PIRATE X SKILLS

ADS (CREATIVES)

- ORGANIC POSTS
- AD POST IDS
- VIDEO > IMAGE
- CAROUSEL SUCKS

Secure | https://www.facebook.com/bensufiani/videos/10155665068422612/

Search

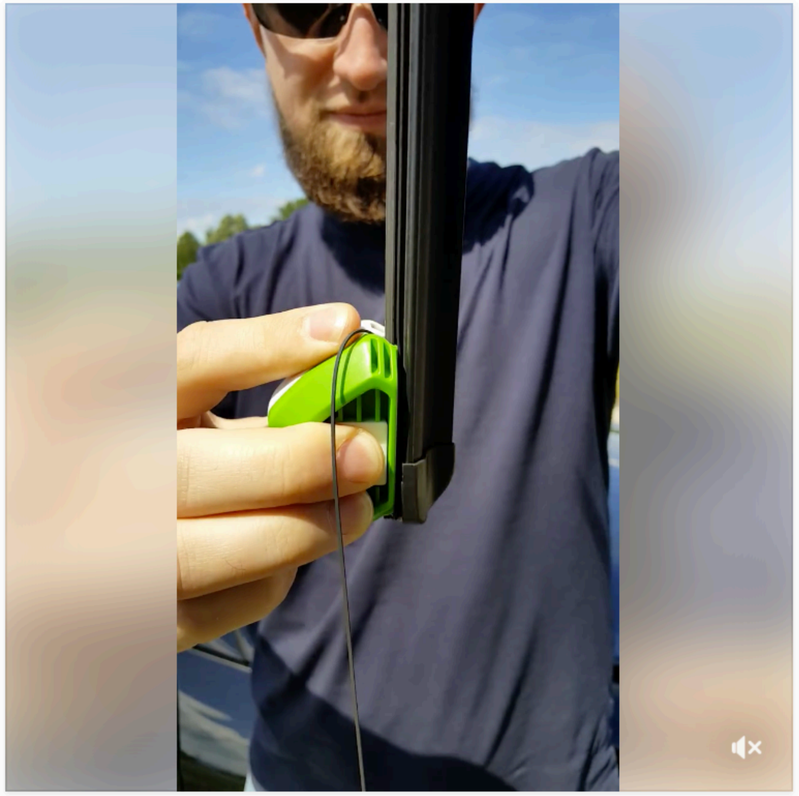
Ben Sufiani
August 25 at 3:45pm ·

Join me for the Pirate Skills - Growth Funnels event on September 4th. Here is what to expect, plus a chance to win 3x 2 tickets for the OMClub party. Get your free tickets at www.pirateskills.com ✌️

ECOCUT pro feeling impressed.
August 25, 2016 ·

Diese Erfindung macht im Internet die Runde. Der Effekt? Genial

Jetzt bestellen ---> www.ecocut-pro.de



3.1M Views

Like Comment Share

8.1K Most Recent

2,508 shares

Write a comment...

Matthaeus Fiesel wer will kanns bei mir ausprobieren!
Like · Reply · 1 · March 30 at 5:15pm

View more comments 2 of 2,293

-5000€ FB ADS SPEND

-5000€ PRODUCT + S&H

+15000€ REVENUE

==========

5000€ PROFIT

100% ROI

PIRATE X SKILLS

TRY FACEBOOK ADS WITH 10€ PER DAY

PIRATE X SKILLS

FACEBOOK ADS

LANDINGPAGE

EMAIL

Pirate X Skills

LANDINGPAGE

Pirate X Skills

LANDINGPAGE

- TARGETED WEBSITE
- GOAL: SIGNUP
- A/B TESTING

https://pirateskills.com/

PIRATE SKILLS

The Growth Marketing Treasure Map

JOIN THE CREW

Improve your Skills

Develop your skills to the cutting edge with this series of online video courses.

Be part of the Crew

Pirate Skills a also a community of up and comming growth marketer like you.

Have fun

We will nerd out on analytics and growth, but always with fun and step by step.

- [ ] What tools to use for A/B tested landing pages?

+10

- [ ] Is Google Optimize any good compared to Optimizely?

+2

PIRATE SKILLS

DEDICATED OR NOT?

- INSTAPAGE, UNBOUNCE, LEADPAGES, …
- GOOGLE OPTIMIZE, OPTIMIZELY, VWO

Pirate X Skills

INSTAPAGE

HELPTECH

START HELPING THE WORLD USING TECHNOLOGY!

"The kit provided will allow you to build responsive dashboards that will look incredible on any screen."

Ramses Ross, Designer

- Optimize your workflow and see your stats.

ONLY ONE STEP AWAY FROM A FREE ACCOUNT!

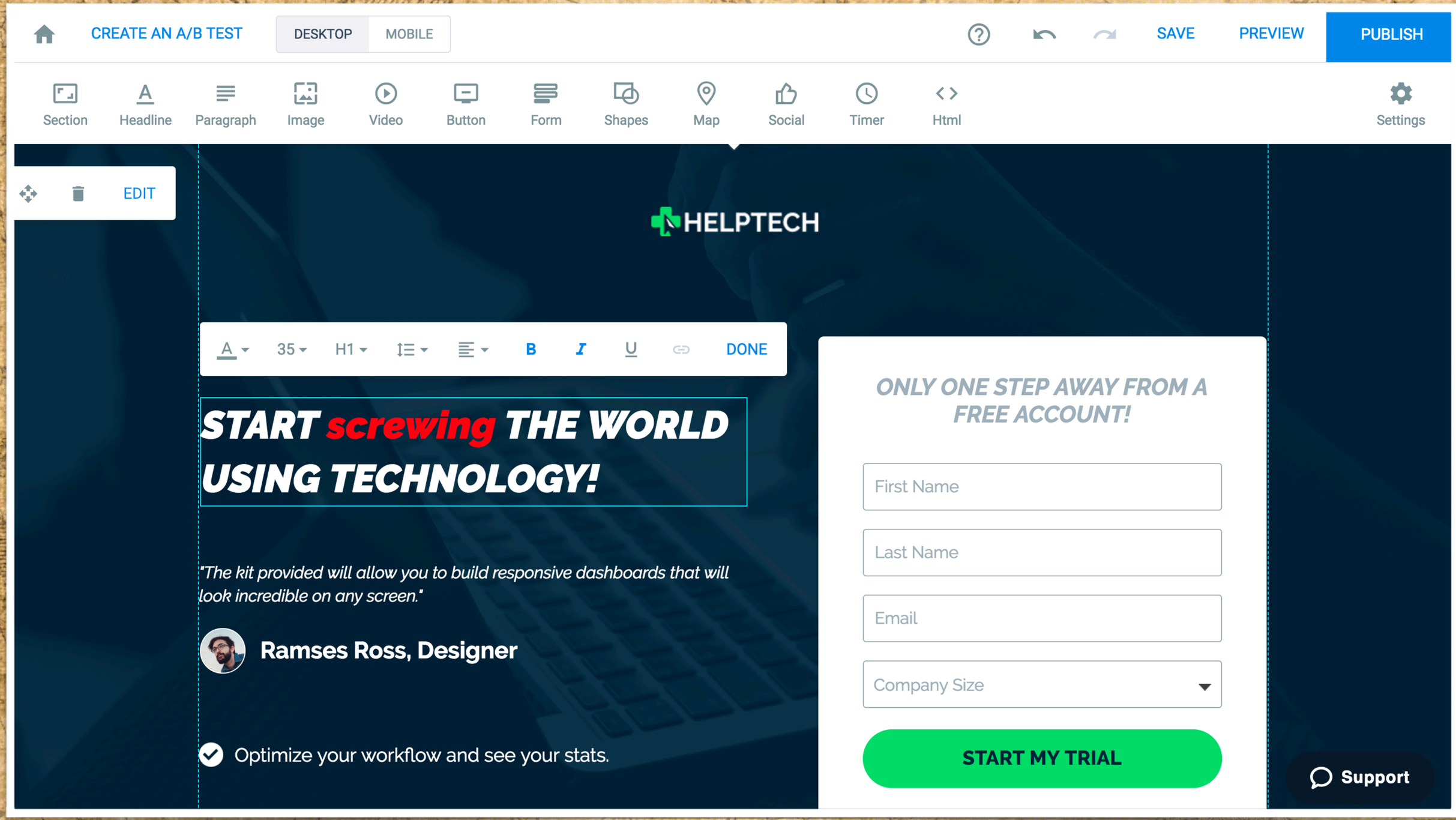
First Name

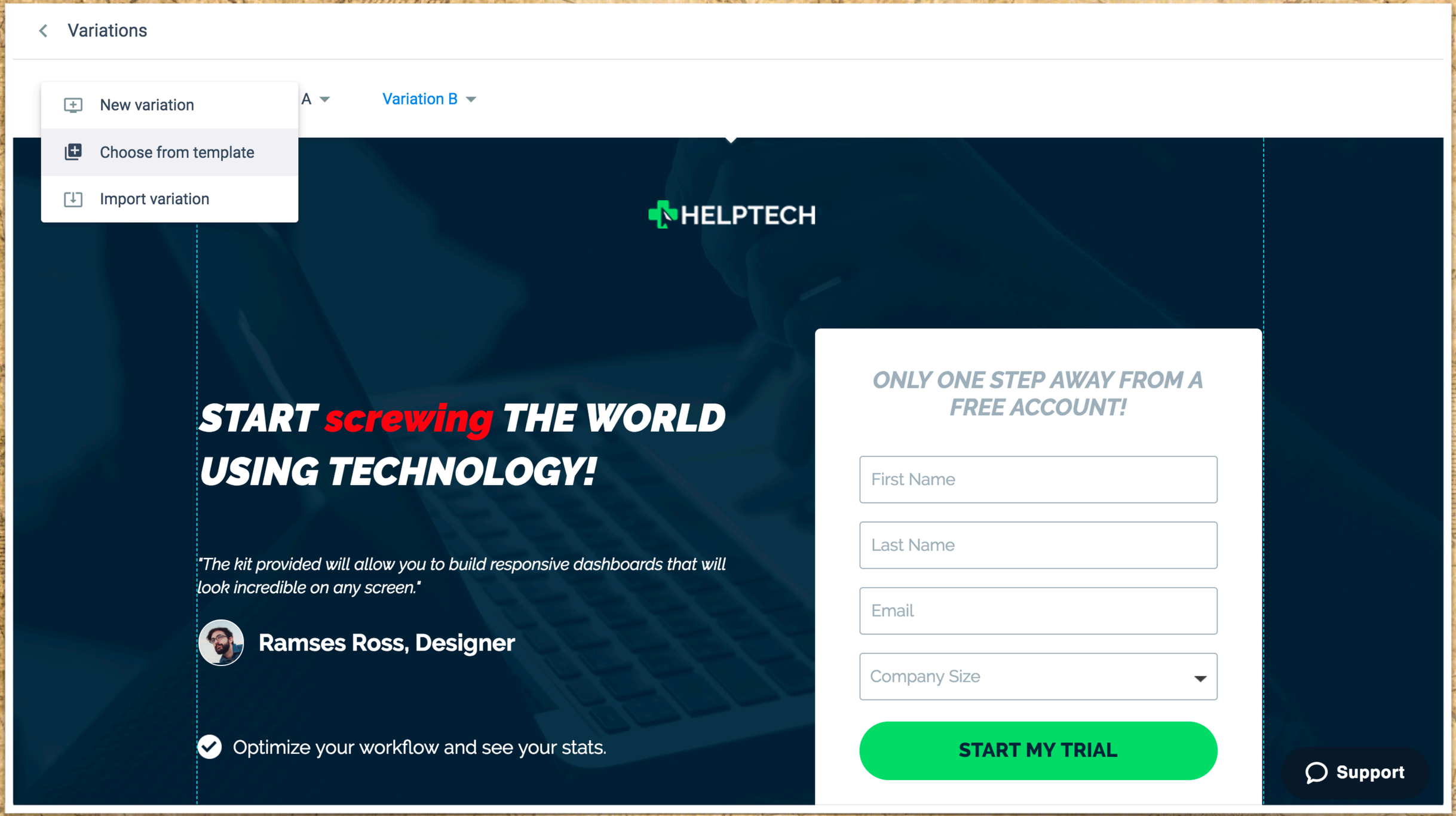
Last Name

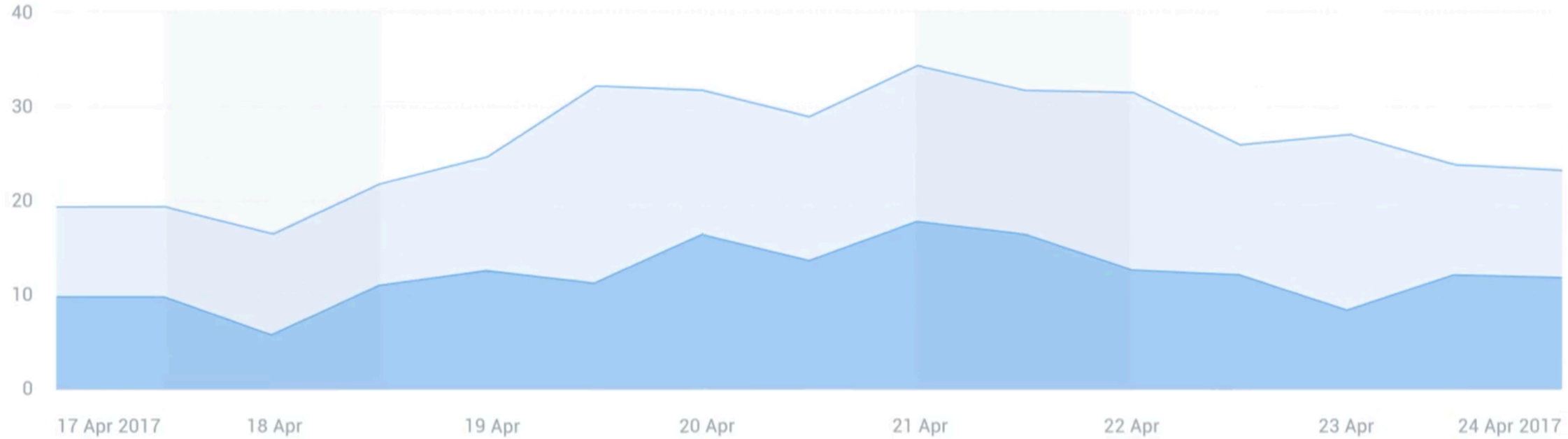
Email

Company Size

START MY TRIAL


CREATE AN A/B TEST
DESKTOP
MOBILE
SAVE
PREVIEW
PUBLISH
Section
Headline
Paragraph
Image
Video
Button
Form
Shapes
Map
Social
Timer
Html
Settings
EDIT
HELPTECH
35
H1
B
I
U
DONE
START screwing THE WORLD USING TECHNOLOGY!
"The kit provided will allow you to build responsive dashboards that will look incredible on any screen."
Ramses Ross, Designer
Optimize your workflow and see your stats.
ONLY ONE STEP AWAY FROM A FREE ACCOUNT!
First Name
Last Name
Email
Company Size
START MY TRIAL
Support


Variations
New variation
Choose from template
Import variation
A
Variation B
HELPTECH
START screwing THE WORLD USING TECHNOLOGY!
"The kit provided will allow you to build responsive dashboards that will look incredible on any screen."
Ramses Ross, Designer
Optimize your workflow and see your stats.
ONLY ONE STEP AWAY FROM A FREE ACCOUNT!
First Name
Last Name
Email
Company Size
START MY TRIAL
Support

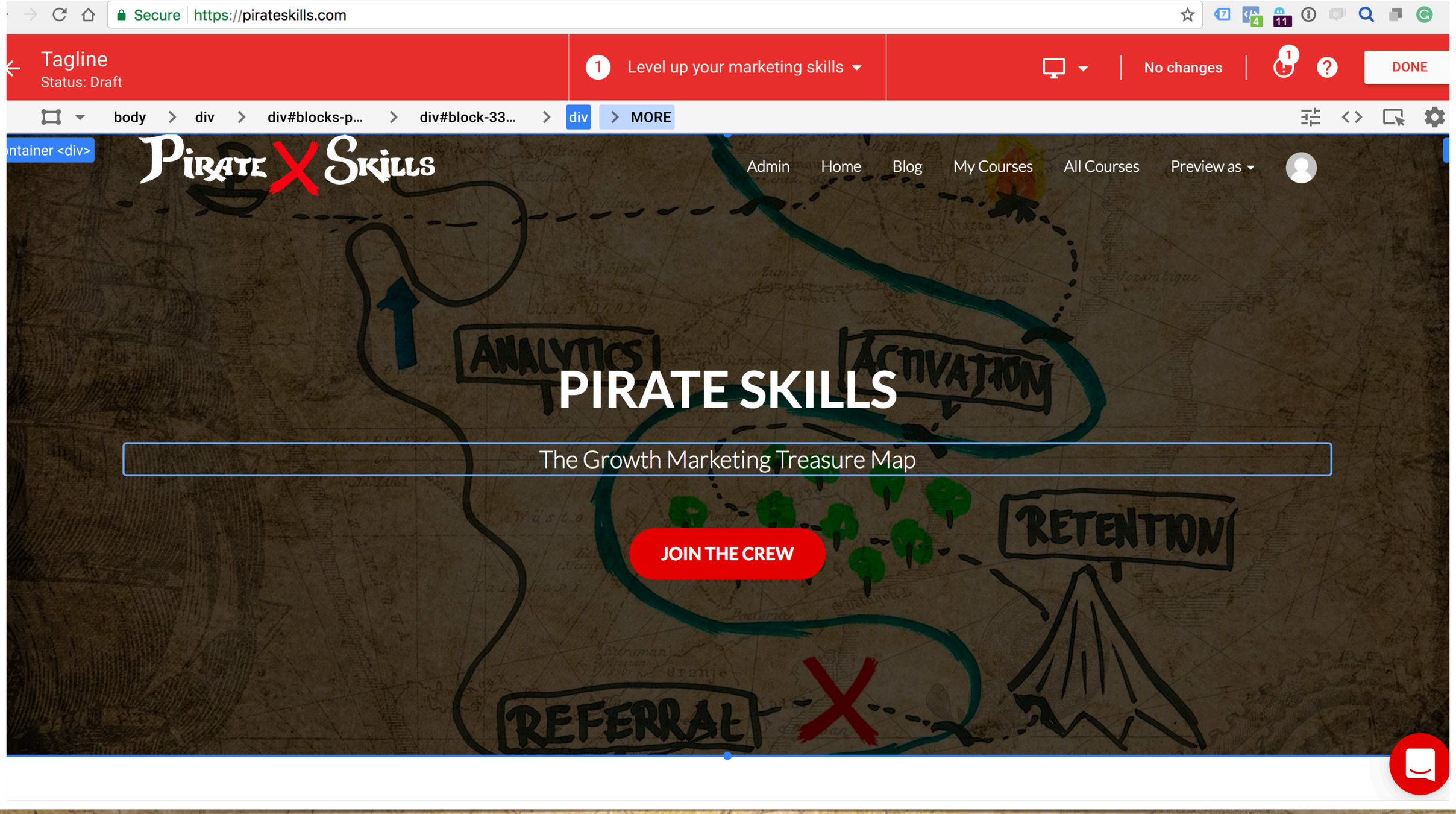


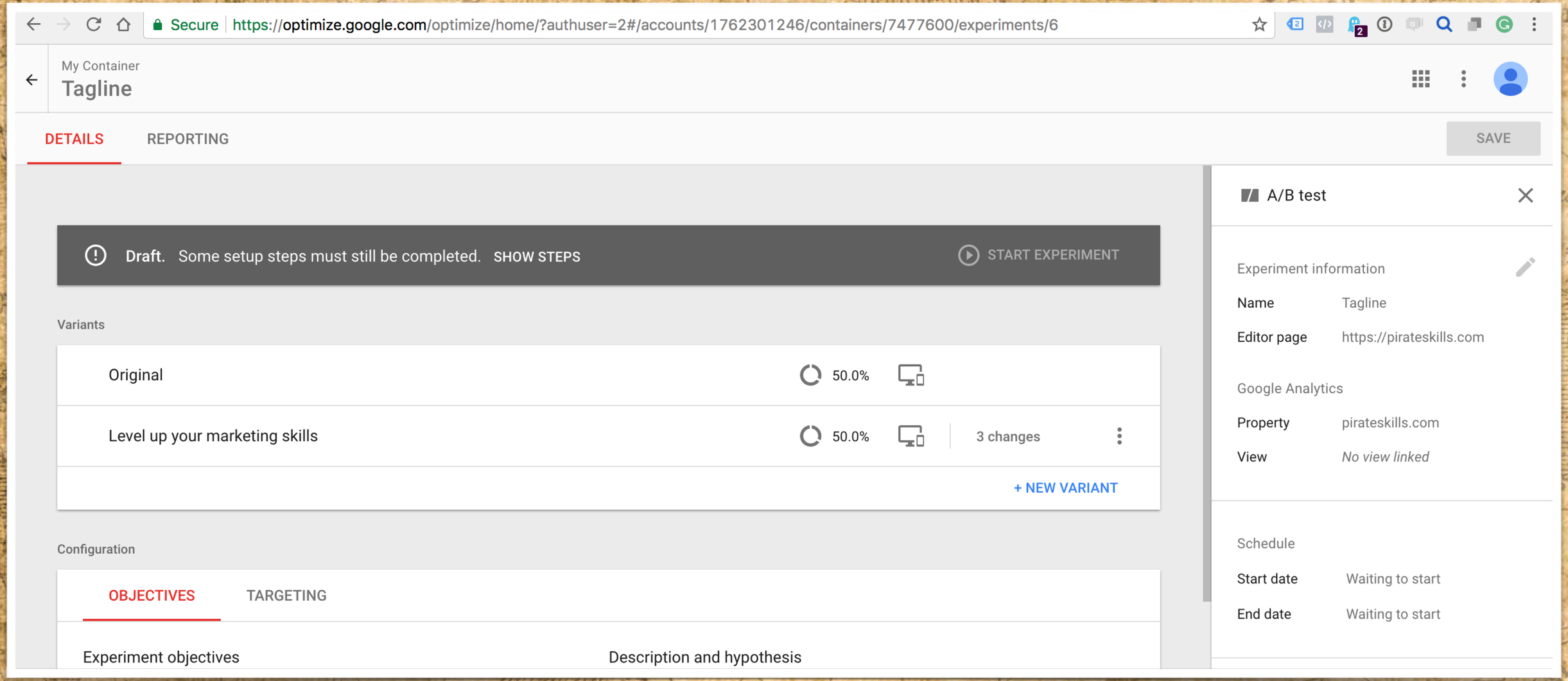
Data Overview

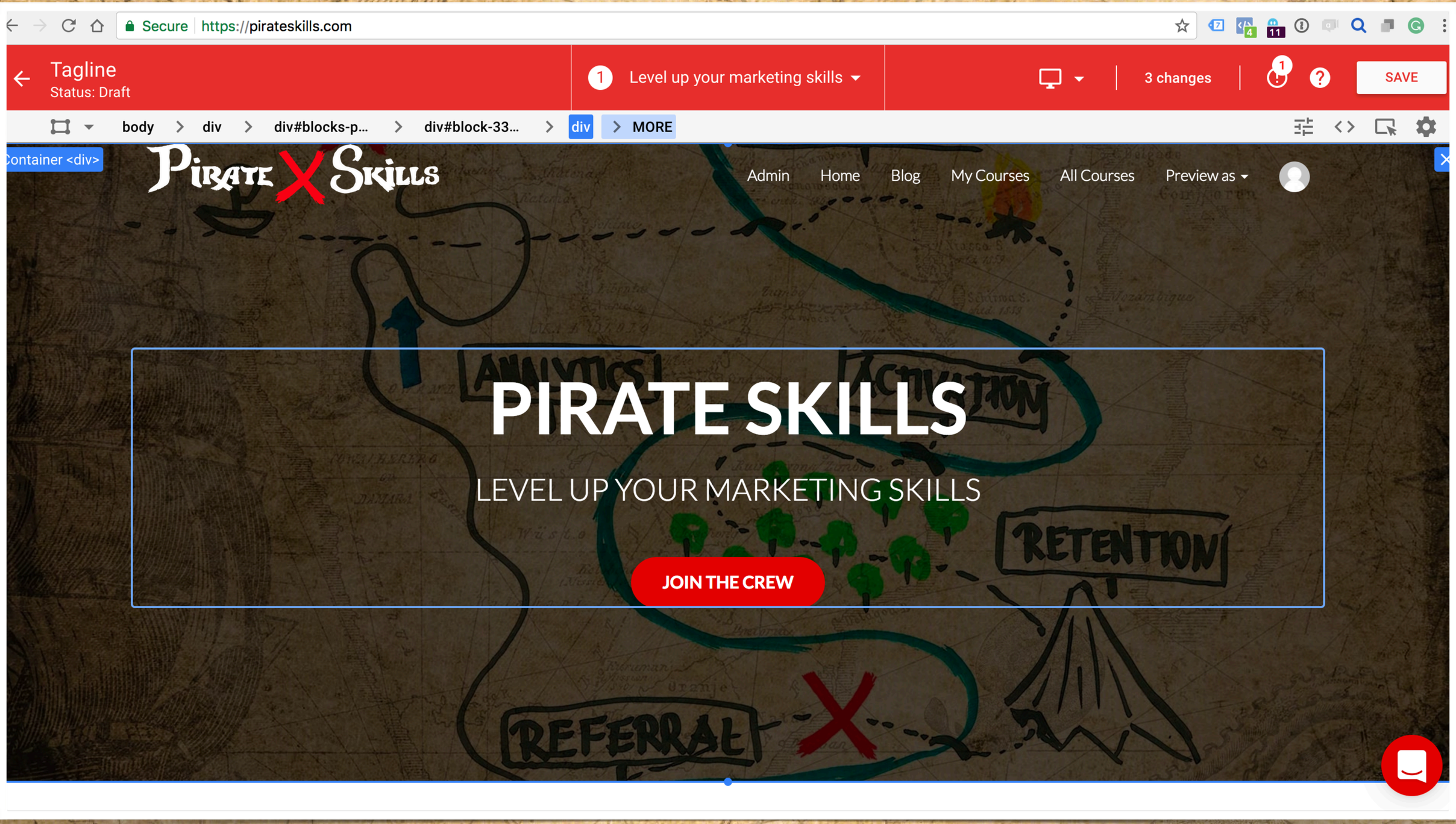
	Conv. Rate	Improvement	Conversions	Visitors	Traffic Split
Variation A	21.88%	BASELINE	26,706	5,845	50%
Variation B	24%	10%	25,923	6,222	50%

Pirate X Skills

GOOGLE OPTIMIZE


Secure https://pirateskills.com
Tagline
Status: Draft
1 Level up your marketing skills
No changes
DONE
body > div > div#blocks-p... > div#block-33... > div > MORE
ntainer
PIRATE SKILLS
Admin Home Blog My Courses All Courses Preview as
ANALYTICS
ACTIVATION
RETENTION
REFERRAL
PIRATE SKILLS
The Growth Marketing Treasure Map
JOIN THE CREW


Secure https://optimize.google.com/optimize/home/?authuser=2#/accounts/1762301246/containers/7477600/experiments/6
My Container
Tagline
DETAILS
REPORTING
SAVE
Draft. Some setup steps must still be completed. SHOW STEPS
START EXPERIMENT
Variants
Original
50.0%
Level up your marketing skills
50.0%
3 changes
+ NEW VARIANT
Configuration
OBJECTIVES
TARGETING
Experiment objectives
Description and hypothesis
A/B test
Experiment information
Name
Tagline
Editor page
https://pirateskills.com
Google Analytics
Property
pirateskills.com
View
No view linked
Schedule
Start date
Waiting to start
End date
Waiting to start


Secure https://pirateskills.com
Tagline
Status: Draft
1 Level up your marketing skills
3 changes
SAVE
body > div > div#blocks-p... > div#block-33... > div > MORE
Container
PIRATE SKILLS
Admin Home Blog My Courses All Courses Preview as
PIRATE SKILLS
LEVEL UP YOUR MARKETING SKILLS
JOIN THE CREW
ANALYTICS
ACTIVATION
RETENTION
REFERRAL

OBJECTIVES TARGETING

Experiment objectives

Primary objective

Revenue

Secondary objectives

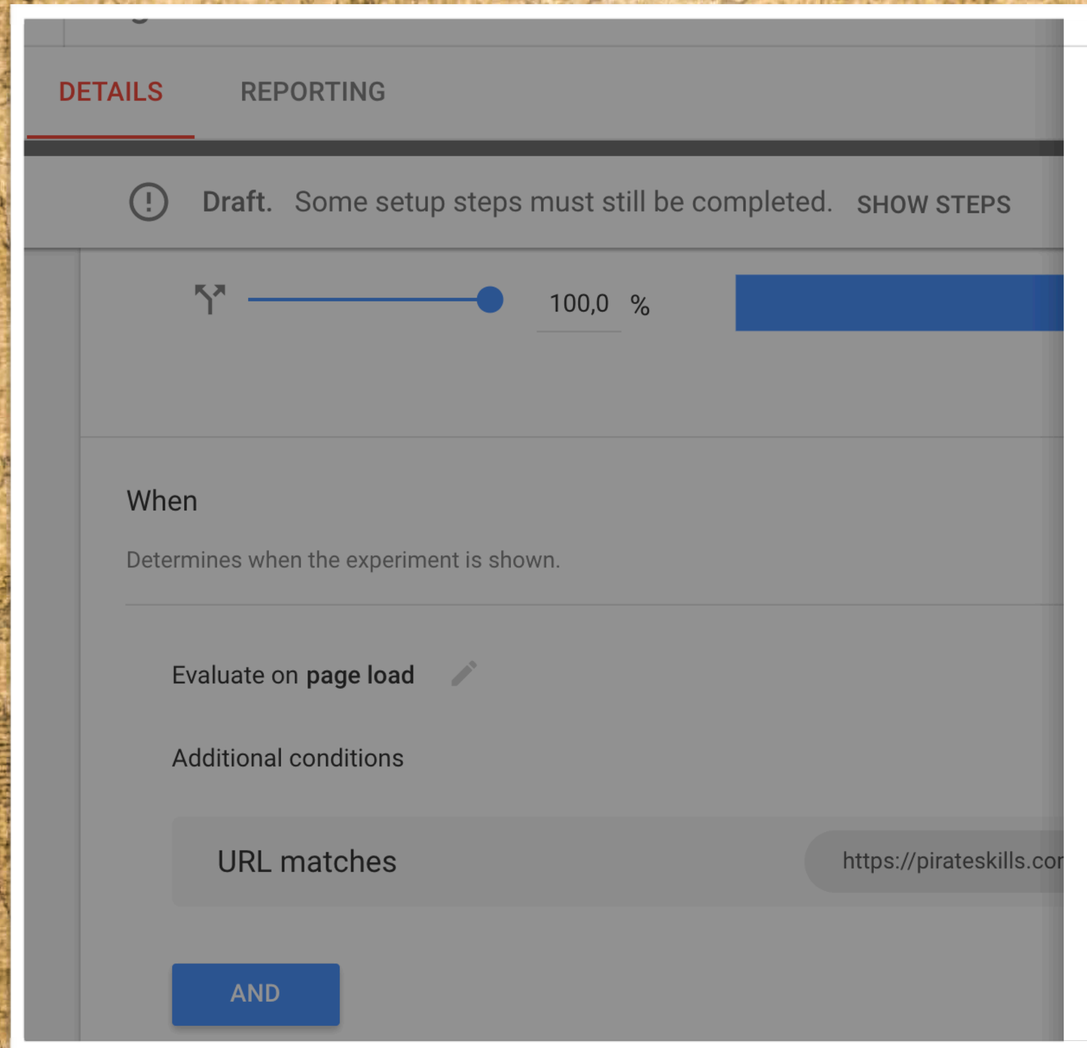
Session Duration

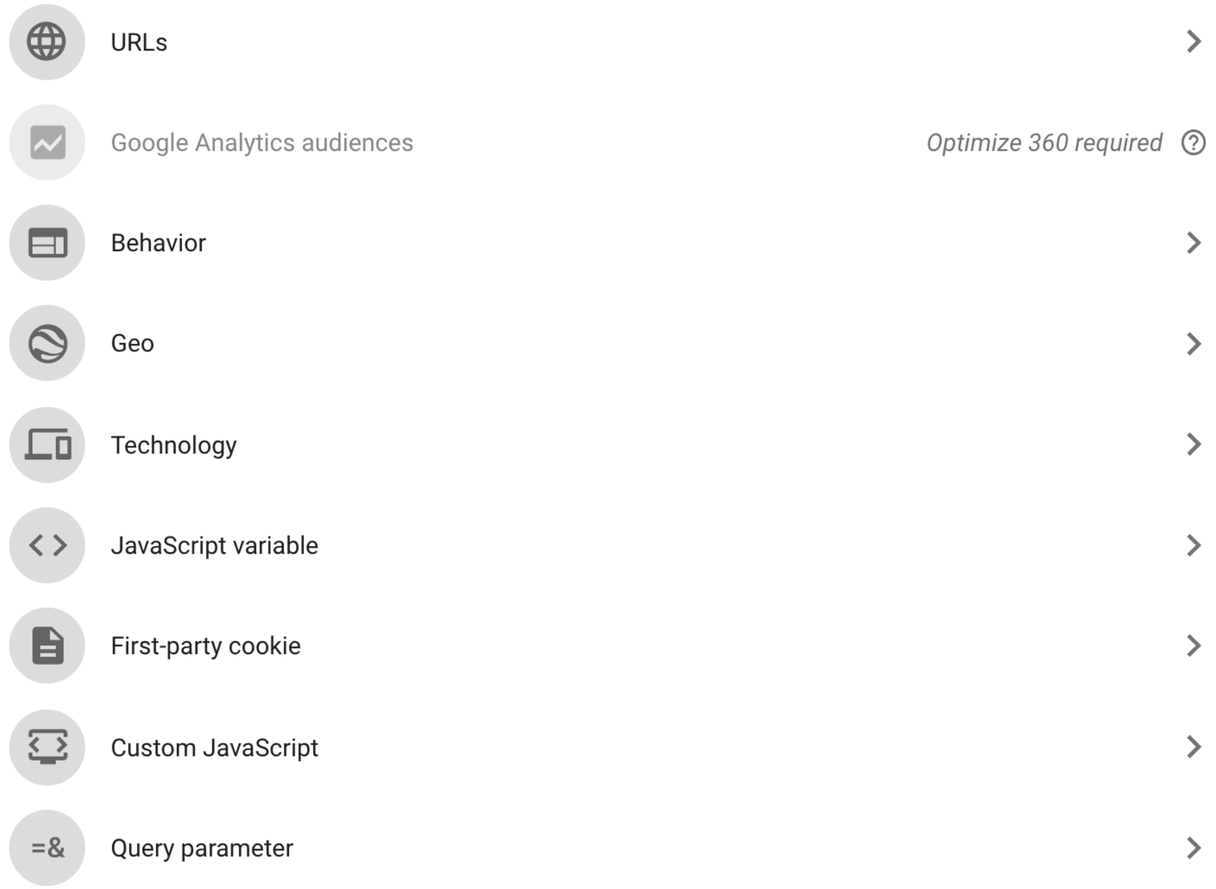
+ ADD AN OBJECTIVE

Description and hypothesis

Increase signup rate by 15%

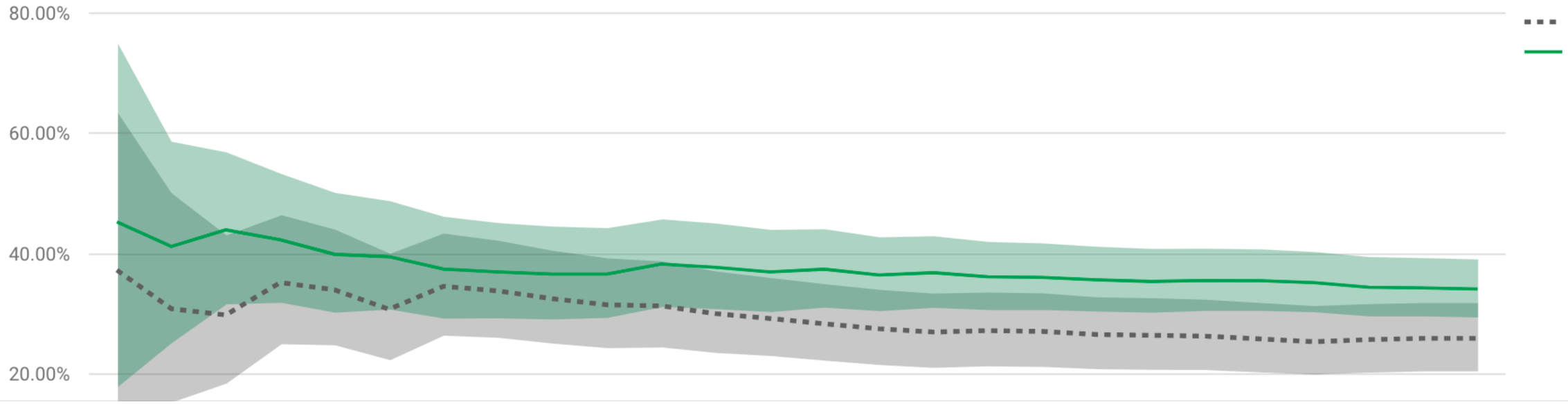
27 / 5000


DETAILS
REPORTING
Draft. Some setup steps must still be completed. SHOW STEPS
100,0 %
When
Determines when the experiment is shown.
Evaluate on page load
Additional conditions
URL matches
https://pirateskills.cor
AND


URLs
Google Analytics audiences
Optimize 360 required
Behavior
Geo
Technology
JavaScript variable
First-party cookie
Custom JavaScript
=&
Query parameter

Variant ↑	Improvement	Probability to be Best	Probability to beat baseline	Conversion Rate
Original 280 sessions	Baseline	2%	Baseline	20.42% 31.77%
Level up your marketing skills 441 sessions	2% to 73%	98%	98%	29.38% 39.02%

Conversion Rate Over time



Pirate X Skills

WHAT TO A/B TEST

- FOLDS
- TITEL
- TAGLINE
- CTA
- IMAGES
- BENEFITS
- FEATURES
- STORY

Pirate X Skills

TRY JUST 1 A/B TEST FOR ONE WEEK

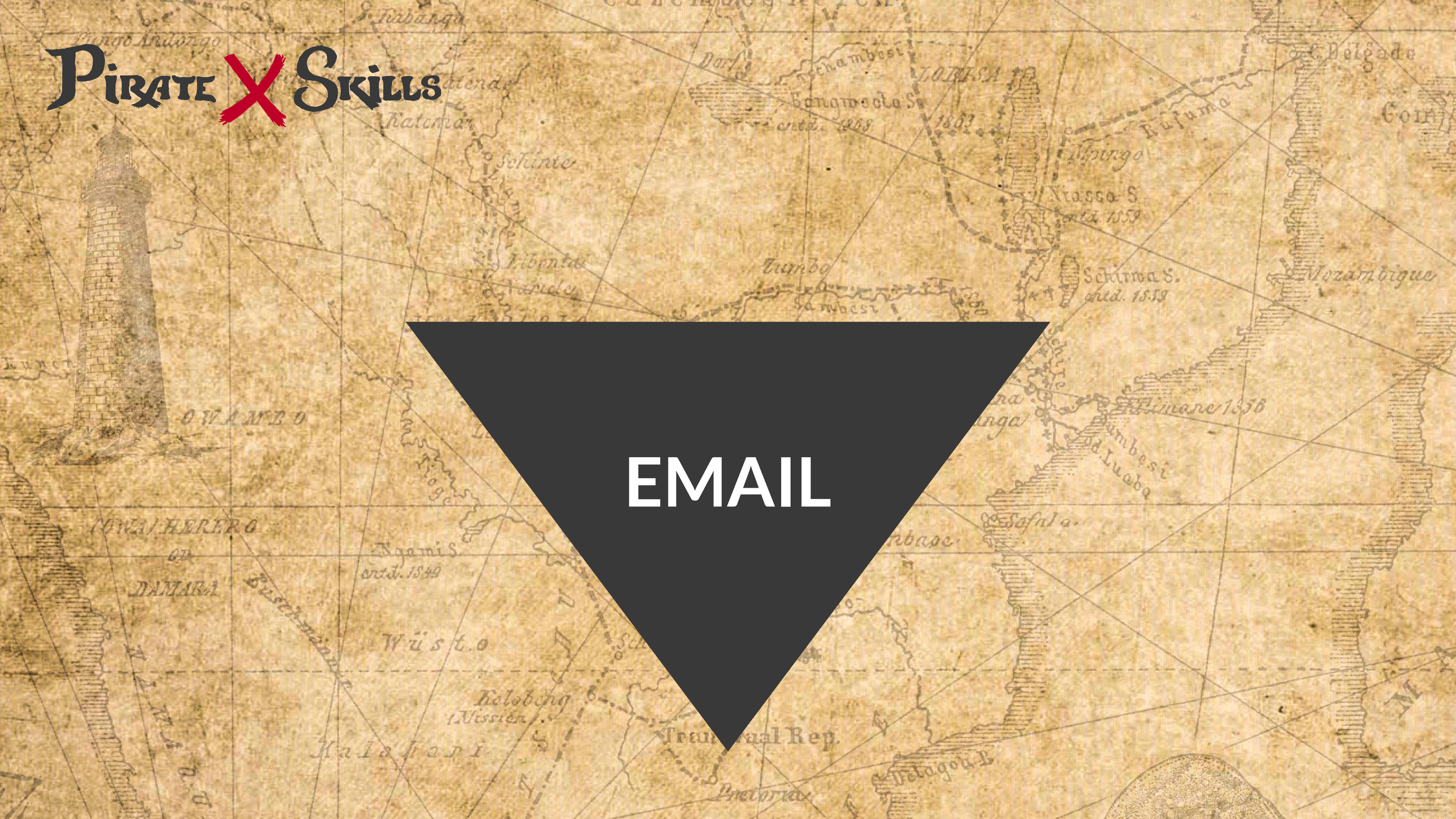
PIRATE X SKILLS

FACEBOOK ADS

LANDINGPAGE

EMAIL

Pirate X Skills



Pirate Skills

WHY EMAIL

- RELATIONSHIP BUILDING
- INDEPENDENCE
- RETENTION
- CONVERIONS

Whats the best email marketing tool?
Mailchimp alternatives?

+7

Pirate X Skills

EMAIL TOOLS

- MAILCHIMP
- ACTIVE CAMPAIGN
- CONVERT KIT

- INTERCOM

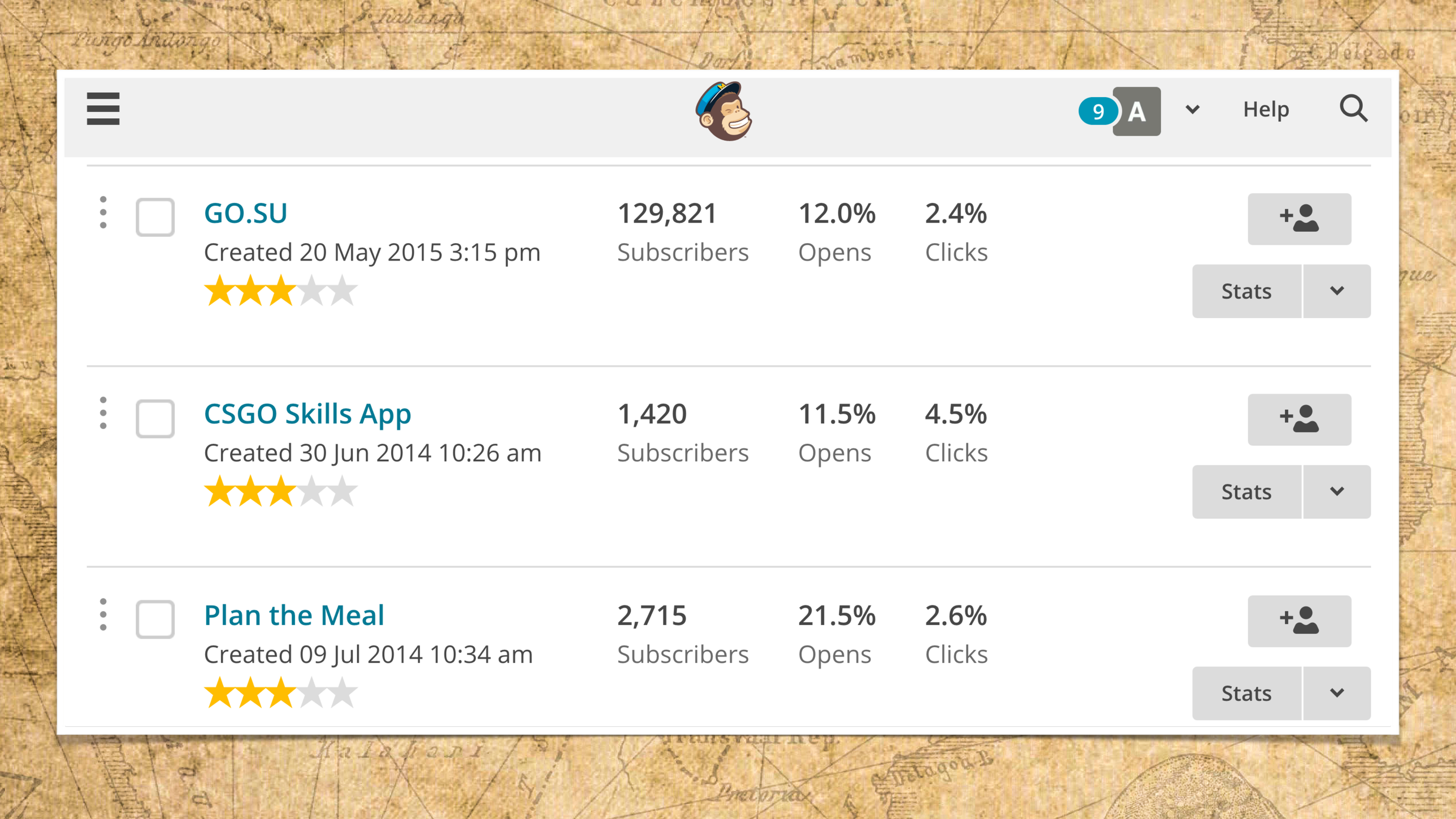
Pirate Skills

MAILCHIMP

Pirate X Skills

YOUR (ONE) LIST

- SUBSCRIBER (A PERSON)
- GROUPS (AN ATTRIBUTE)
- SEGMENTS (AN ACTIVITY)


9
A
Help
GO.SU
Created 20 May 2015 3:15 pm
129,821
Subscribers
12.0%
Opens
2.4%
Clicks
Stats
CSGO Skills App
Created 30 Jun 2014 10:26 am
1,420
Subscribers
11.5%
Opens
4.5%
Clicks
Stats
Plan the Meal
Created 09 Jul 2014 10:34 am
2,715
Subscribers
21.5%
Opens
2.6%
Clicks
Stats

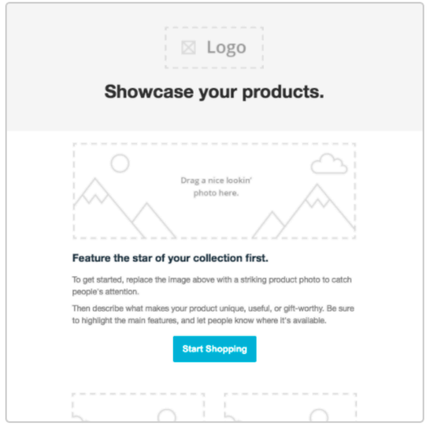
PIRATE SKILLS

EMAIL CAMPAIGNS

- TYPES (A/B TESTED)
- TEMPLATES
- EMAIL CONTENT
- SUBJECT LINES

Layouts Themes Saved templates Campaigns Code your own

Featured

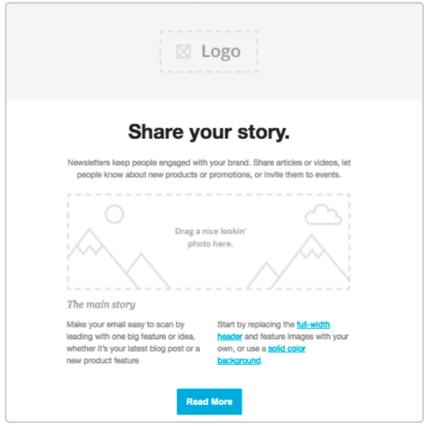


Sell Products

Market a line of products or promote seasonal items.

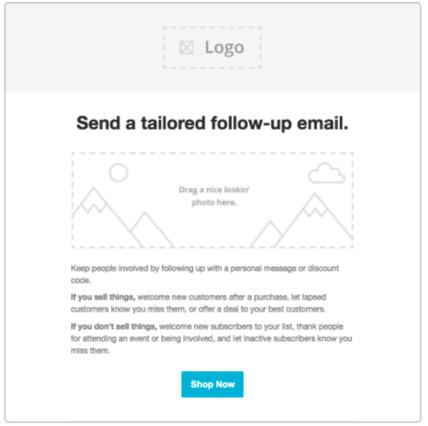
Make an Announcement

Share details about a sale, event, or other big news.



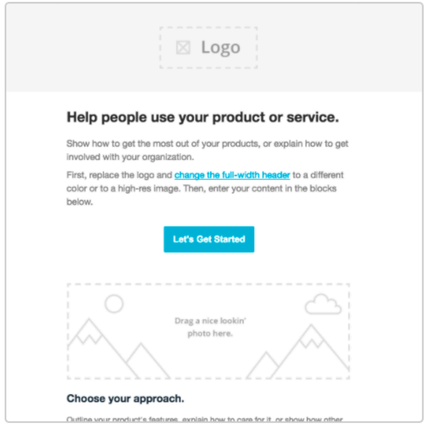
Tell A Story

Send a newsletter to let people know what you've been up to.



Follow Up

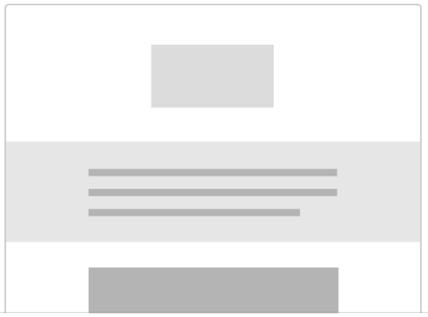
Send a tailored email to people who have engaged with you.

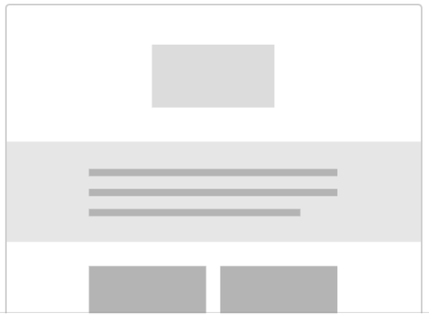


Educate

Explain your products or share knowledge about a topic.

Basic





Pirate Skills

AUTOMATION

- A SERIES OF EMAILS
- EVERY 1-2 WEEKS
- 6 MAILS
- JAB - JAB - RIGHT HOOK

Send Invite Code to New User on Waiting List

Resume All Emails | Edit Workflow Settings

Workflow recipe
List Added Date

List name
GO.SU (129,825 subscribers)

Trigger: 1 day after subscribers join your list - Edit trigger

Paused

Auto Invite Code 1 day delay

Edited 2 years ago by you

37.2%	31.6%	0	1,087
Open rate	Click rate	Queue	Subscribers

Edit Email

Schedule: Every day, at 6:00pm · Edit schedule

Segment: Conditions · Edit segment

Action: None · Edit actions

PIRATE X SKILLS

FACEBOOK ADS

LANDINGPAGE

EMAIL

How can I measure the success of my funnel?

+10

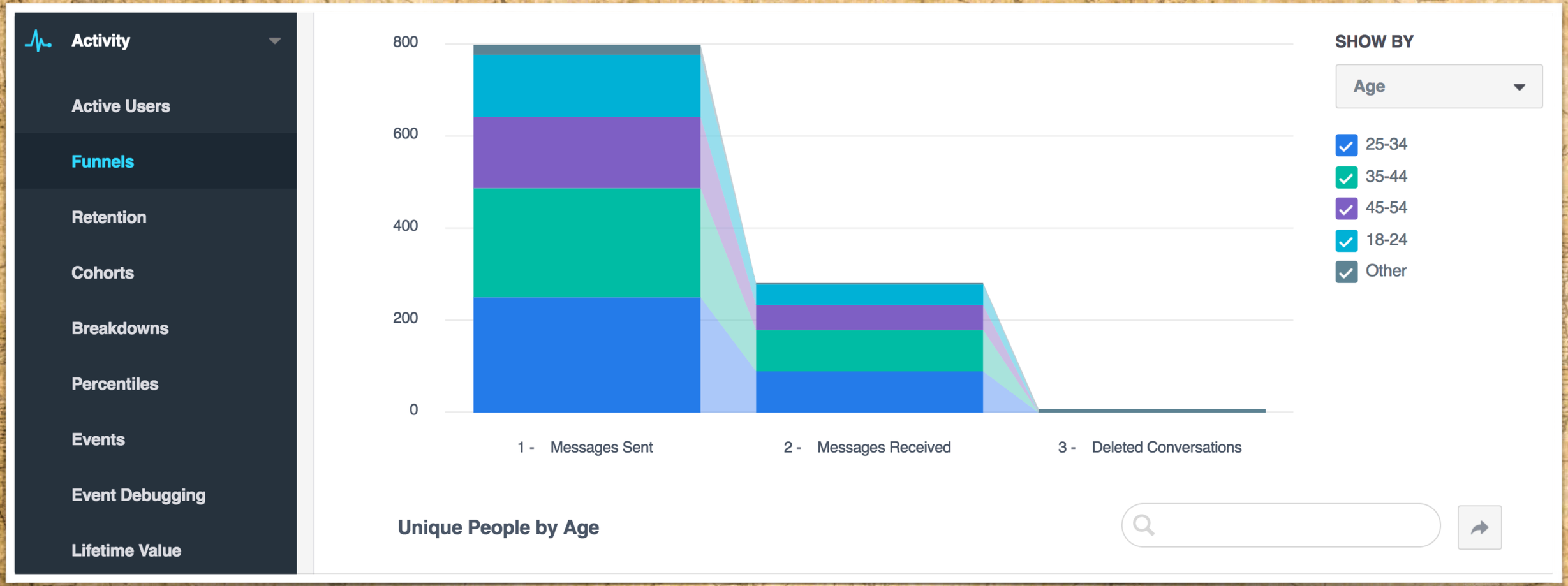
PIRATE X SKILLS

ANALYTICS

- FB ADS: FB ANALYTICS / ADS MANAGER
- LPAGE: FB & GOOGLE ANALYTICS
- EMAIL: GOOGLE ANALYTICS

+ FB PIXEL AND THANK-YOU PAGE

This Goal was completed in 2,236 sessions | 27.48% funnel conversion rate


Activity
Active Users
Funnels
Retention
Cohorts
Breakdowns
Percentiles
Events
Event Debugging
Lifetime Value
800
600
400
200
0
1 - Messages Sent
2 - Messages Received
3 - Deleted Conversations
SHOW BY
Age
25-34
35-44
45-54
18-24
Other
Unique People by Age

PIRATE X SKILLS

GROWTH FUNNELS

FACEBOOK ADS

LANDINGPAGE

EMAIL

PIRATE X SKILLS

Ben Sufiani

+49 176 30543705
ben@pirateskills.com
@bensufiani

Pirate Skills

GROWTH FUNNELS

JOIN THE CREW ON PIRATESKILLS.COM