



**PIRATE X SKILLS**

**B2B LEADS  
ON LINKEDIN**

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**PIRATE X SKILLS**

**BEN SUFIANI**

**FOUNDER SINCE 2008**

**GROWTH MARKETER**

**PROUD DADDY**





**PIRATE X SKILLS**

**#PIRATESKILLS**

**TAKE PICTURES  
SHARE THE STREAM**



# STARTPLATZ



**14.03. BEST PRACTICE DIGITALISIERUNG**  
**50% off with BPD\_Special**



**PIRATE X SKILLS**

# SLIDES & VIDEO

**GET.PIRATESKILLS.COM/B2BLEADS**



**PIRATE X SKILLS**

# LAURA MAUERSBERGER

- JUNIOR MARKETING MANAGER
- LEANIX



# OVERVIEW

- CONTEXT
- GPZ TOOL
- LINKEDIN FEATURED POSTS
- CONTENT





**PIRATE**  **SKILLS**

# LeanIX

**Mission:**

**Become global #1 SaaS helping companies  
to modernize their IT architectures**



# Pirate X Skills

## Inventory – The CRM of the IT manager‘

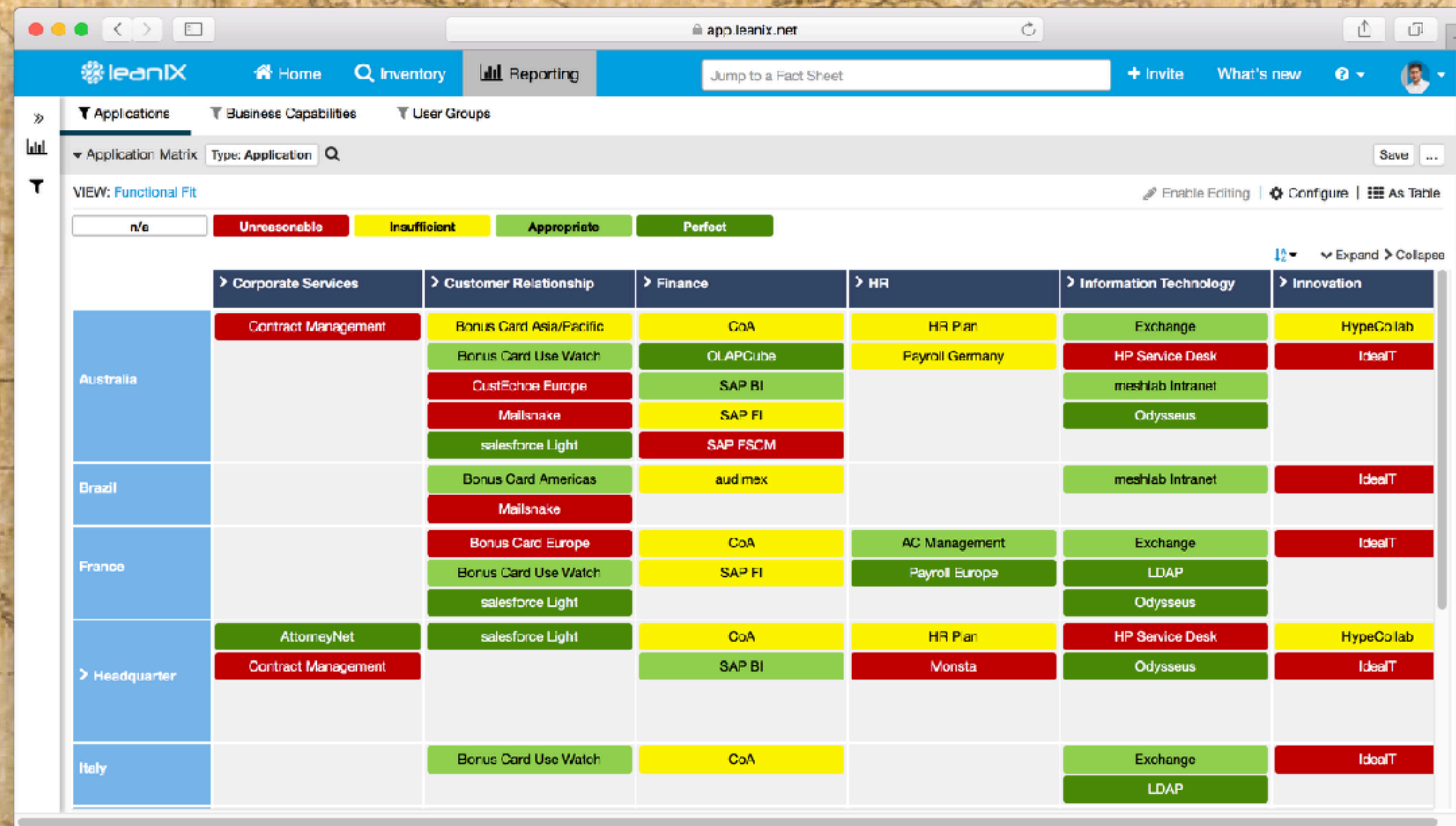
The screenshot displays the LeanIX application interface. The top navigation bar includes the LeanIX logo, 'Home', 'Inventory', and 'Reporting' links, along with a search bar and user profile. The main content area is titled 'AC Management' and shows a fact sheet for an application named 'Sunset Gold'. The fact sheet includes sections for 'REQUIRED BY', 'PROJECTS', 'BUSINESS CRITICALITY & FUNCTIONAL FIT', 'BUSINESS CAPABILITIES', 'PROCESSES', and 'USER GROUPS'. The 'BUSINESS CRITICALITY & FUNCTIONAL FIT' section shows a 'Business Criticality' of 4 stars and a 'Functional Fit' of 4 stars, with a note 'High availability needed'. The 'BUSINESS CAPABILITIES' section shows a 'Relation valid for' of 'All User Group' and a 'Support type' of 'Leading'. The 'USER GROUPS' section shows a 'Usage type' of 'User' and a 'Number of users' of 20. The right sidebar contains 'ACTIONS' (Print, Delete, Clone, New), 'ADMIN ONLY' (Customize), 'TO-DO' (Remind me), and 'RECENTLY VIEWED' (AC Management, audimex, CustEchoe New, Microsoft .NET Framework 4.6, Call Center Management).

Open "https://app.leanix.net/s/bdemopf/factsheet/Application/f004f84f-4855-4c9d-b55a-efe4dbafccb2/subscriptions" in a new tab



# PIRATE X Skills

## Reports – for better IT decisions

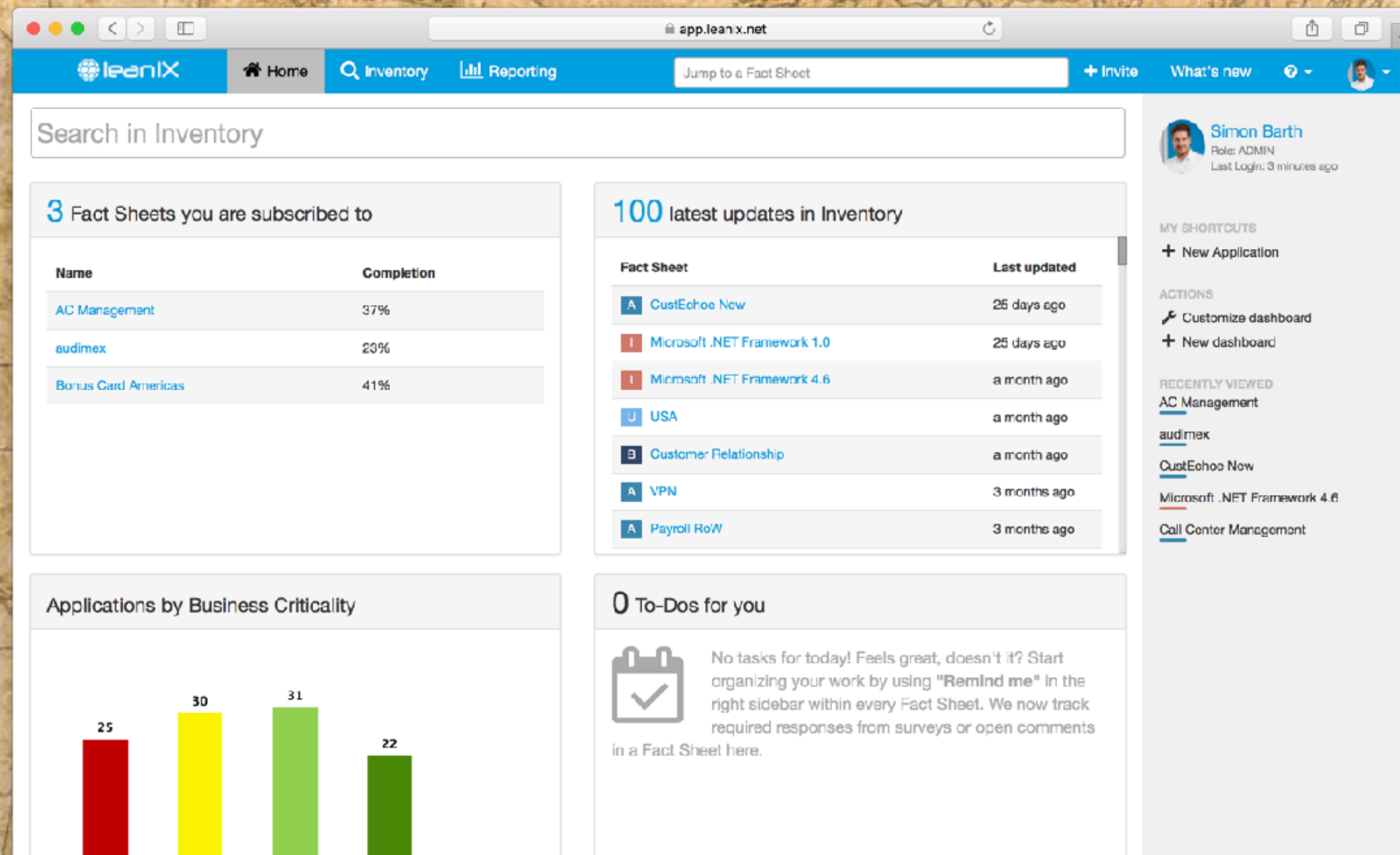


The screenshot displays the leanIX web application interface, specifically the 'Reporting' section. The main content is an 'Application Matrix' showing the functional fit of various applications across different regions. The interface includes a navigation bar with 'Home', 'Inventory', and 'Reporting' tabs. The 'Reporting' tab is active, and a search bar is present. The matrix is organized by region (rows) and application categories (columns). The fit is color-coded: red for 'Unreasonable', yellow for 'Insufficient', green for 'Appropriate', and dark green for 'Perfect'. The 'VIEW: Functional Fit' is selected, and the 'As Table' view is active. The matrix includes a legend at the top and a 'Save' button. The background of the slide is a historical map of Africa.

	Corporate Services	Customer Relationship	Finance	HR	Information Technology	Innovation
Australia	Contract Management	Bonus Card Asia/Pacific Bonus Card Use Watch CustEchoe Europe Mailsnake salesforce Light	CoA OLAPCube SAP BI SAP FI SAP FSCM	HR Par Payroll Germany	Exchange HP Service Desk meshlab Intranet Odysseus	HypeCollab IdealT
Brazil		Bonus Card Americas Mailsnake	aud max		meshlab Intranet	IdealT
France		Bonus Card Europe Bonus Card Use Watch salesforce Light	CoA SAP FI	AC Management Payroll Europe	Exchange LDAP Odysseus	IdealT
Headquarter	AttorneyNet Contract Management	salesforce Light	CoA SAP BI	HR Par Monsta	HP Service Desk Odysseus	HypeCollab IdealT
Italy		Bonus Card Use Watch	CoA		Exchange LDAP	IdealT

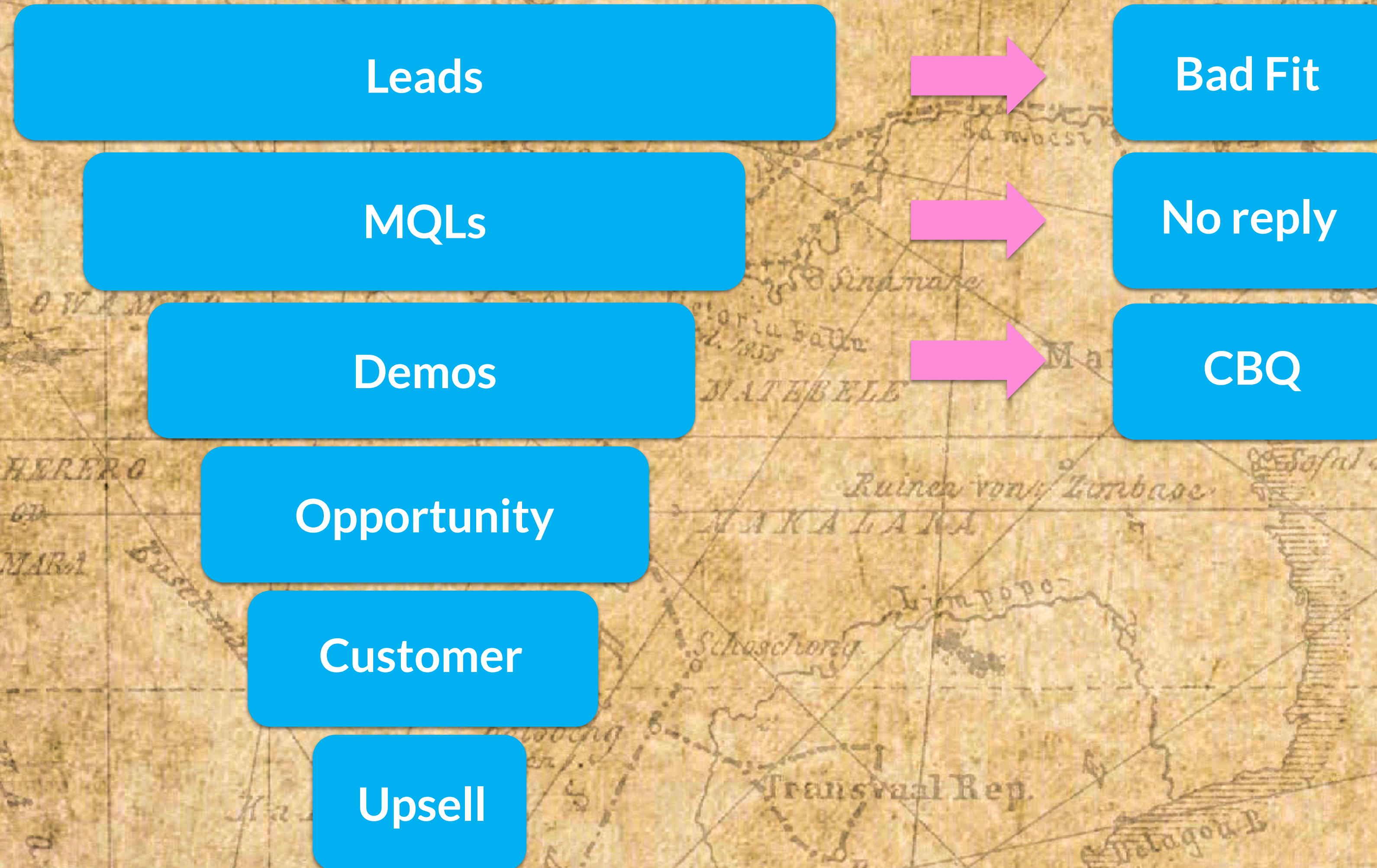


## Dashboards – collaboration with stakeholders





## Process @LeanIX





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We currently use ...





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Ultimately we saw that for lead gen,  
Linkedin works best.





# PIRATE X SKILLS

At the beginning:

- Wrote 30 people a day
- Added 10 new contacts per day



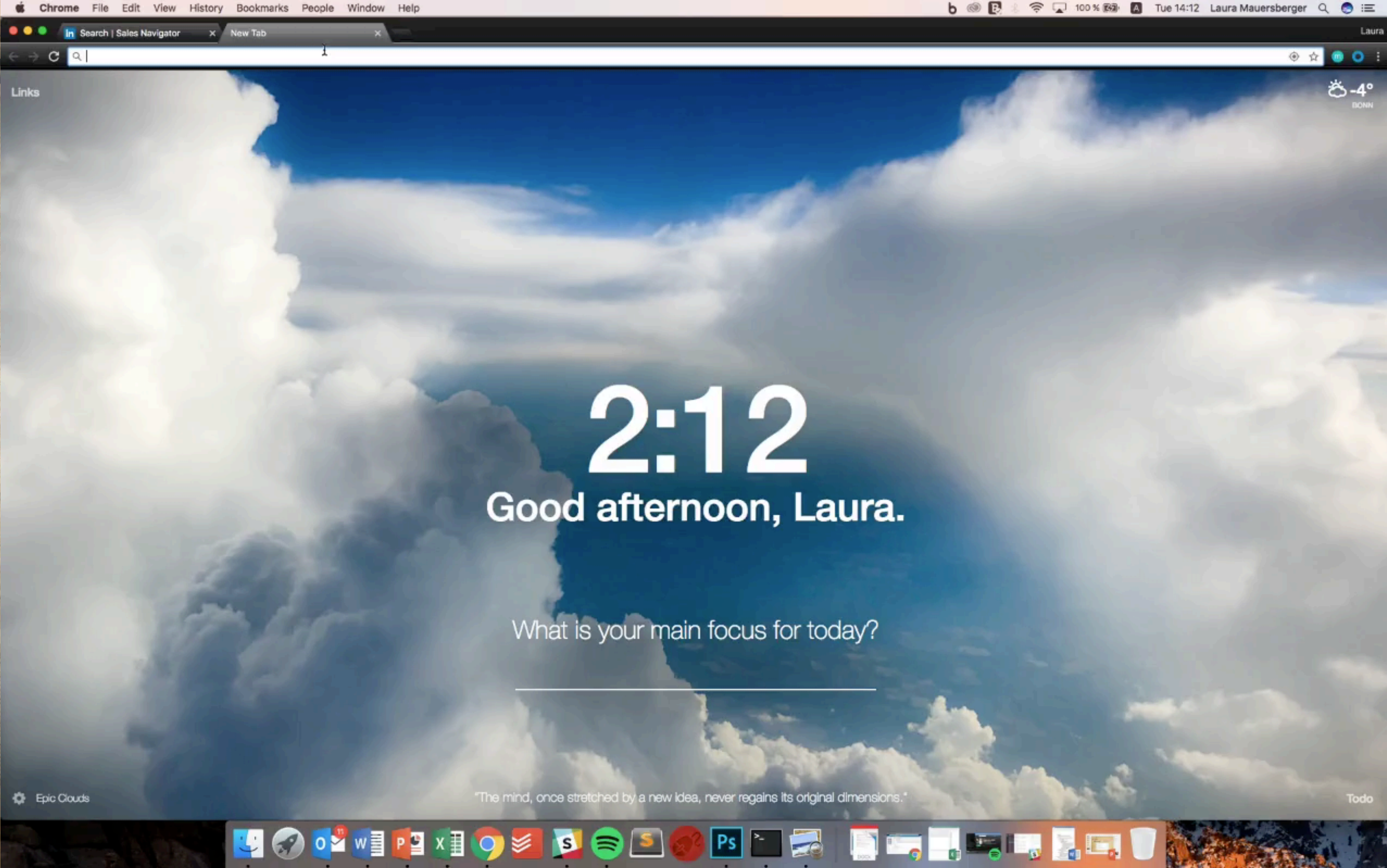
**Pirate X Skills**

# GPZ tool

After:

- Wrote 300 people a day
- Added 100 new contacts per day







# PIRATE X SKILLS

## Tips

- Start small. Find out the max. requests you can send per day.



# PIRATE X SKILLS

## Tips

- Start small. Find out the max. requests you can send per day.
- Don't Spam. Don't send more than 1 message per week.



# **PIRATE** **SKILLS**

## **Tips**

- **Start small. Find out the max. requests you can send per day.**
- **Don't Spam. Don't send more than 1 message per week.**
- **Be personal. Use the smart fields to create authentic messages.**



# PIRATE X SKILLS

**Example:  
Filter for EAs in the region Washington.**

**Hi (Name), How are you? Here in Bonn it is really cold, but I heard that in Washington it's even worse... but at least you have the "google some nice event in Washington" over there!  
+ one call to action to a download**



# PIRATE X SKILLS

Expect 10% conversion!



**PIRATE X SKILLS**

# Linkedin Groups and featured posts!





# PIRATE X SKILLS

## Posting in groups

- Started adding 10 relevant groups per week.
- Posted daily in each group



# PIRATE X SKILLS

More and more leads came in!!!

Most importantly, it's scalable!



# PIRATE X SKILLS

All of a sudden, we saw hundreds of leads come in at once....

What happened?



# PIRATE X SKILLS

Featured post!

- Our popular post made the LinkedIn weekly digest



# **PIRATE** **SKILLS**

**Admins can also “feature” a post.**

**1. Ask group admins to feature.**

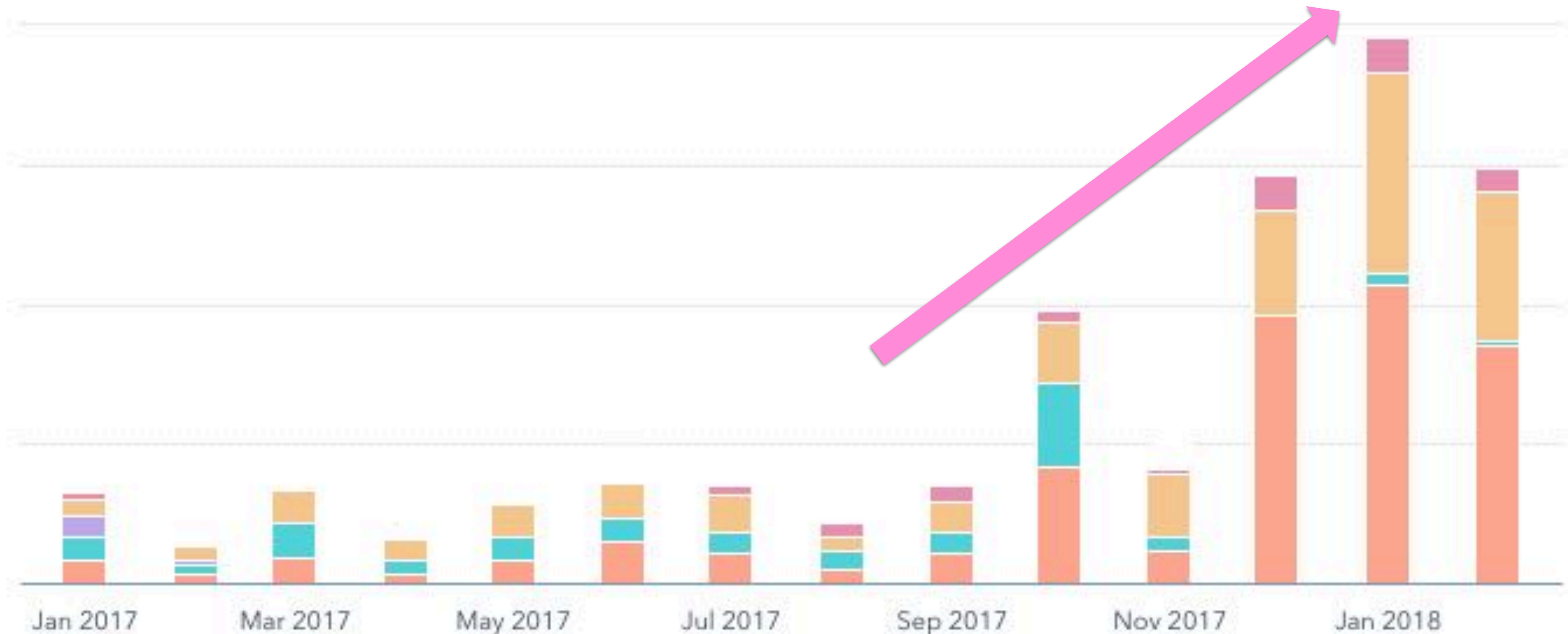
**2. Ask group admins to send as an announcement.**

**3. Ask to be made an admin.**



# Pirate X Skills

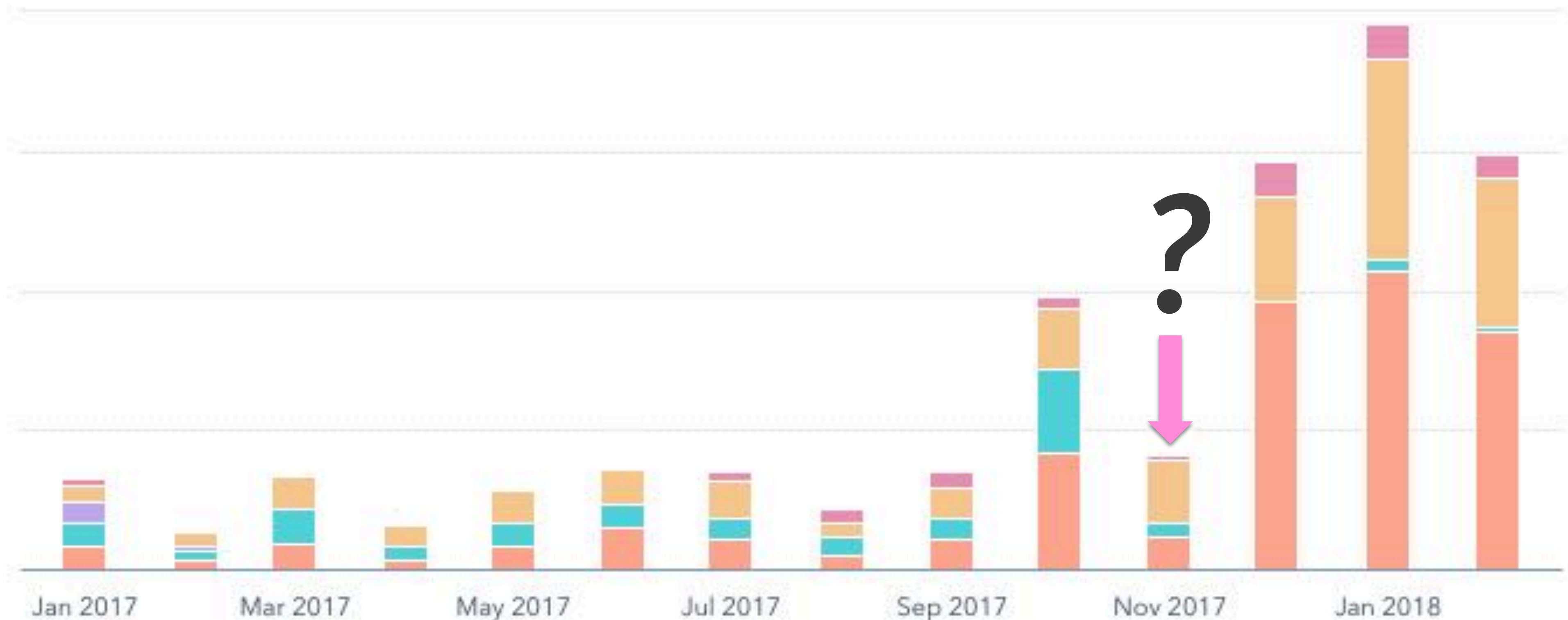
## Fast MQL growth





# Pirate X Skills

## What happened in Nov?





# PIRATE ~~X~~ SKILLS

What happened in Nov?

- Were my groups not interested in my content anymore?
- Did I contact all possible leads already?



# PIRATE X SKILLS

# Content



# PIRATE X SKILLS

## Test content

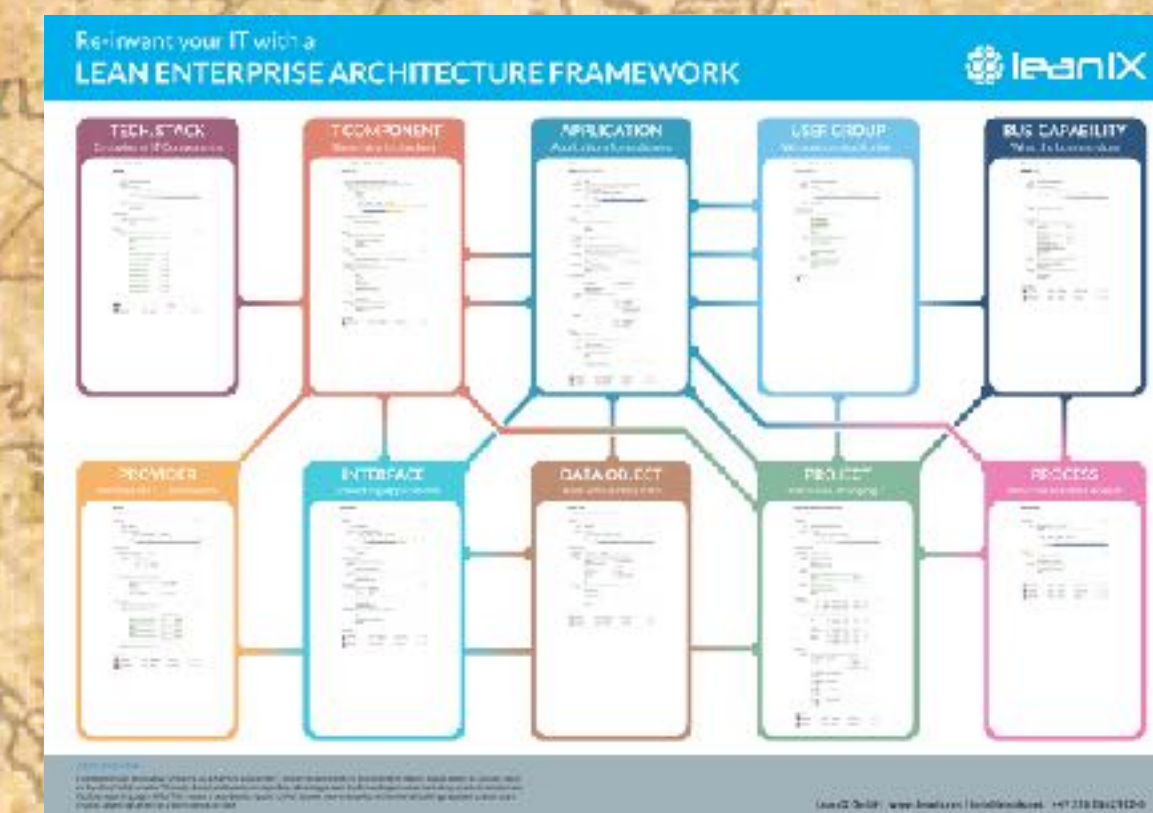
- Smaller or inexpensive groups, become perfect “Test subjects” to see if content is sexy enough.



# PIRATE X SKILLS

## What works best for us?

- Templates (Posters)
- How to / Getting started (eBooks)





# Pirate X Skills

# Fun Facts



# Pirate X Skills

- Endorsed pinned posts receive more downloads.
- GPZ has a view profil option.
- You can also send sequences to LinkedIn with [linkedhub.io](https://www.linkedinhub.io)
- Be honest



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# We Are Hiring!

- Marketing Manager, Content and Automation
- Graphic Designer

[leanix.net/en/jobs](https://leanix.net/en/jobs)



# PIRATE X SKILLS

# Q&A



# FEEDBACK & IDEAS

- AFTER THE EVENT IN PERSON
- FEEDBACK BOX
- [BIT.LY/PIRATESKILLSLIVE](https://bit.ly/pirateskillslive)



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**GOOGLE  
ANALYTICS  
WORKSHOP  
28.03.**

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CODE: PIRATESKILLSLIVE**





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**STARTUP  
IDEAL VALIDATION  
04.04.**

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