Pirate X Skills
GROW IN 2018
JOIN THE CREW ON PIRATESKILLS.COM

Pirate X Skills

BEN SUFIANI

- FOUNDER SINCE 2008
- GROWTH MARKETER
- PROUD DAD

PIRATE X SKILLS

TODAYS JOURNEY

- GROWTH CHANNELS
- GROWTH FUNNELS
- GROWTH MANAGEMENT

PIRATE X SKILLS

#PIRATESKILLS

TAKE PICTURES
SHARE THE STREAM

Pirate X Skills

WHY SHOULD WE CARE?

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REAL-WORLD EXAMPLES

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CSGOSKILLS.COM

CSGO SKILLS

The FREE mobile trainer app for Counter-Strike: Global Offensive

GET IT ON Google play

Available on the App Store

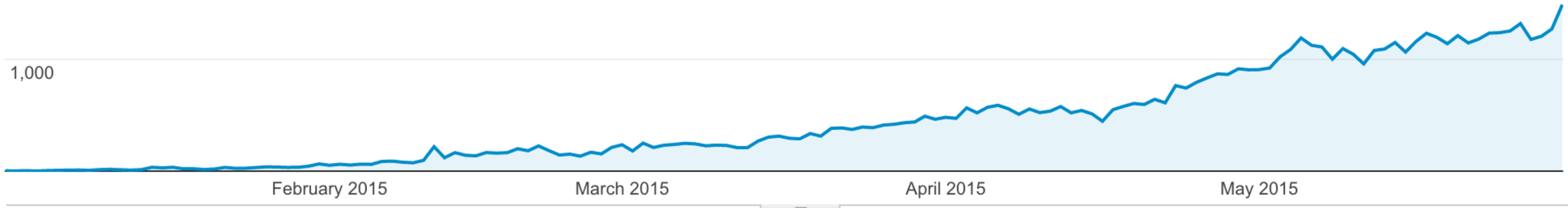
CSGO Skills is the leading Counter-Strike: Global Offensive skills trainer app for Android and iOS.

Watch video tutorials by renown CSGO leaders and actively hone your skills with granular practice tasks. Track your progress to see if your skills improve.

Available for **Android** and **iOS**

PIRATE X SKILLS

SEO GROWTH



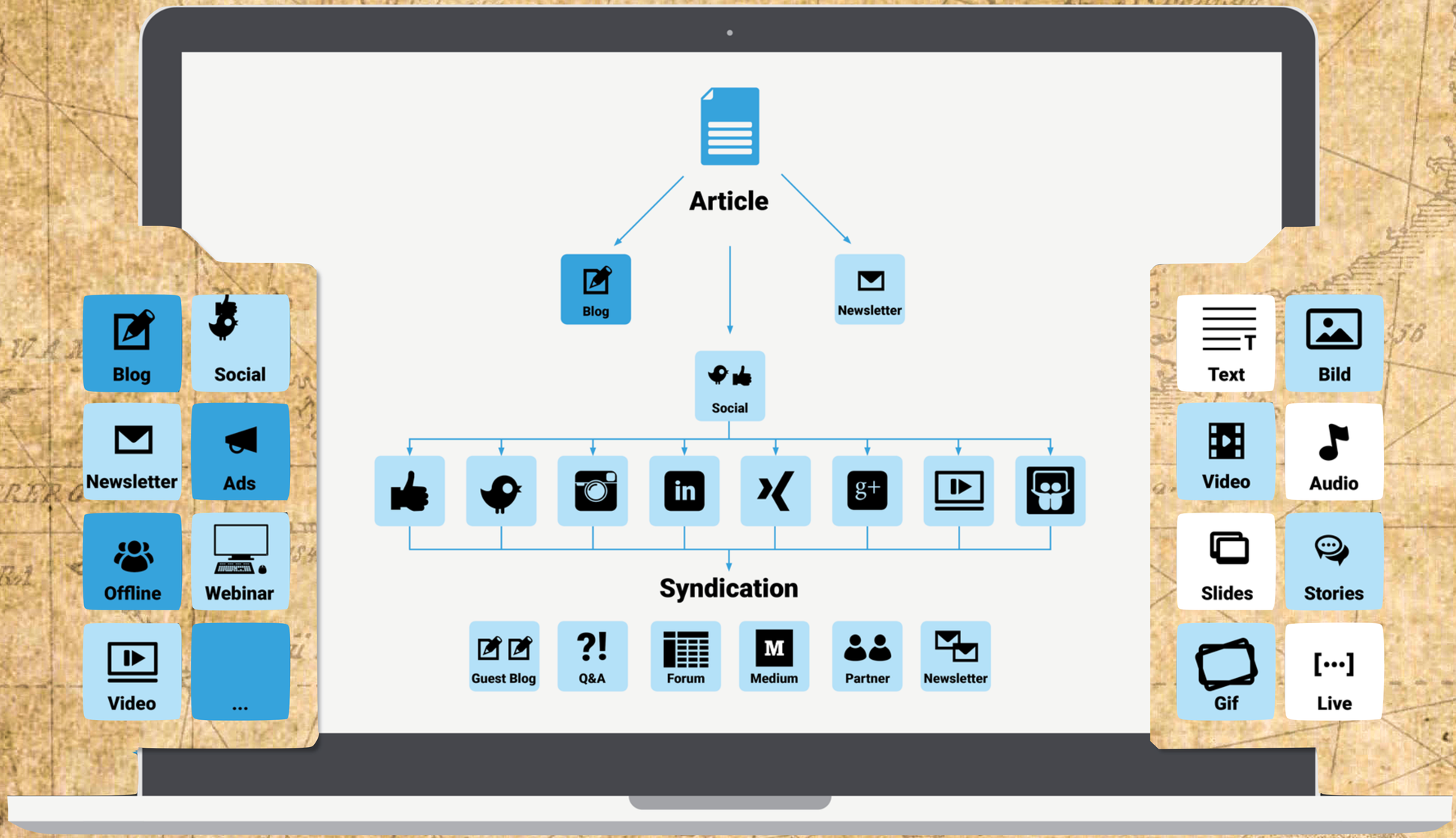
Primary Dimension: **Source / Medium** Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Source / Medium	Acquisition			Behavior			Conversions All Goals	
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
		66,678 % of Total: 36.59% (182,236)	78.70% Avg for View: 82.76% (-4.90%)	52,474 % of Total: 34.79% (150,810)	78.23% Avg for View: 77.47% (0.99%)	1.43 Avg for View: 1.41 (1.83%)	00:01:08 Avg for View: 00:00:54 (27.31%)	0.55% Avg for View: 0.25% (122.40%)	367 % of Total: 81.37% (451)
1.	google / organic	**66,678**(100.00%)	78.70%	52,474(100.00%)	78.23%	1.43	00:01:08	0.55%	367(100.00%)

PIRATE X SKILLS

CONTENT SYNDICATION



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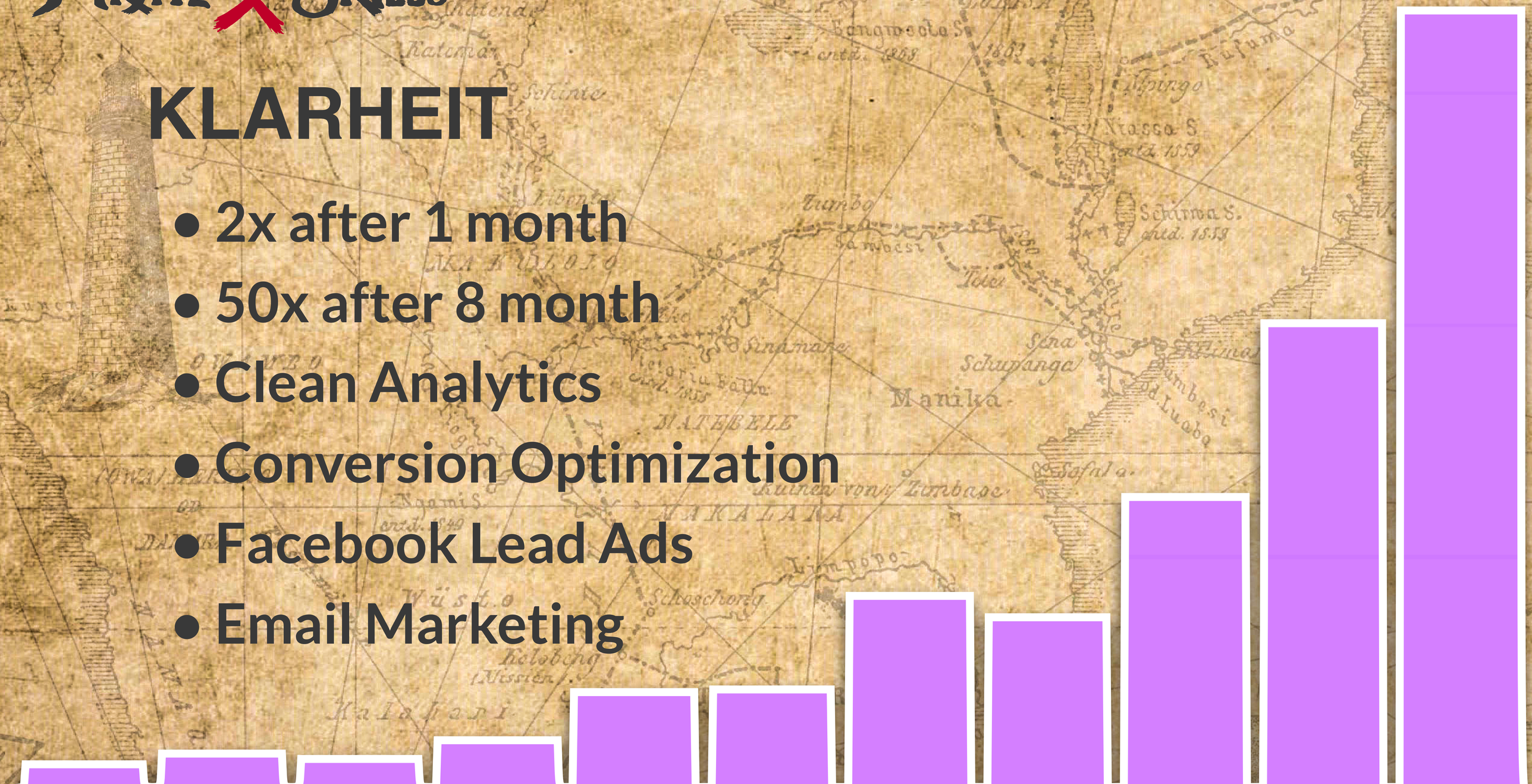
KLARHEIT

PIRATE X SKILLS

KLARHEIT

- 2x after 1 month
- 50x after 8 month
- Clean Analytics
- Conversion Optimization
- Facebook Lead Ads
- Email Marketing



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- [ ] How do I organize my growth effort in my everyday work life?

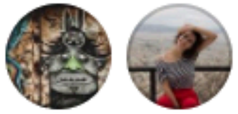
- [ ] How do I know which channel works best?

- [ ] How do all my marketing channels work together?

- [ ] What is the right growth channel for my business?

- [ ] How can I build high converting user funnels?

- [ ] Should we have a Youtube Channel?



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HOW DO YOU DEVELOP A GROWTH PLAN?

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GROWTH CHANNELS

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

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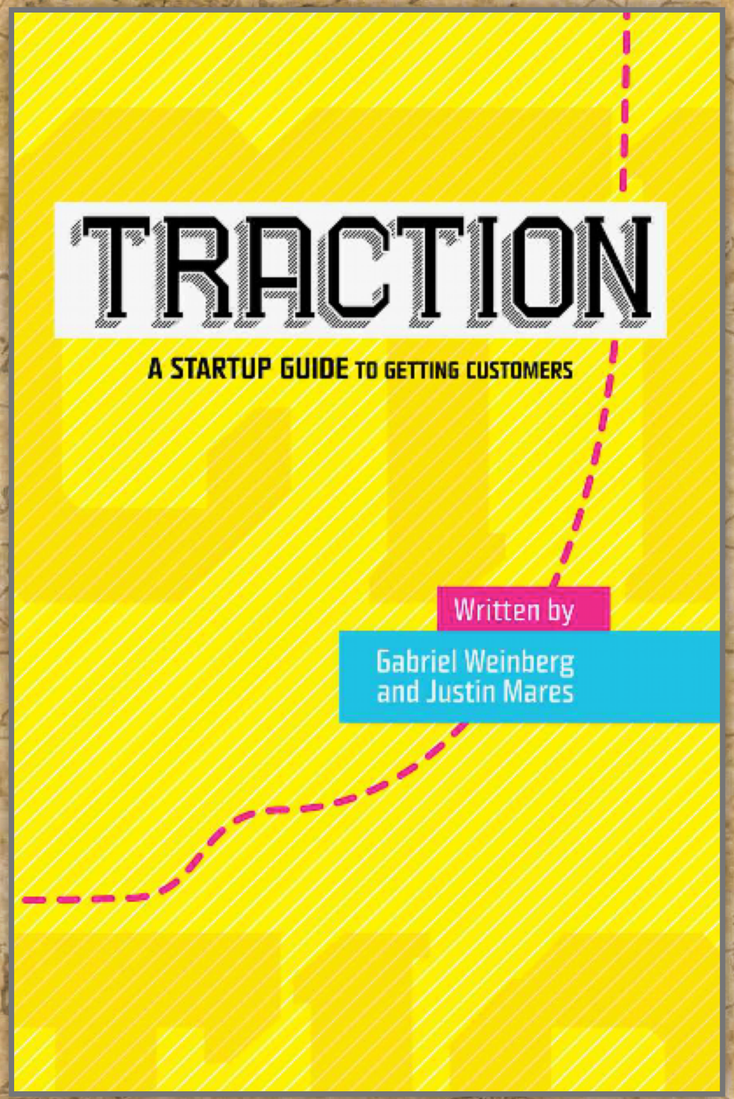
TRACTON

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

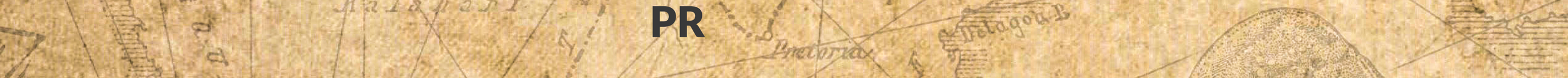


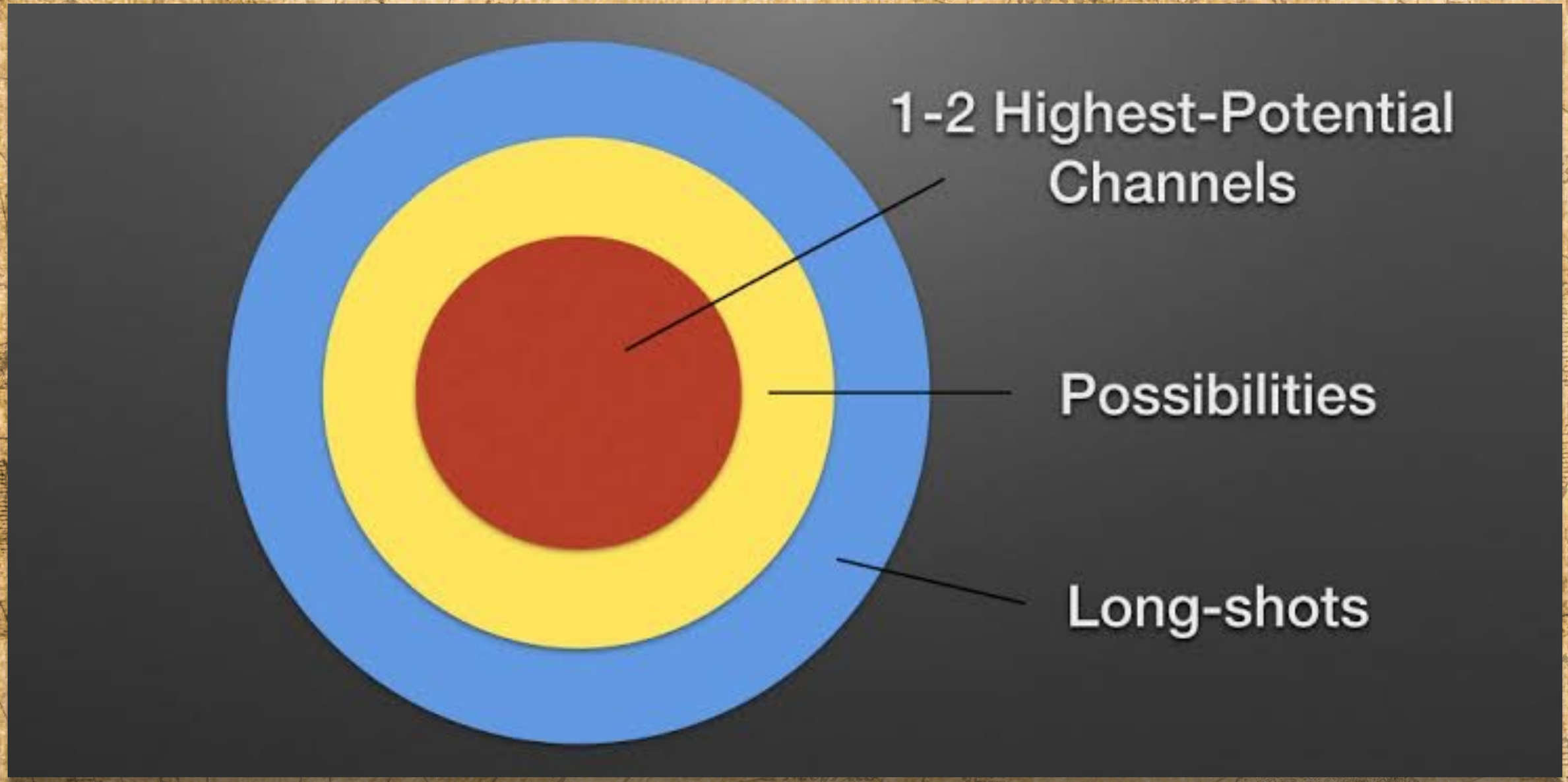
Pirate Skills

- CONTENT MARKETING
- SOCIAL & DISPLAY ADS
- EMAIL MARKETING
- VIRAL MARKETING
- TARGETING BLOGS
- ENGINEERING AS MARKETING

- EXISTING PLATFORMS
- SEARCH ENGINE OPTIMIZATION
- COMMUNITY BUILDING
- SEARCH ENGINE MARKETING
- PUBLICITY
- UNCONVENTIONAL PR

- OFFLINE ADS
- OFFLINE EVENTS
- SALES
- BUSINESS DEVELOPMENT
- INFLUENCER MARKETING
- NOTIFICATIONS




1-2 Highest-Potential Channels
Possibilities
Long-shots

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Boards | Trello

Growth Channels | by Pirate Skills

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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Show Menu
Not now
Offline Ads
Business Development
Trade Shows
Community Building
Publicity
Offline Events
Viral Marketing
Notifications
Possible (4-6)
Targeting Blogs
Search Engine Optimization
Search Engine Marketing
Influencer Marketing
Existing Platforms
Sales
Add a card…
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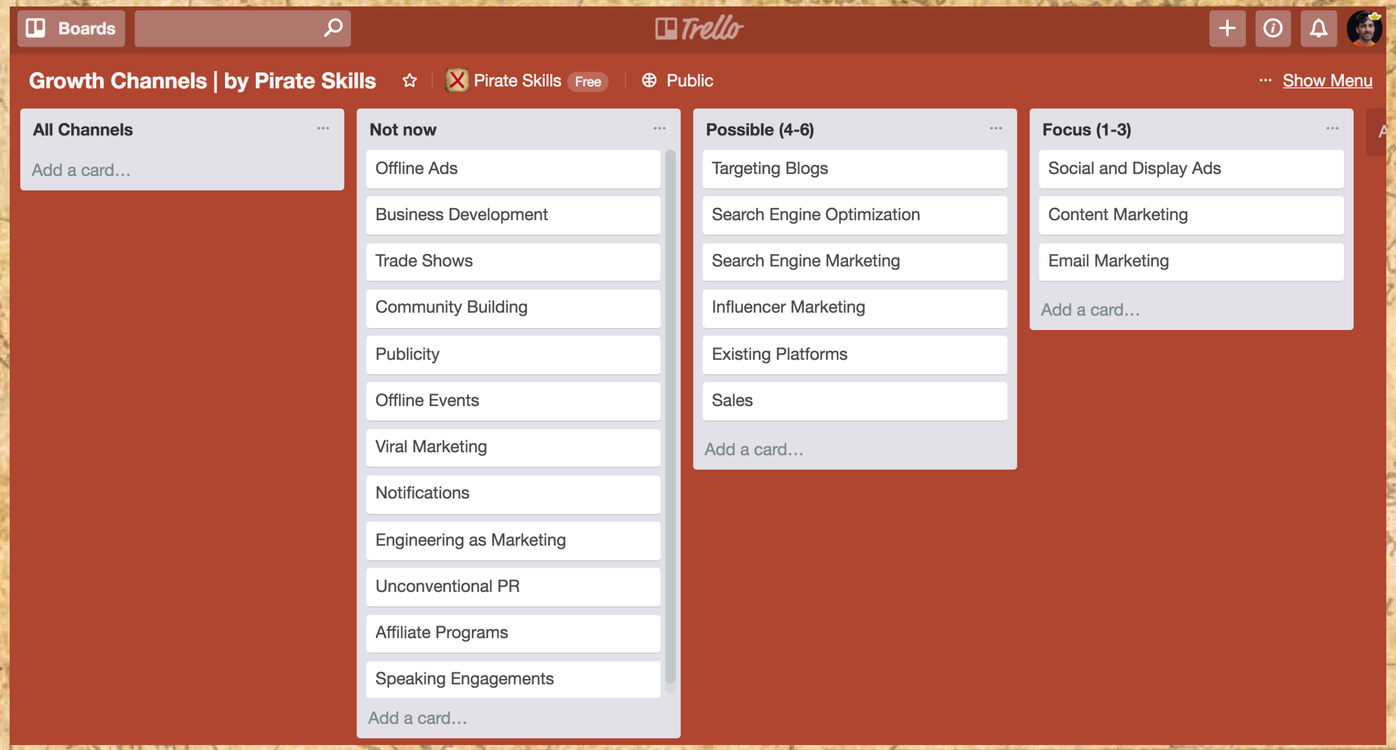

get.pirateskills.com/growthchannels

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GROWTH FUNNELS

- TOFU
- MOFU
- BOFU

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GROWTH FUNNELS

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

PIRATE X SKILLS

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Growth Funnels | by Pirate Skills

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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

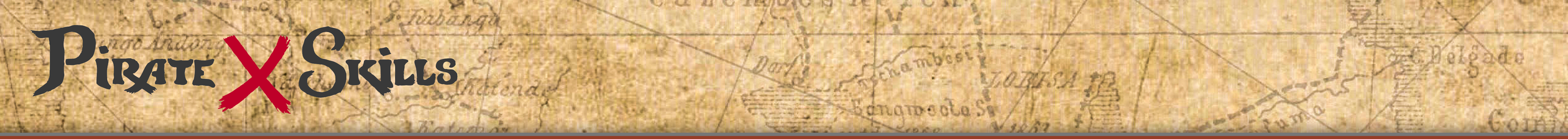
- Email List - 10 subscribers
- Welcome Email - Guide to getting started with emobility
- Reminder Email
- Webinar - 5 people showing up
- Calc Wizards - Free

Add a card…

Bofu - Conversion

- Free Consultation 1-2 - Scheduling Tool
- CRM - Follow up
- Close

Add a card…



Trello

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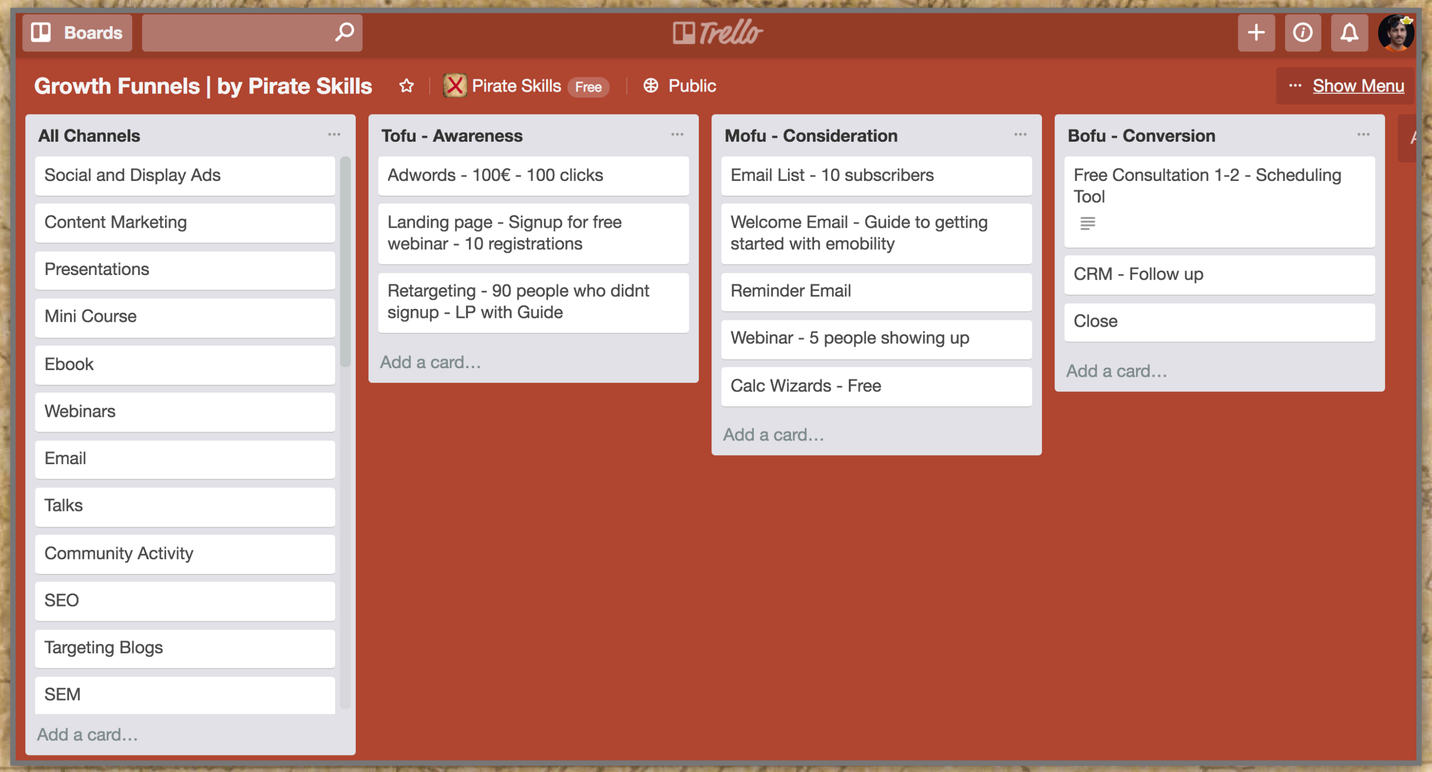

get.pirateskills.com/growthfunnels

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GROWTH MANAGEMENT

- GOALS
- IDEAS
- PRIORITIES
- TESTS
- ANALYSIS

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GOALS

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

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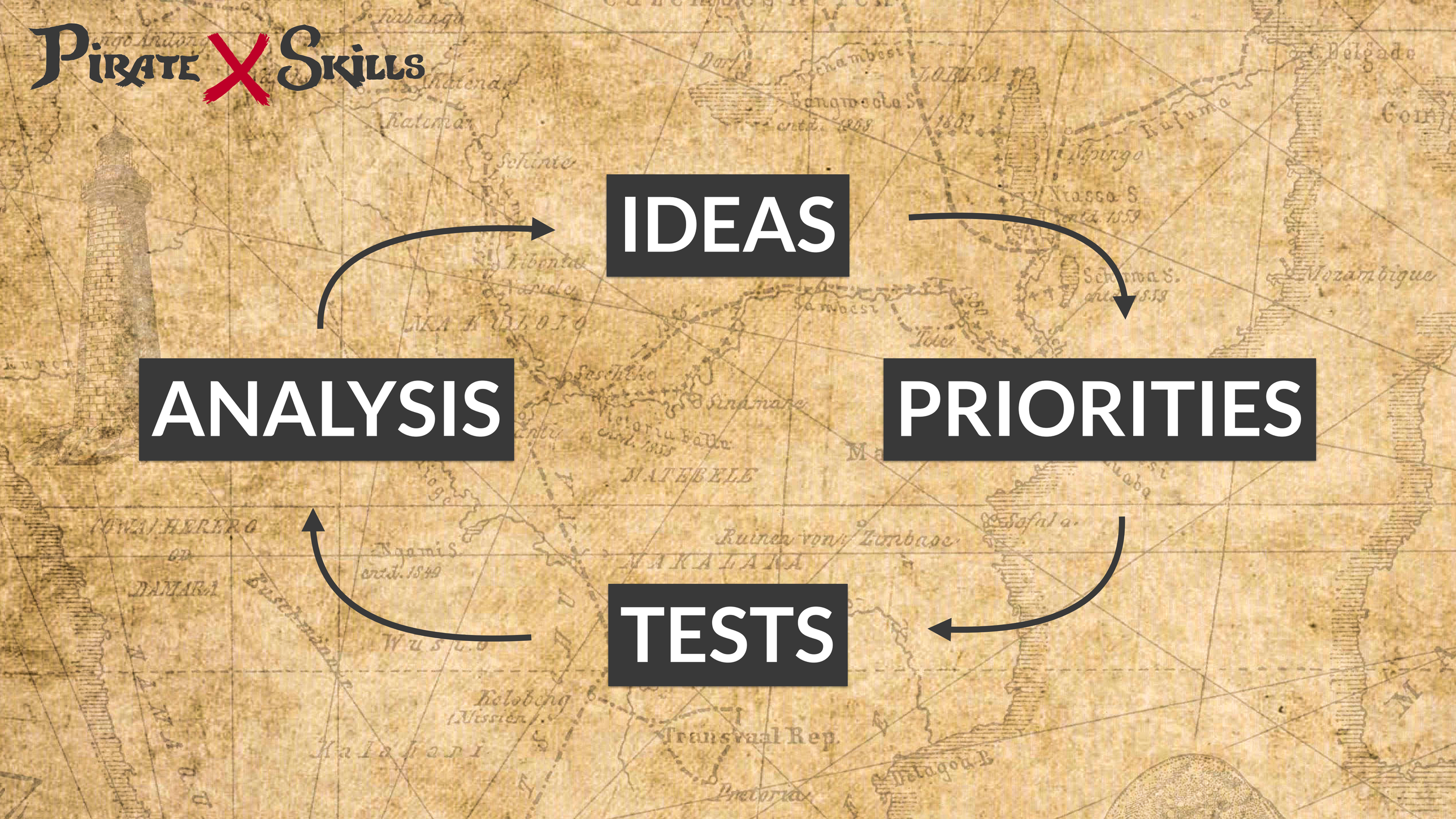

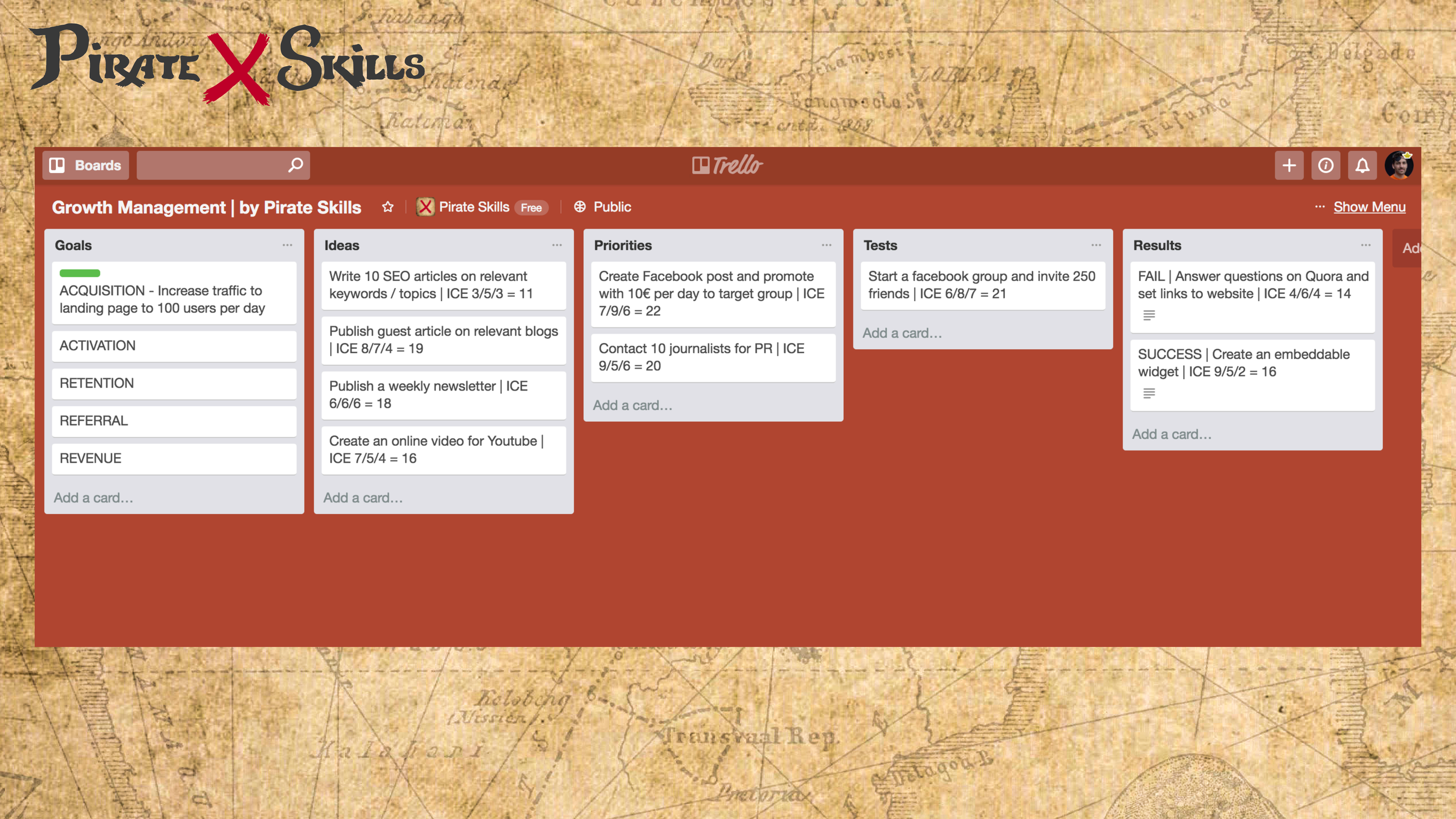

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Goals

- 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…

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Public

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Ad

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TODAYS JOURNEY

- GROWTH CHANNELS
- GROWTH FUNNELS
- GROWTH MANAGEMENT

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BEN SUFIANI

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- +49-17630543705
- @BENSUFIANI

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FEEDBACK

- WHAT DID YOU LIKE?
- WHAT WOULD LIKE US TO CHANGE?
- GET.PIRATESKILLS.COM/FEEDBACK

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GROWTH MARKETING STRATEGY 2018

JAN 24th 2018

CODE: “PIRATESKILLSLIVE”

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GROWTH IS A PROCESS
FEB 3rd 2018
JOIN THE CREW ON PIRATESKILLS.COM