



**PIRATE
SKILLS**

GROWTH

GROWTH MARKETING

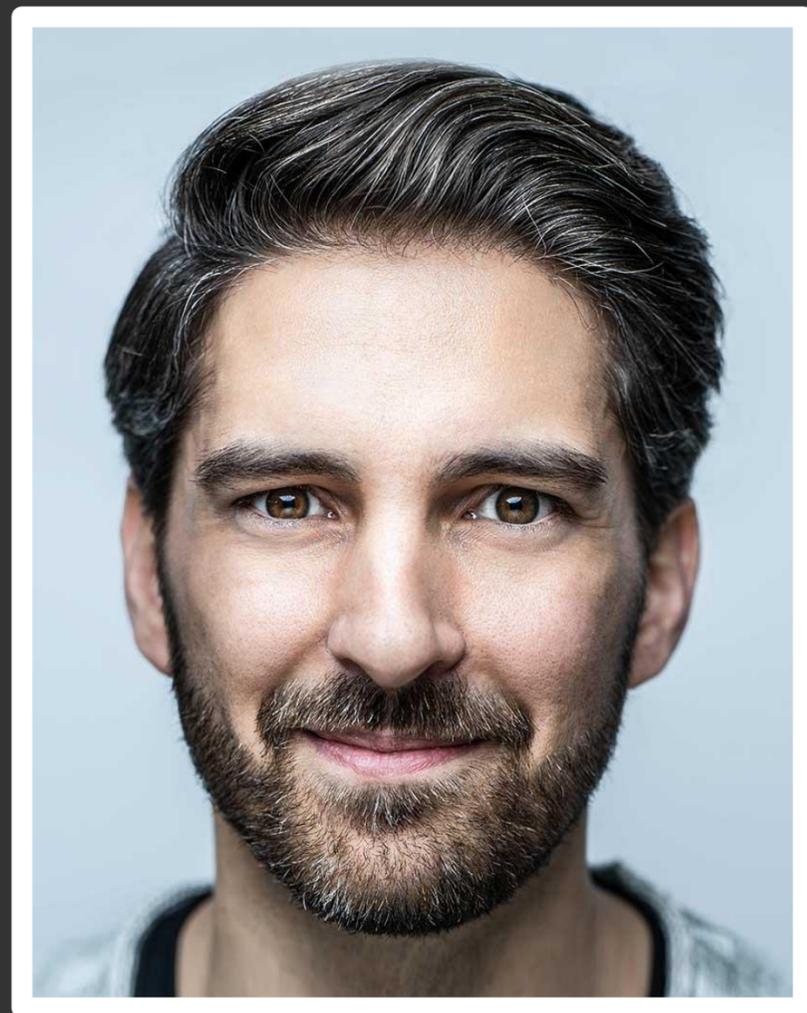
Workshops & Coaching



WHO IS YOUR TRAINER



Ben Sufiani



- Founder of Pirate Skills
- 12 years of experience as Growth Marketer
- Founder of 7 Web, App & B2B Startups
- Core Skills: Performance Marketing, Analytics, Psychology, Business Strategy
- Over 100 Marketing Workshops hosted
- Customers among others: E.ON, AXA, Douglas, Gedankentanken

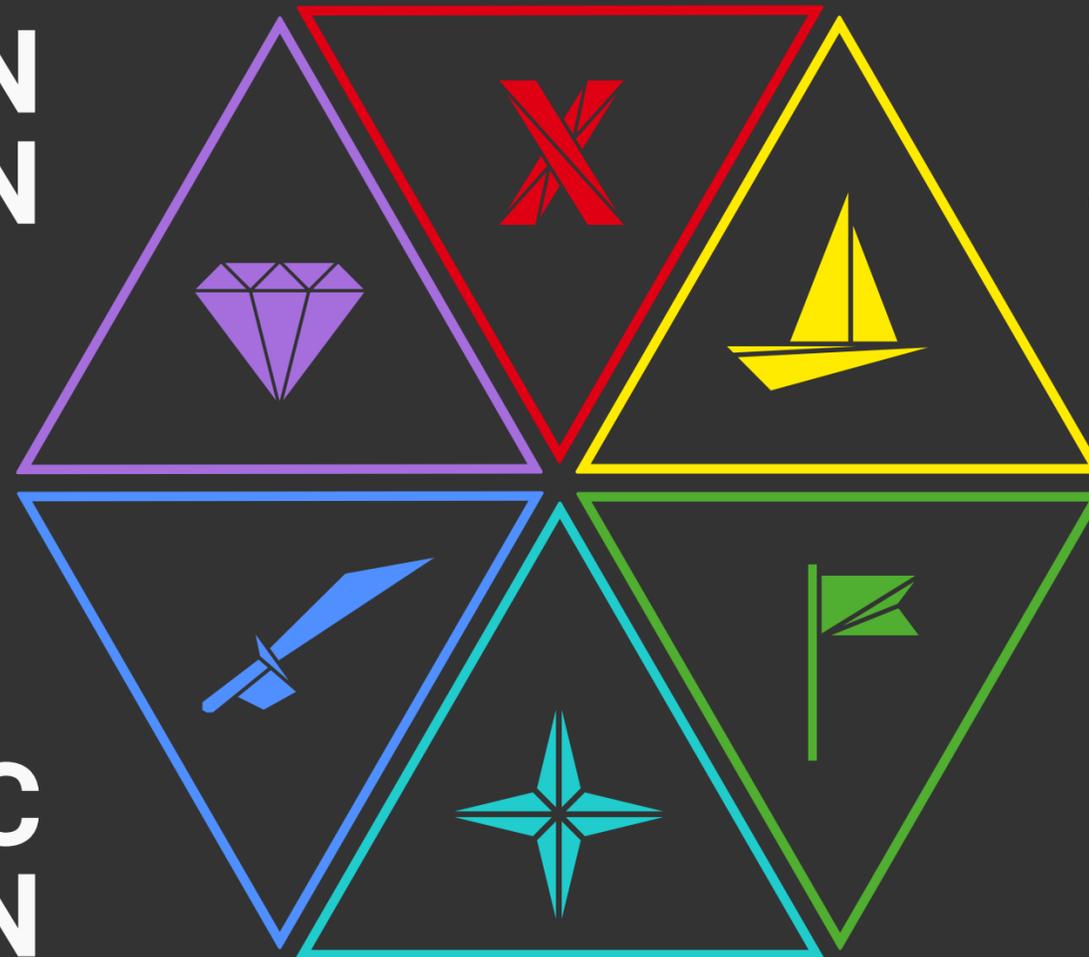


GROWTH ROADMAP



**CONVERSION
OPTIMIZATION**

**CONTENT
& STORY**



**TRAFFIC
GENERATION**

**FUNNEL
BUILDING**

**DATA &
ANALYTICS**



HOW YOU WILL LEARN



- 6 Workshop days
- 8 hours of hands on training
- 40% best practice input
- 60% guided implementation in your project
- Small supportive groups
- Take home all workshop slides
- 1st and 3rd Wednesday of the month
- Repeat workshops if you like
- 1on1 Coaching on demand



GROWTH WORKSHOP PROGRAM

- #1 Growth Roadmap
- #2 Content & Storytelling
- #3 Funnel Building
- #4 Data Analytics
- #5 Traffic Generation
- #6 Conversion Optimization





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WORKSHOP #1

Growth Roadmap

- Analyzing the business you currently have
- Planning the journey to your growth goals
- Defining the key milestones
- Setting up your growth experiment board
- Finding the right ideas for experiments
- Testing your ideas in growth sprints





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WORKSHOP #2

Content & Storytelling

- Becoming a thought leader for your audience
- Clarify your message with storytelling
- Focusing on your core topics
- Creating content in the right medium and format
- Identifying your focus platforms
- Planning your content schedule



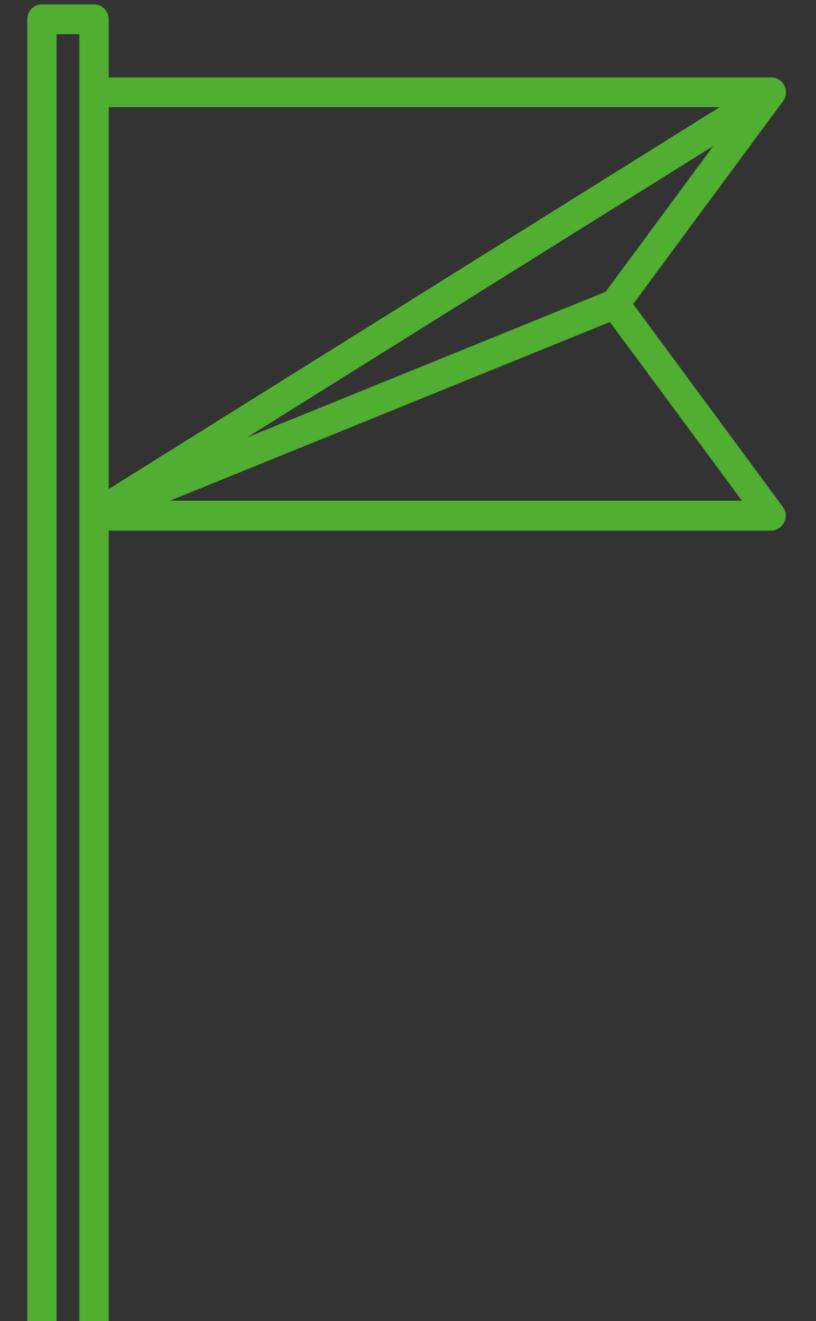


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WORKSHOP #3

Funnel Building

- Outperforming your competition
- Building landing pages that convert
- Capturing leads with your best content
- Nurturing leads with message sequences
- Converting leads to sales
- Stacking funnels to increase value





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WORKSHOP #4

Data Analytics

- Learning faster and cheaper what works
- Measuring your north star metric
- Optimizing your Google Analytics settings
- Turning user behavior into conversion goals
- Generating actionable insights from data
- Learning about the reports you need every day



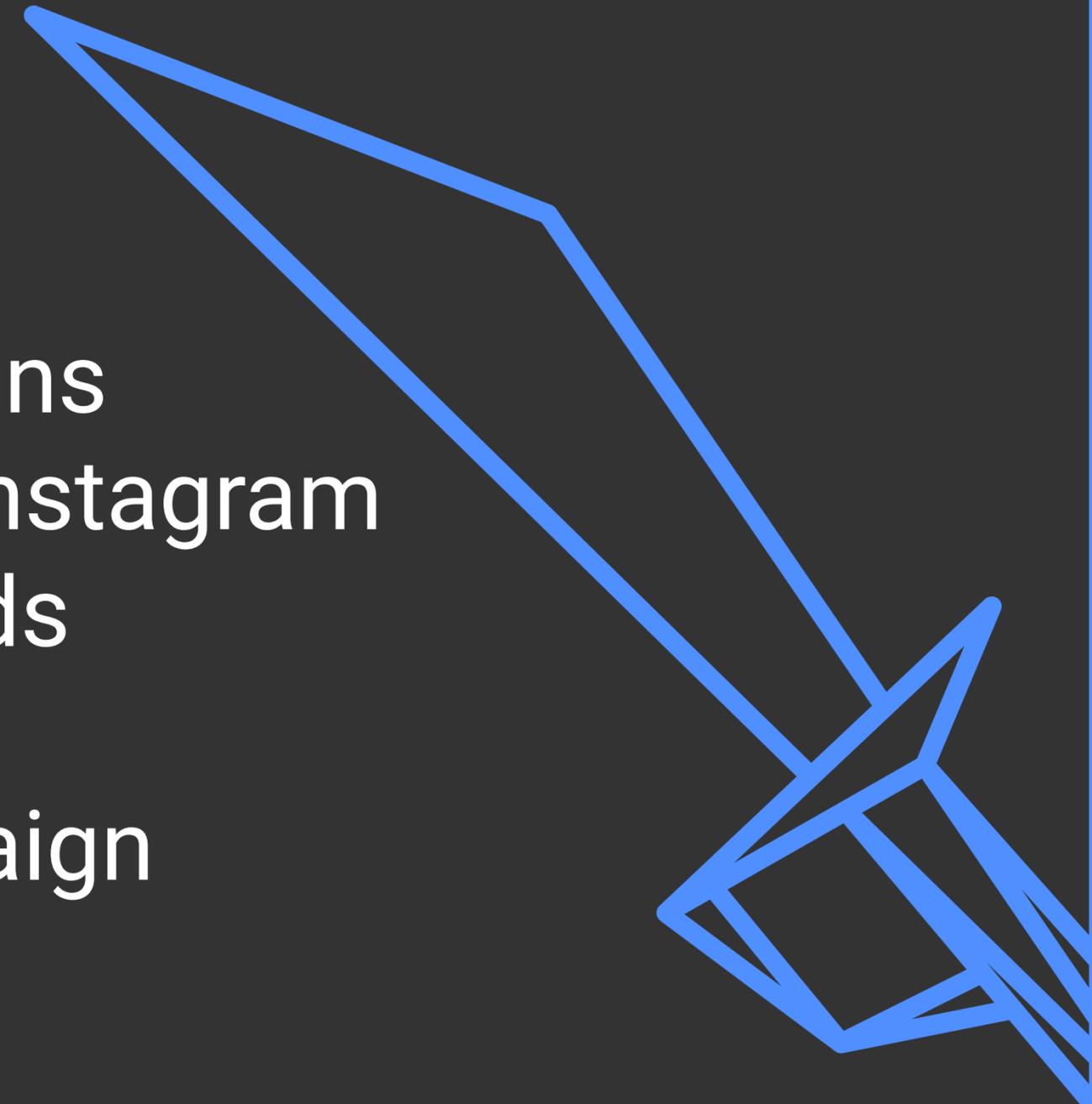


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WORKSHOP #5

Traffic Generation

- Scaling your up messaging
- Setting up Facebook Ads campaigns
- Targeting the audiences on FB & Instagram
- Creating engaging social media ads
- Tracking campaign performance
- Finding your next profitable campaign





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WORKSHOP #6

Conversion Optimization

- Improving your business 1% every day
- Optimizing your website and landing pages
- Optimizing your emails and messages
- Optimizing your traffic campaigns
- Lowering your cost per acquisition
- Increasing your customer lifetime value





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SKILLS**

WORKSHOPS '20



GROWTH ROADMAP

Workshop | Jan 8th 2020



DATA ANALYTICS

Workshop | Feb 19th 2020



CONTENT & STORYTELLING

Workshop | Jan 22nd 2020



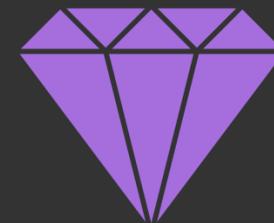
TRAFFIC GENERATION

Workshop | Mar 4th 2020



FUNNEL BUILDING

Workshop | Feb 5th 2020



CONVERSION OPTIMIZATION

Workshop | Mar 18th 2020



WHAT ARE YOUR OPTIONS



SINGLE GROWTH WORKSHOP

- 1 Workshop
- Participation Certificate
- 750 €

GROWTH WORKSHOP PROGRAM

- 6 Workshops
- Full Growth Marketer Certificate
- 3.000 € (33% Discount)

All prices plus 19% VAT.



WHAT ARE YOUR OPTIONS



GROWTH COACHING PROGRAM

- Two 1:1 Growth Coaching sessions per month
- Bring yourself and your team to the next skill level
- 12 years of experience focused on your goals
- Get your individual problems solved
- All Growth Program workshops included
- 7.500 € for 3 months coaching and workshops,
2.500 € per month afterwards

All prices plus 19% VAT.



HOW TO GET IN TOUCH



Matthias Stenzel

matthias@pirateskills.com

+49 163 8199803

