



**PIRATE
SKILLS**

GROWTH

GROWTH MARKETING

Workshops & Coaching



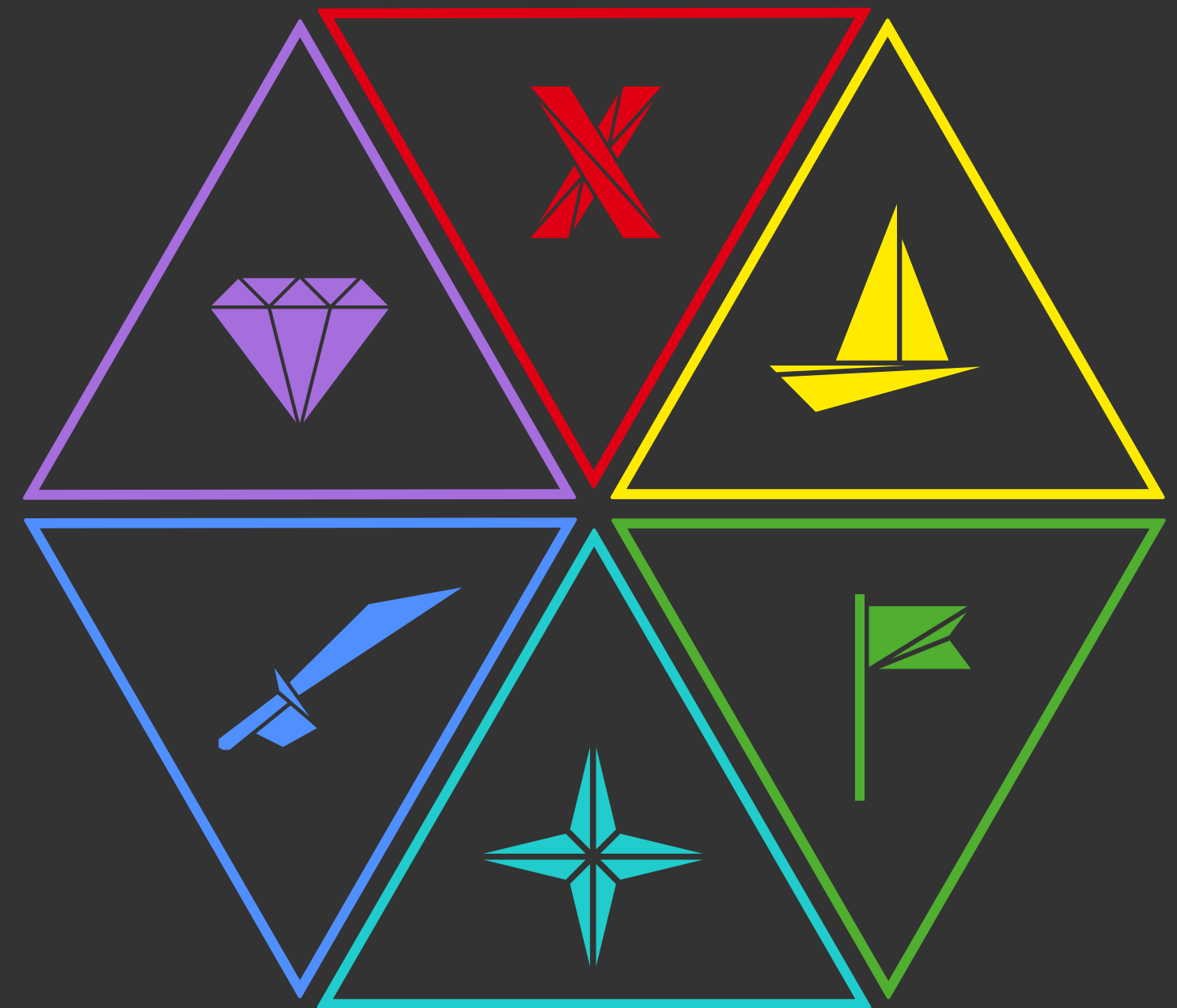


WANT TO LEVEL UP YOUR MARKETING SKILLS?



You have had good and bad experiences with marketing in the past, but your challenging goals now demand more of you. You are ready to learn a structured method and want to deepen your knowledge in the real marketing world. You want to improve your skills in building landing pages, working with analytics tools, and developing your ad campaign setup.

If that's you, you have come to the right place. It's time for you to take your marketing skills to the next level.



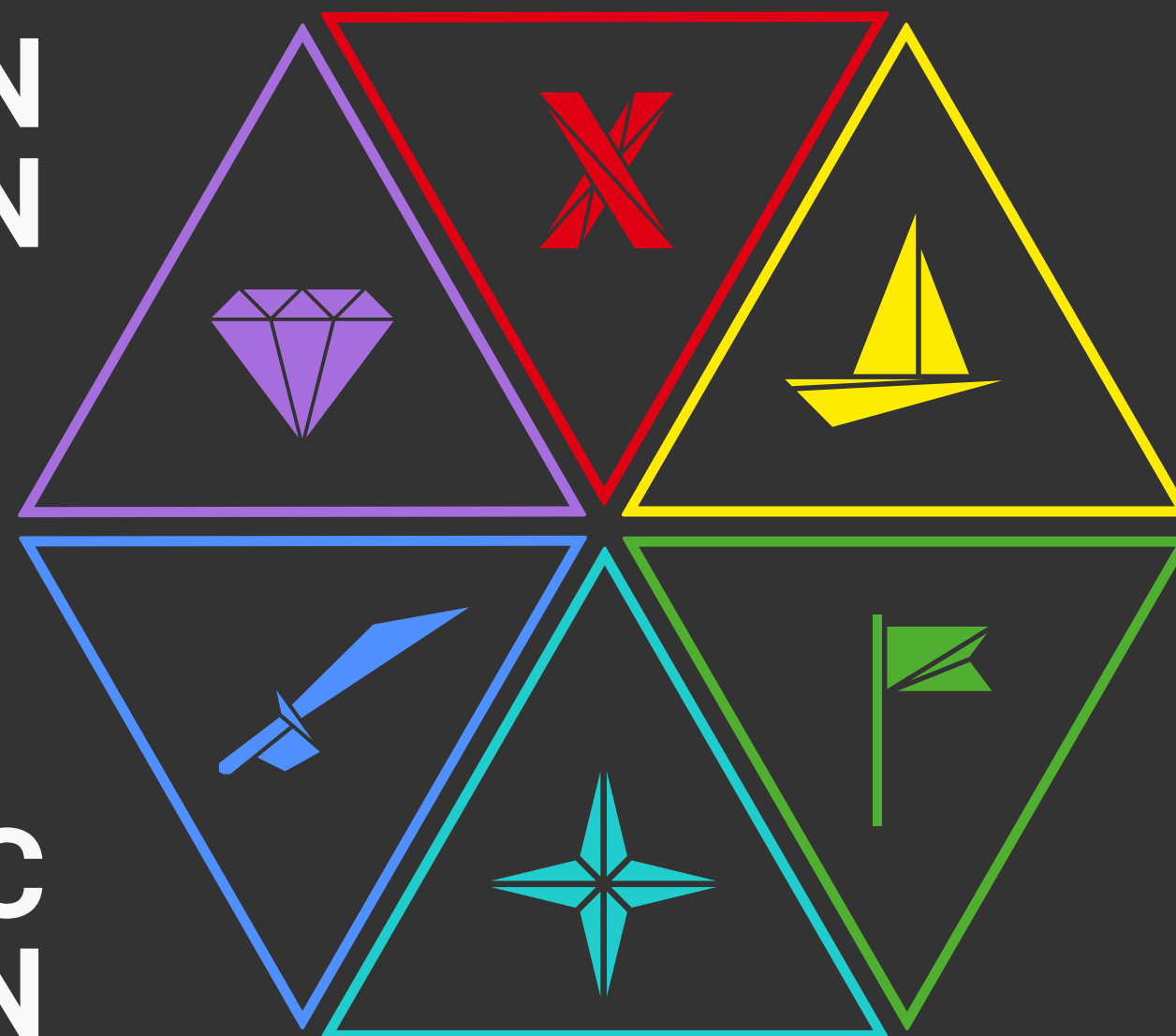


GROWTH ROADMAP



**CONVERSION
OPTIMIZATION**

**CONTENT
& STORY**



**TRAFFIC
GENERATION**

**FUNNEL
BUILDING**

**DATA &
ANALYTICS**

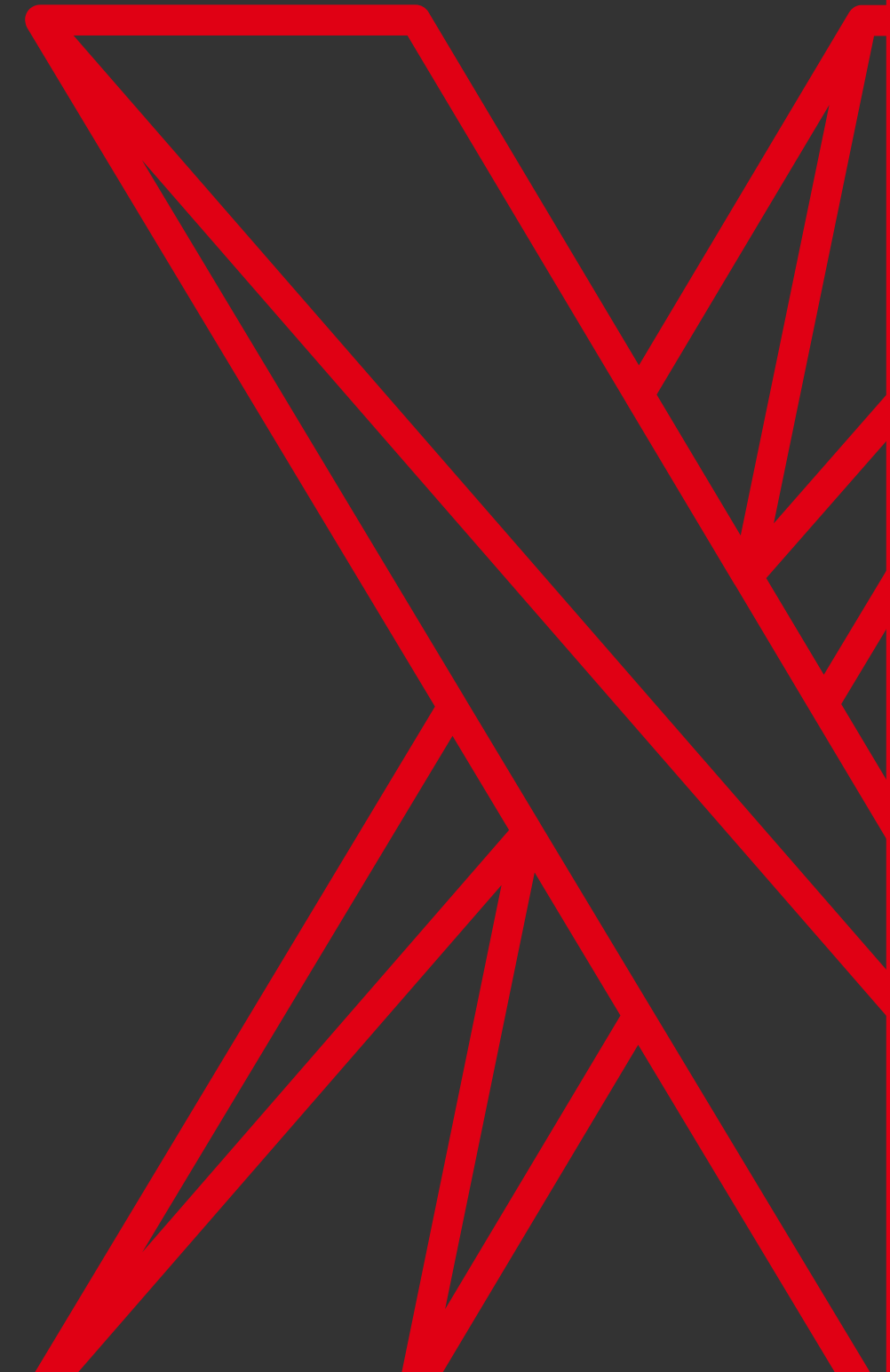


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WORKSHOP #1

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



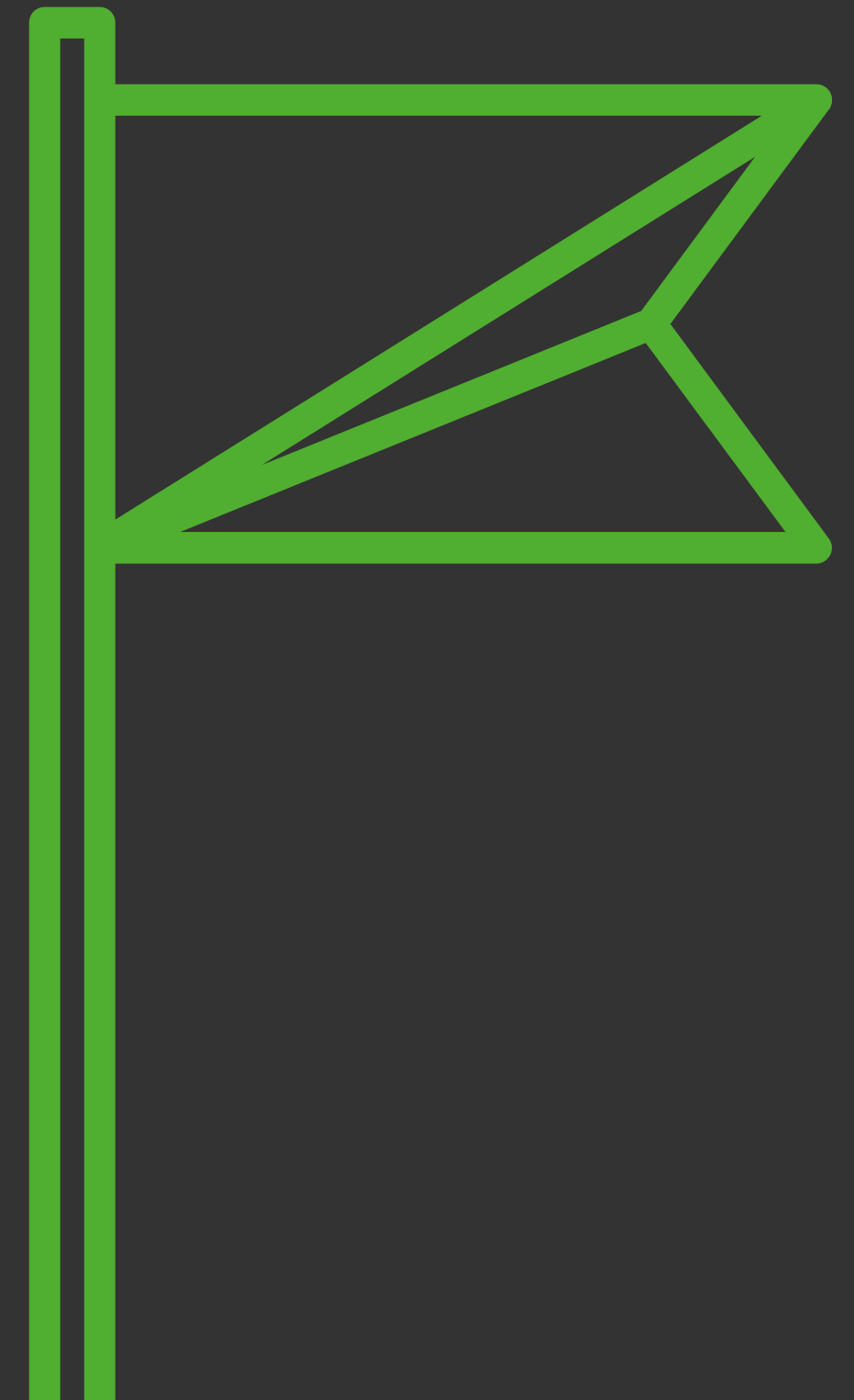


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WORKSHOP #3

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



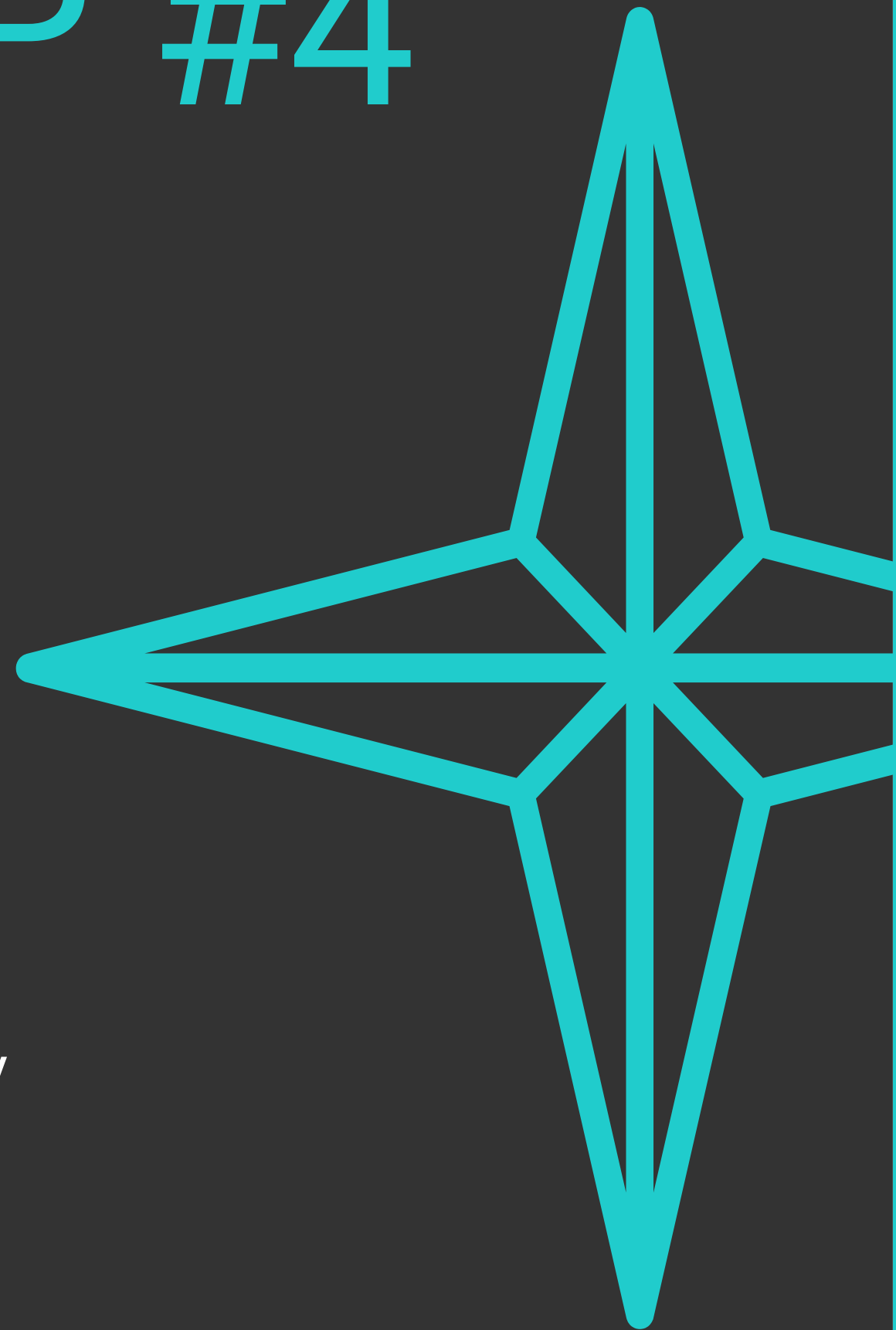


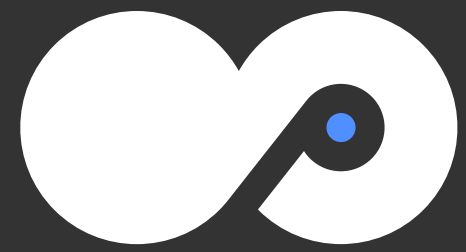
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WORKSHOP #4

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



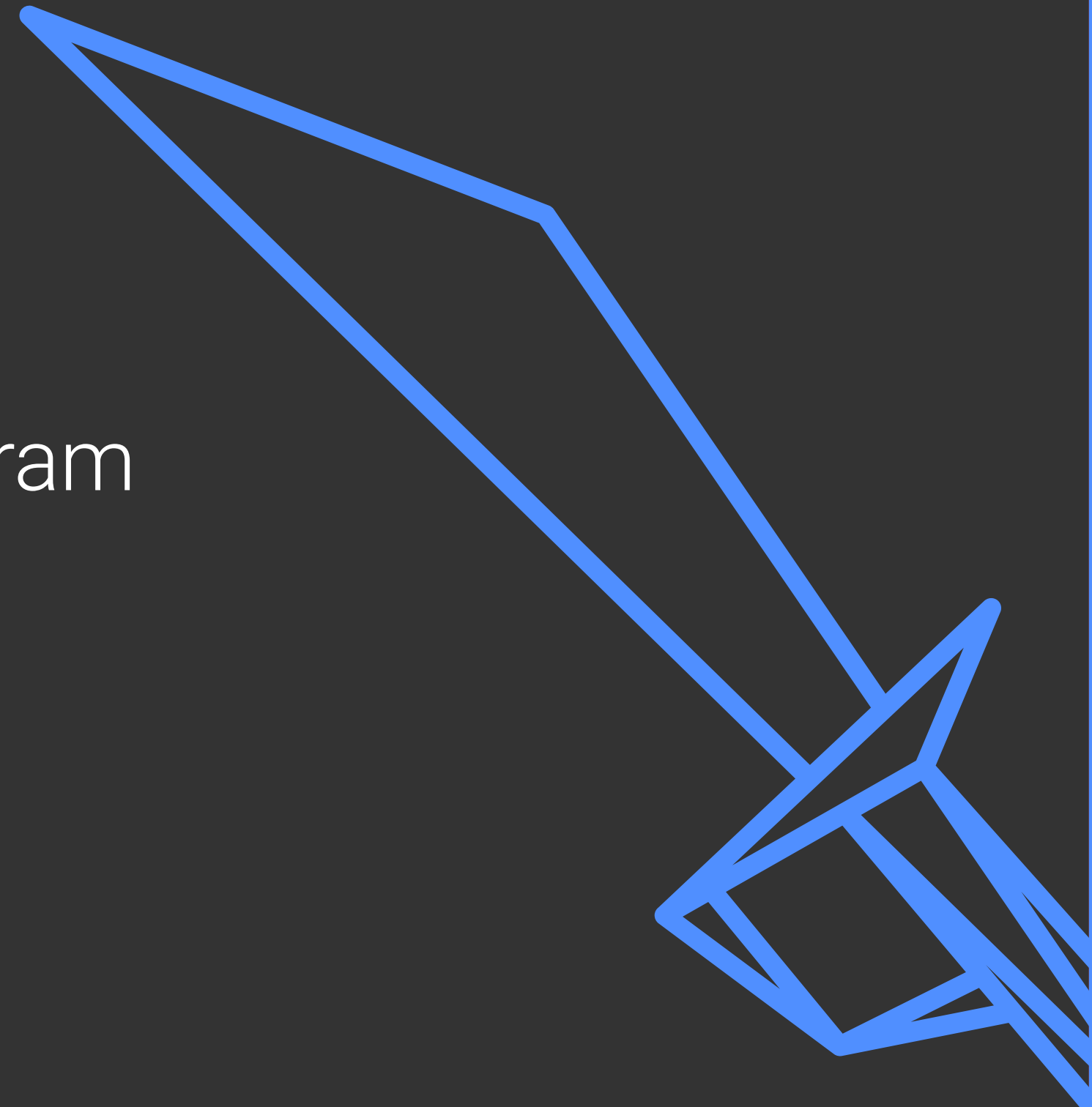


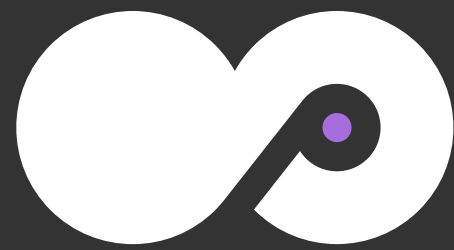
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WORKSHOP #5

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



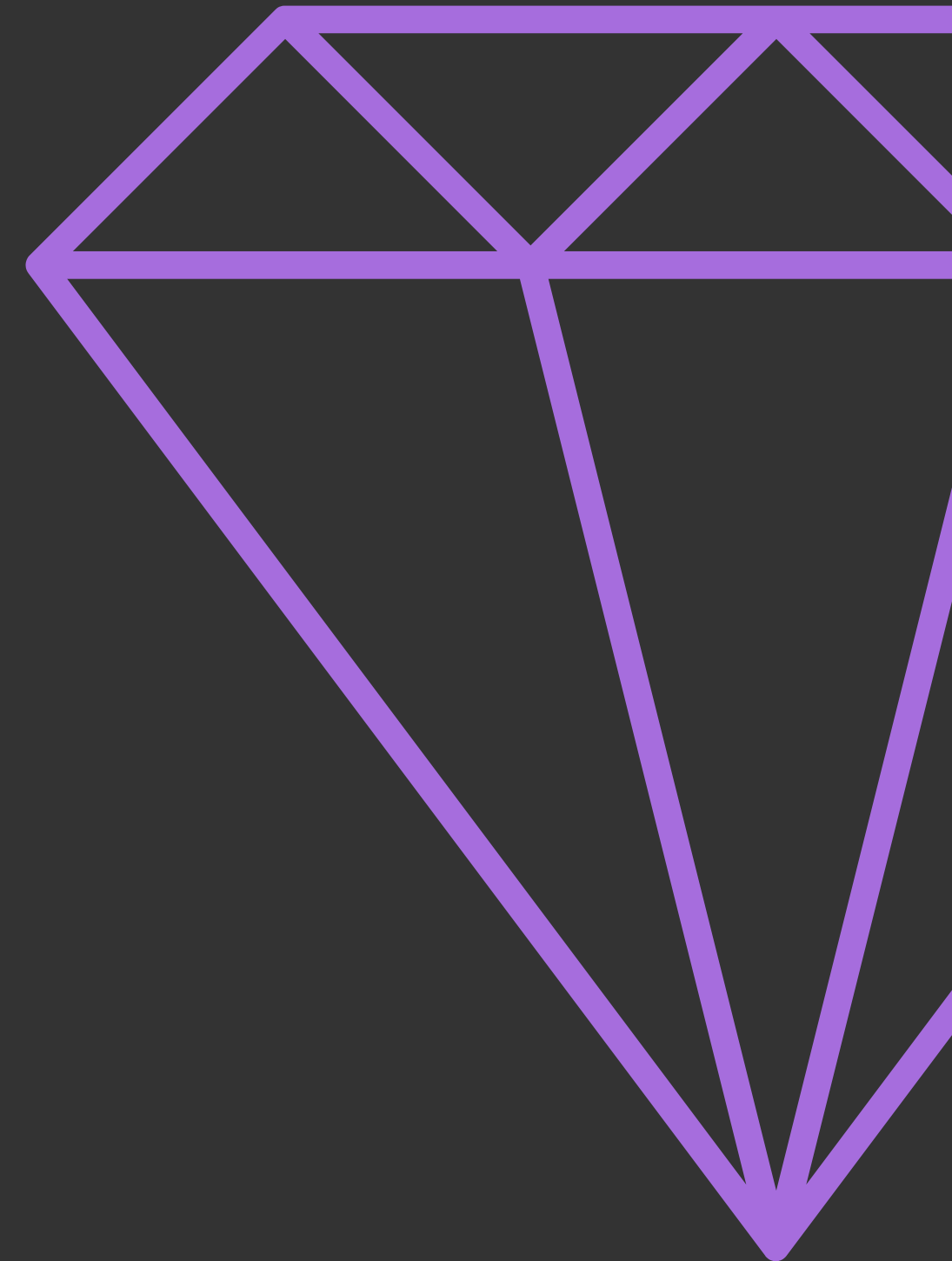


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WORKSHOP #6

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



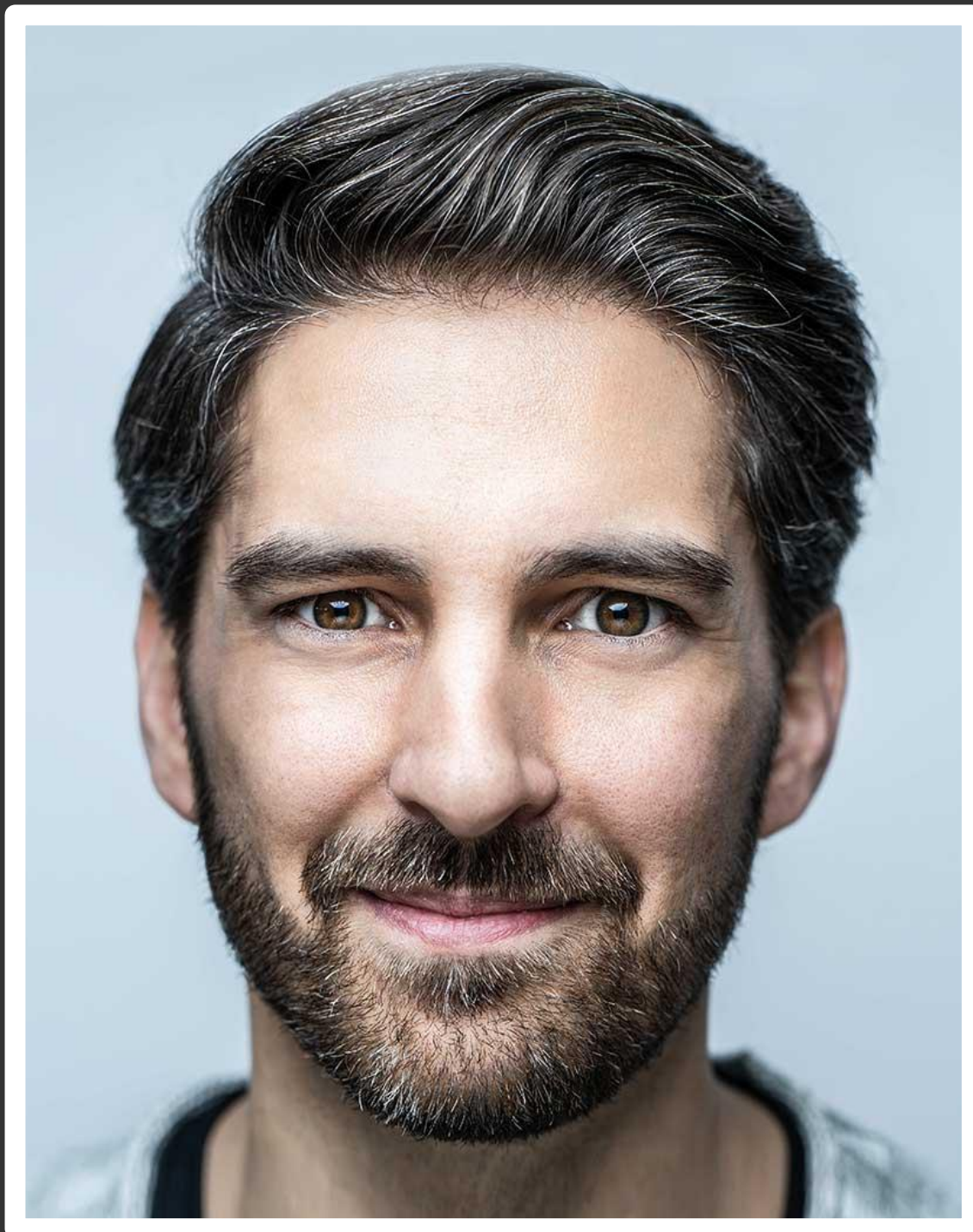


HOW YOU WILL LEARN



- 6 Workshop days
- Each with 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
- Remotely via Zoom

WHO IS YOUR GROWTH GUY



Ben Sufiani

- Founder of Pirate Skills
- 13 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, Klarheit, ...



WORKSHOP 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.



COACHING OPTIONS



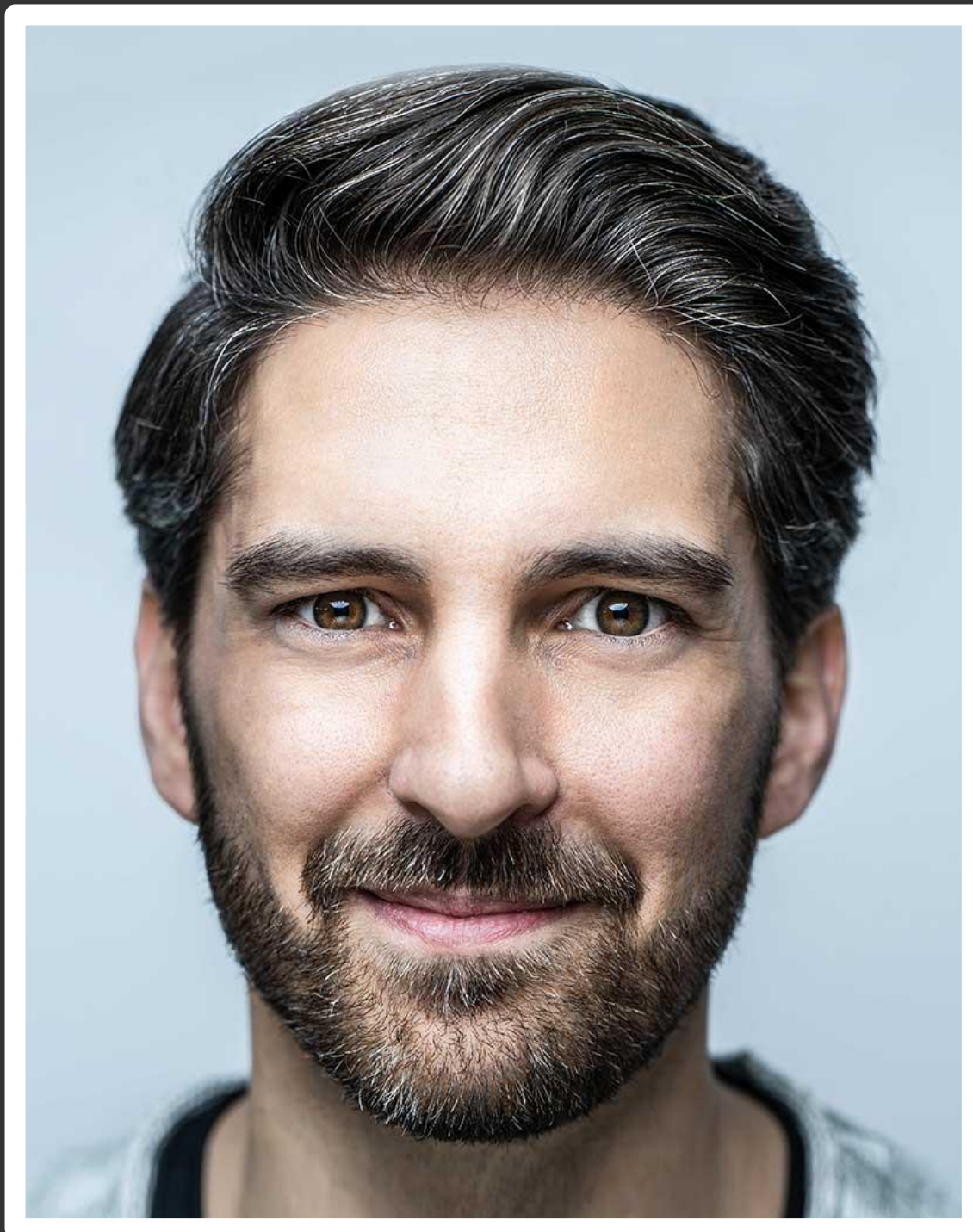
GROWTH COACHING PROGRAM

- Four 1:1 Growth Coaching sessions per month
- Bring yourself and your team to the next skill level
- 13 years of experience focused on your goals
- Get your individual problems solved
- All Growth Program workshops included
- 2.500 € per months

All prices plus 19% VAT.



LET'S GROW TOGETHER



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