

THE gilson

JOURNEY

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CHIEF  
REVENUE  
OFFICER



GILSON 



i'M ANDREW



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# EARLY DAYS

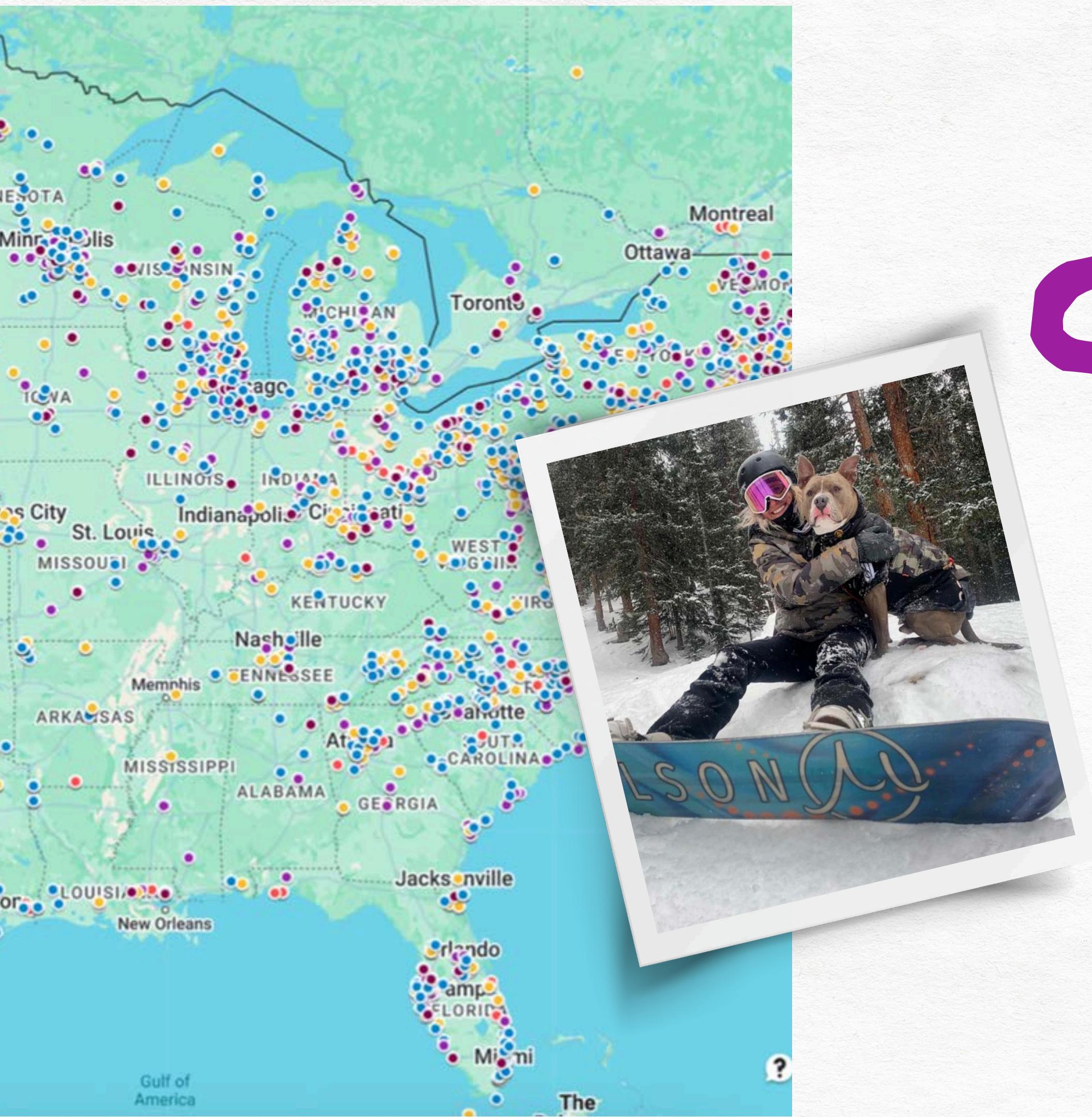
## FIND PRODUCT MARKET FIT



# WHAT IS PRODUCT MARKET FIT?

- CUSTOMERS WILLING TO PAY FOR IT (USUALLY)
- MARKET IT BIG ENOUGH TO SUPPORT A BUSINESS
- YOU CAN ACQUIRE CUSTOMERS WITH ENOUGH MARGIN TO MATTER

# ACQUIRING CUSTOMERS



- IDEAL CUSTOMER
- CHANNEL (HOW TO GET TO THEM)
- MESSAGE
- CREATIVE

# AN INITIAL SPARK



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# CHANNEL HISTORY



# CHANNEL TIPS

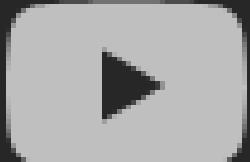
- FIND ONE THAT WORKS
- DON'T SPREAD YOURSELF TOO THIN (YOU DON'T NEED TO DO TOO MANY)
- DO SOME TESTS, AND DOUBLE DOWN ON ONES THAT YOU FIND WORK FOR YOUR BUSINESS
- LEARN THE BASICS → DECIDE IF IT IS BETTER IN HOUSE OR OUTSOURCING



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# CONTENT HISTORY

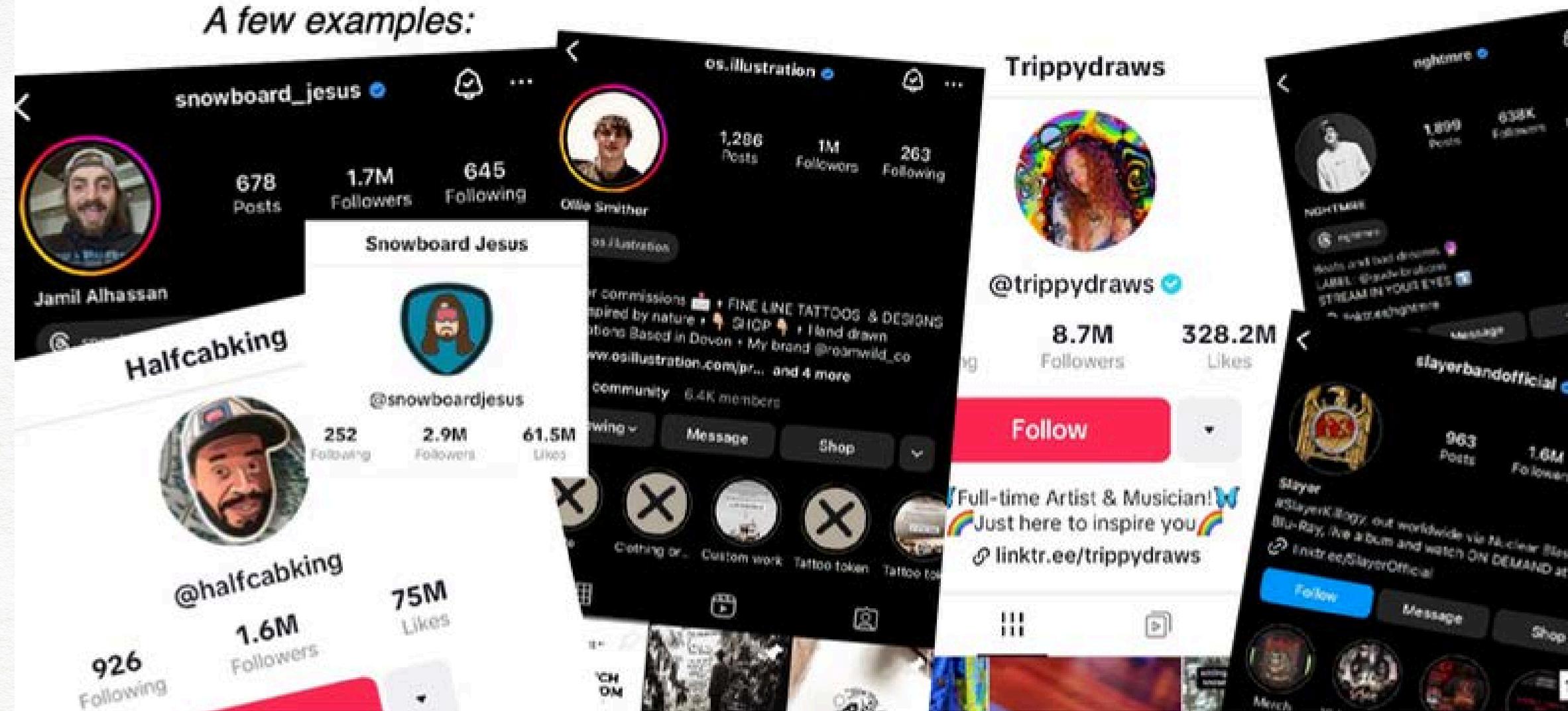
→ HIGHLY PRODUCED → RAW



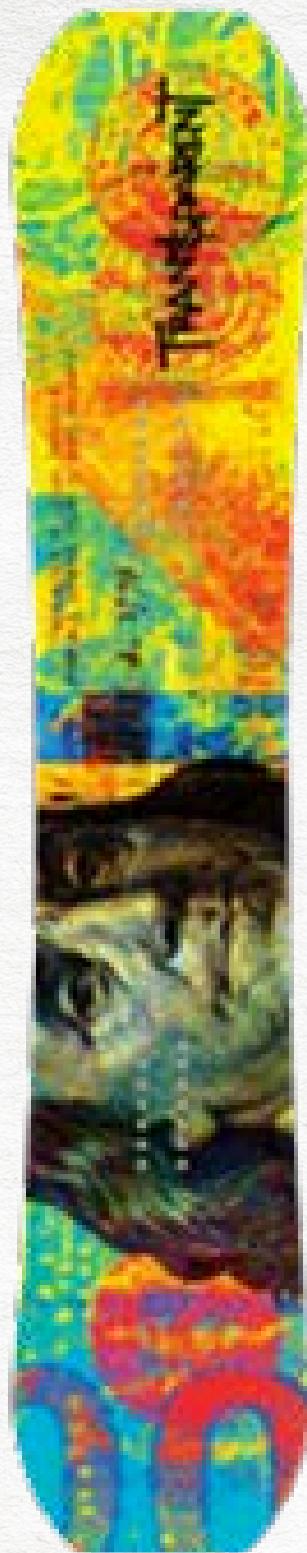
# CONTENT HISTORY

PRODUCED → RAW → UGC

*A few examples:*



# PARTNERSHIPS & COLLABS



**A****B****D****E****A****B****C**

# RECAP: WHAT'S WORKED

- HAVE A GREAT PRODUCT
- REALLY CARE ABOUT CUSTOMERS
- TEST, LEARN & DO MORE OF WHAT WORKS
- CULTIVATE A **COMMUNITY**
- COOL & FUN PARTNERSHIPS
- INVEST IN CONTENT, AND A FLYWHEEL FOR GAINING THE TYPE THAT CURRENTLY WORKS
- ACT LIKE EVERYONE CAN SEE EVERY MOVE YOU MAKE
- LEAN INTO THE THINGS THAT **ONLY YOU** CAN DO BEST, AND THAT SET YOU APART

# DISCUSSION TOPICS

- STARTING UP
- PRODUCT MARKET FIT
- CONTENT CREATION
- MARGINS
- COLLABS & PARTNERSHIPS
- ADVERTISING DEEP DIVE
- META AD MANAGER

- KPIS & METRICS
- IN-HOUSE VS OUTSOURCE
- MARKETING PLANS
- RETAIL / WHOLESALE
- WEBSITE
- FUNDRAISING
- ATTRIBUTION

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