

THE GILSON

JOURNEY

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CHIEF
REVENUE
OFFICER



GILSON *u*



ANDREW
MIKOWSKI



HELLO
THERE
i'm ANDREW

EARLY DAYS

FIND PRODUCT MARKET FIT

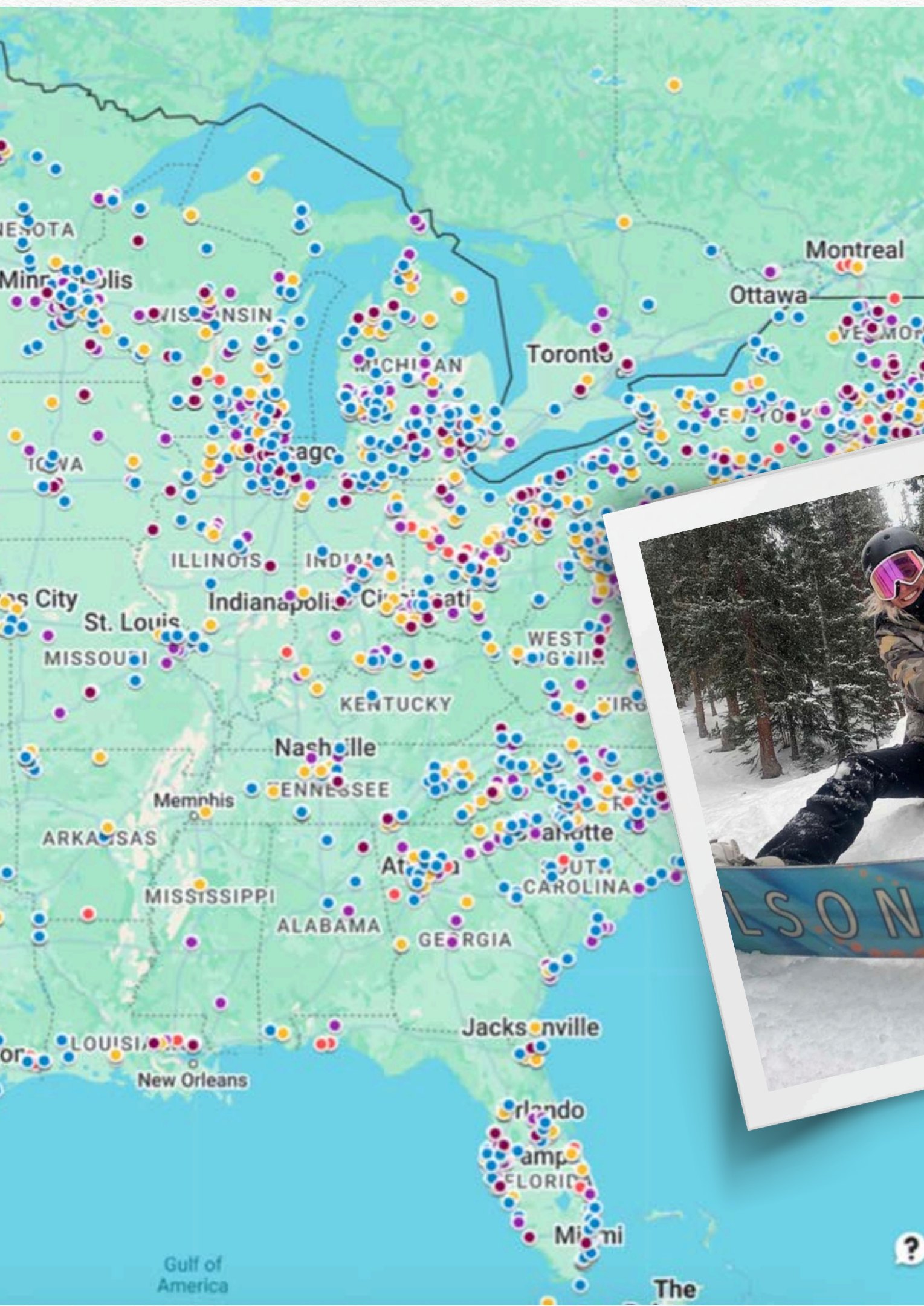


WHAT is PRODUCT MARKET FIT?

- 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



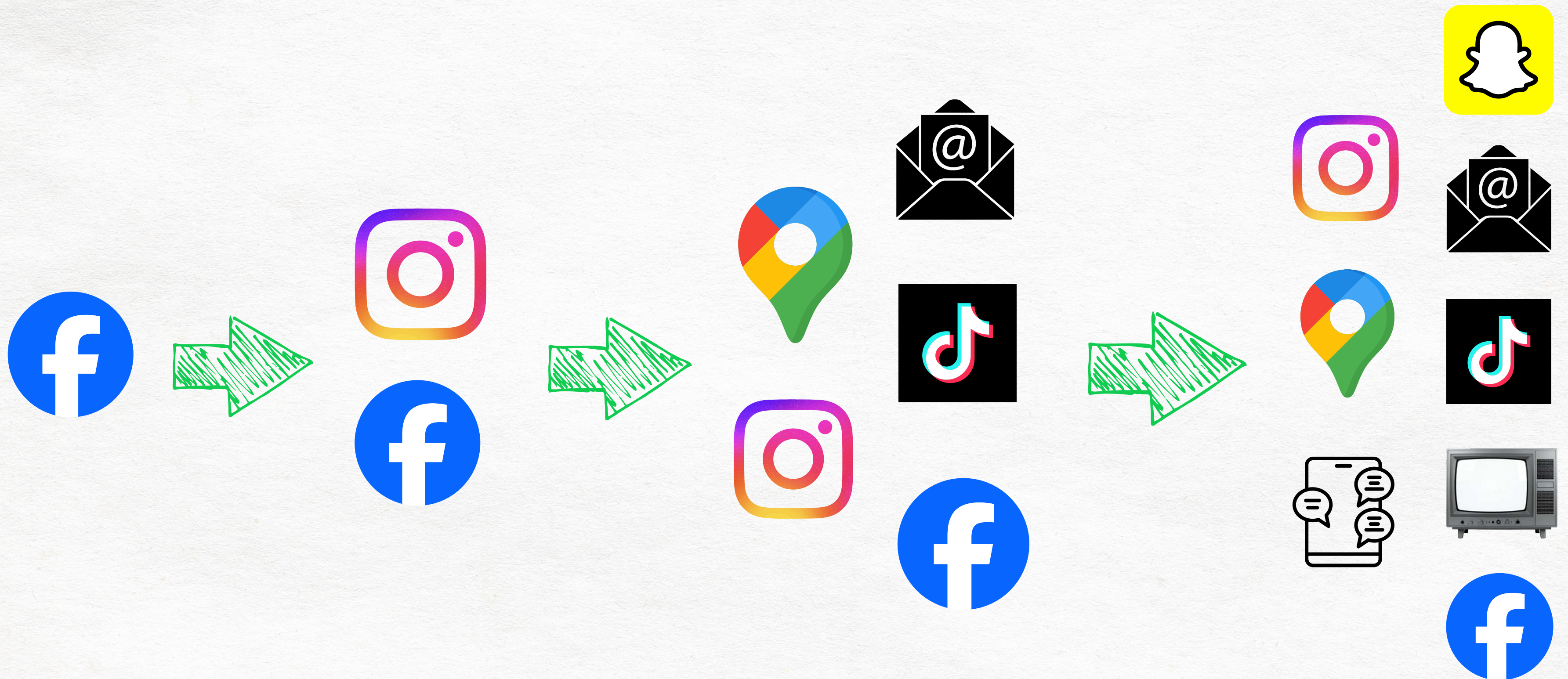
[Watch video on YouTube](#)

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Video player configuration error



CHANNEL HISTORY



CHANNEL TIPS

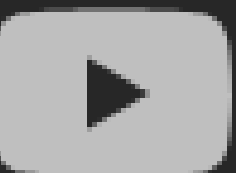
- FIND ONE THAT WORKS
- DON'T SPREAD YOURSELF TOO THIN (YOU DON'T NEED TO DO TOO MANY)
- DO SOME TESTS, AND DOUBLE DOWN ON ONES THAT YOU FIND WORK FOR YOUR BUSINESS
- LEARN THE BASICS → DECIDE IF IT IS BETTER IN HOUSE OR OUTSOURCING



[Watch video on YouTube](#)

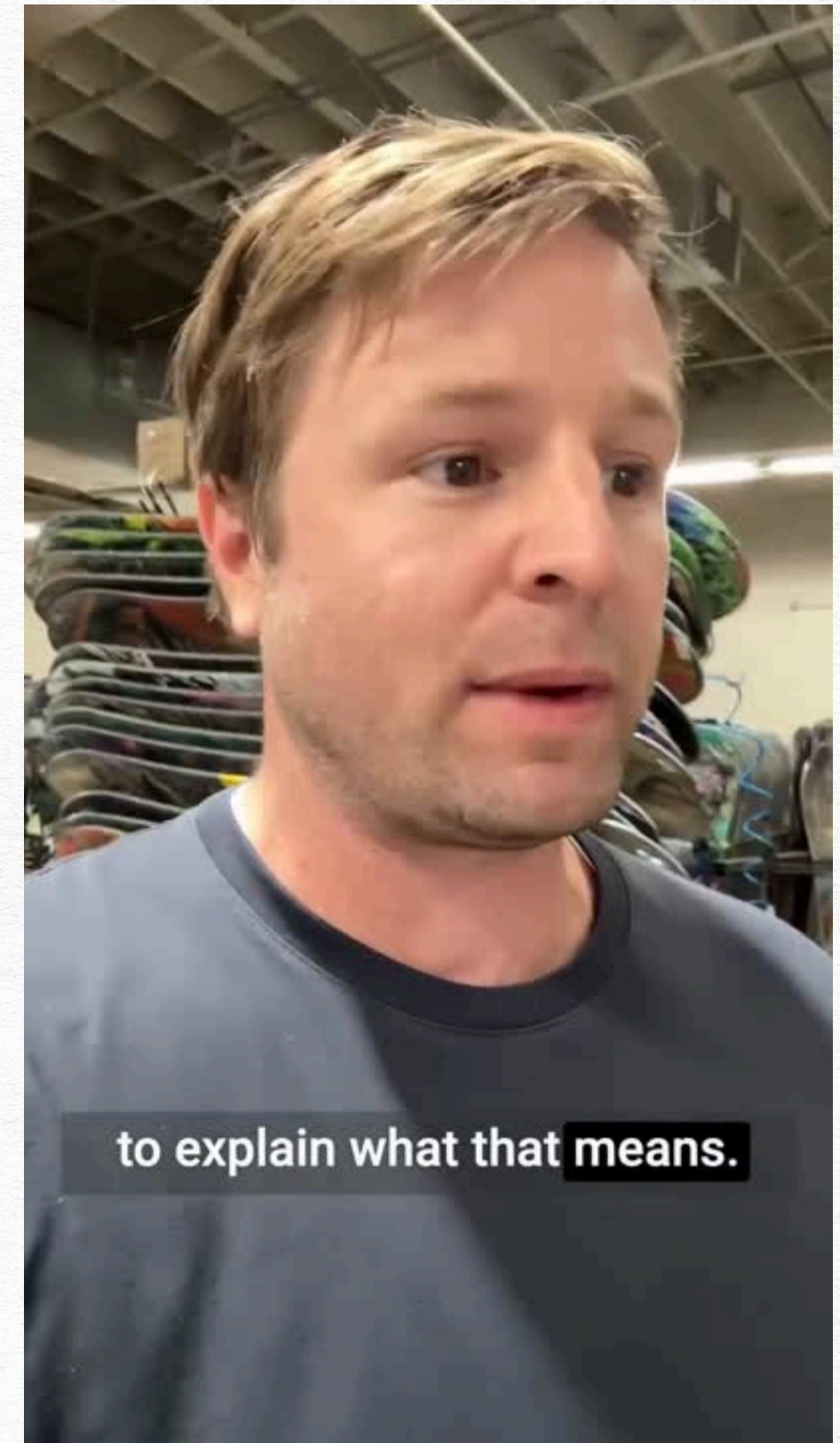
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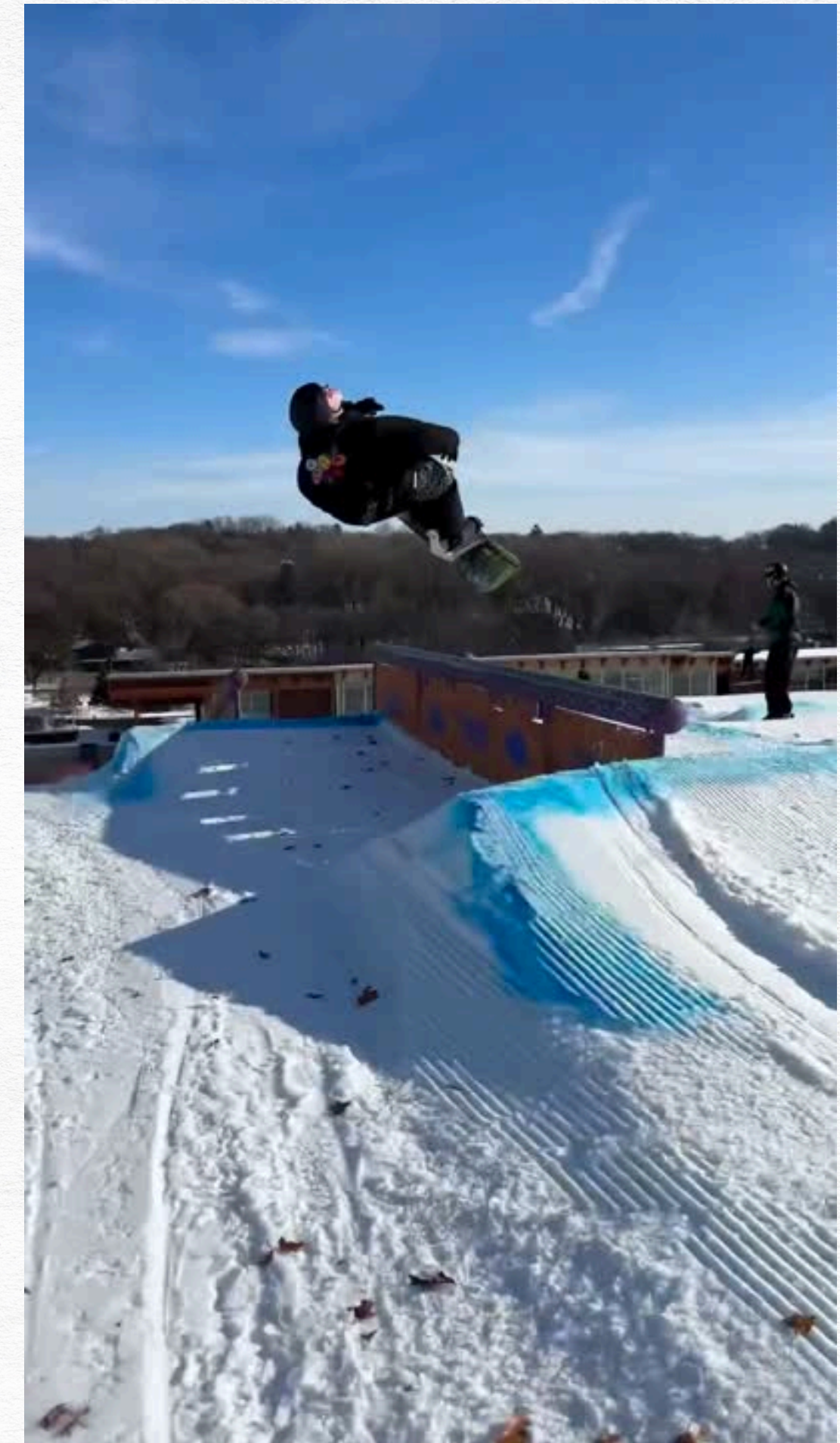
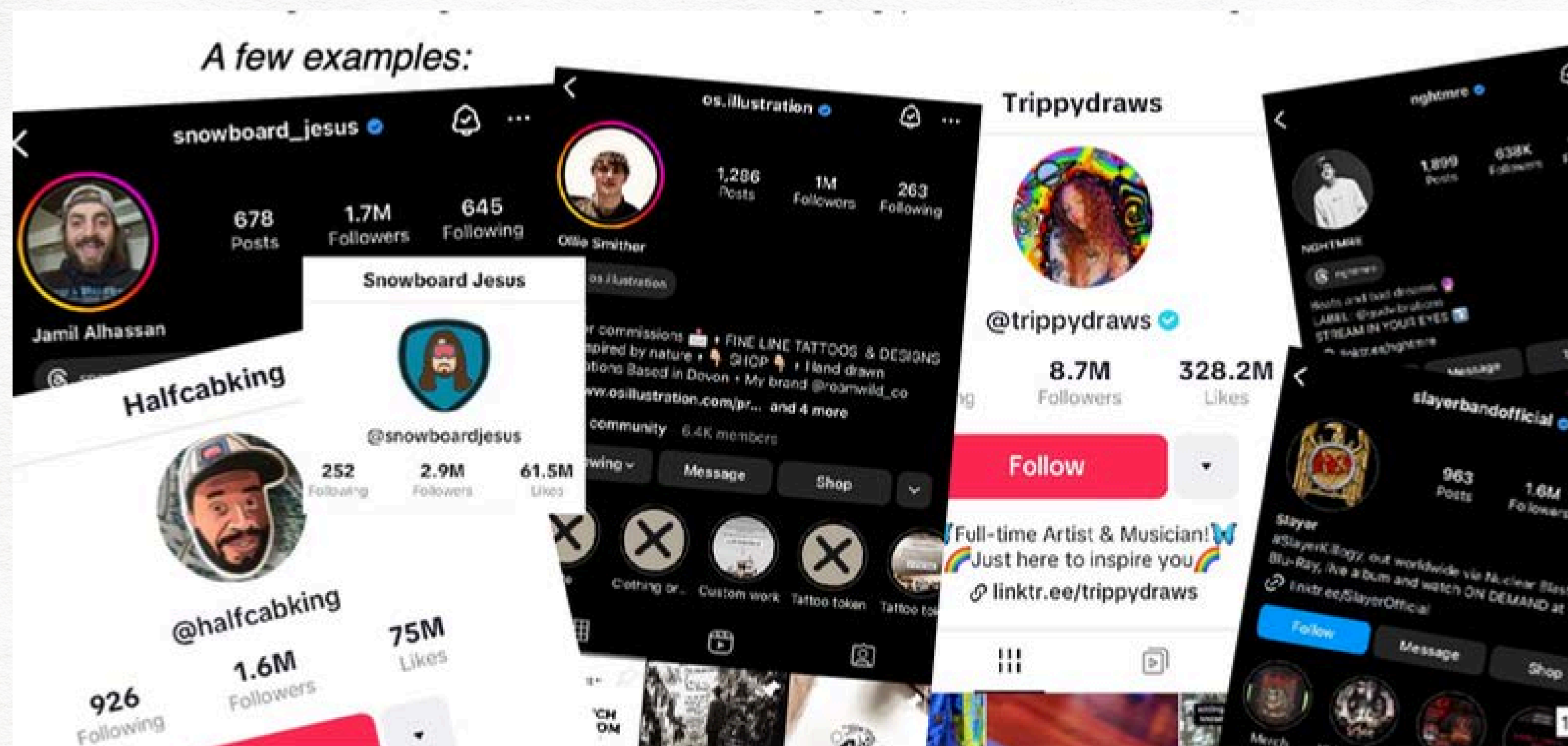
CONTENT HISTORY

→ HIGHLY PRODUCED → RAW

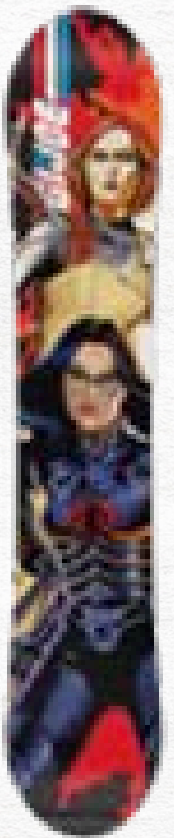
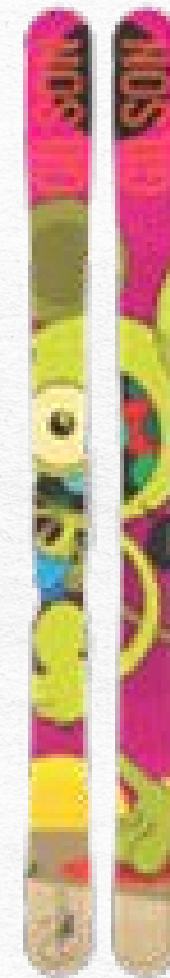
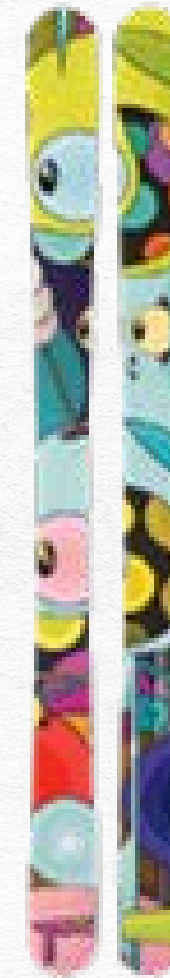
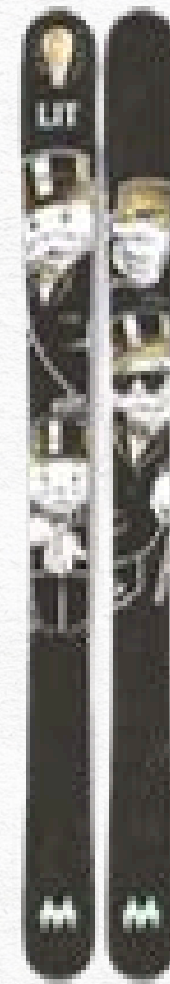
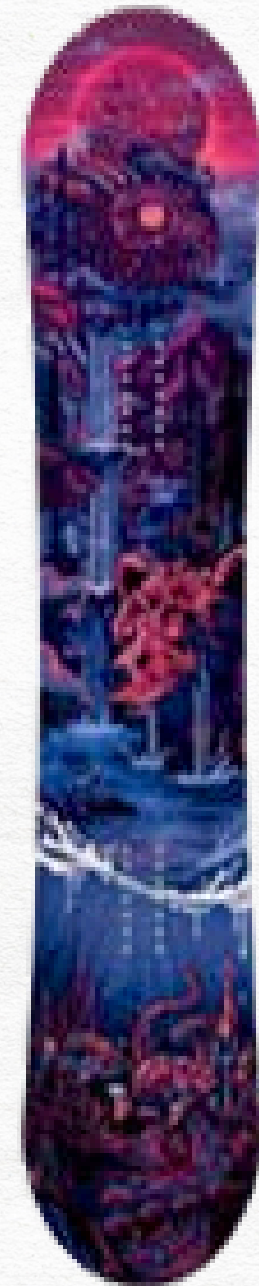
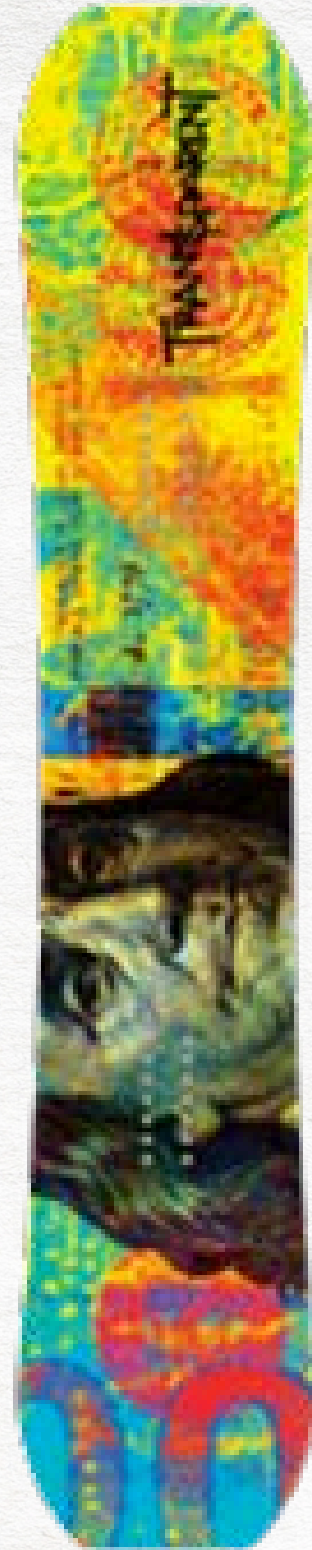


CONTENT HISTORY

PROFESSIONALLY PRODUCED → RAW → UGC



PARTNERSHIPS & COLLABS



A



B



D



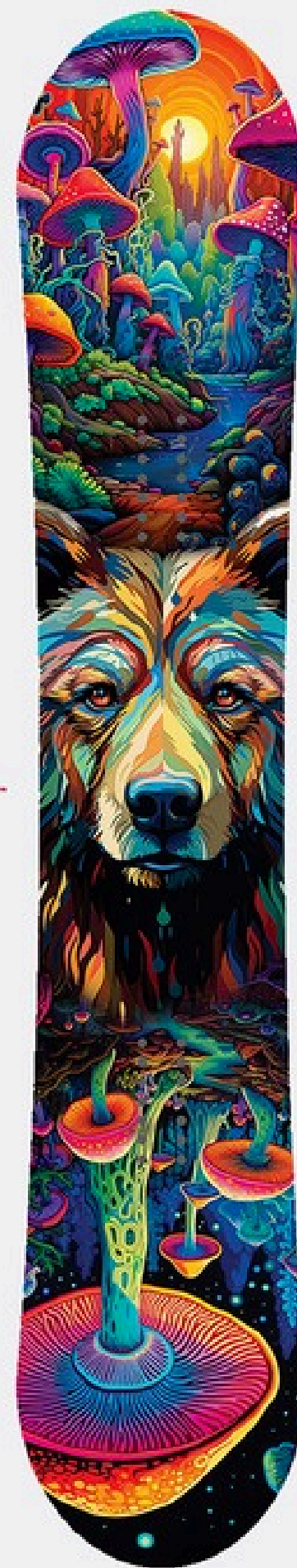
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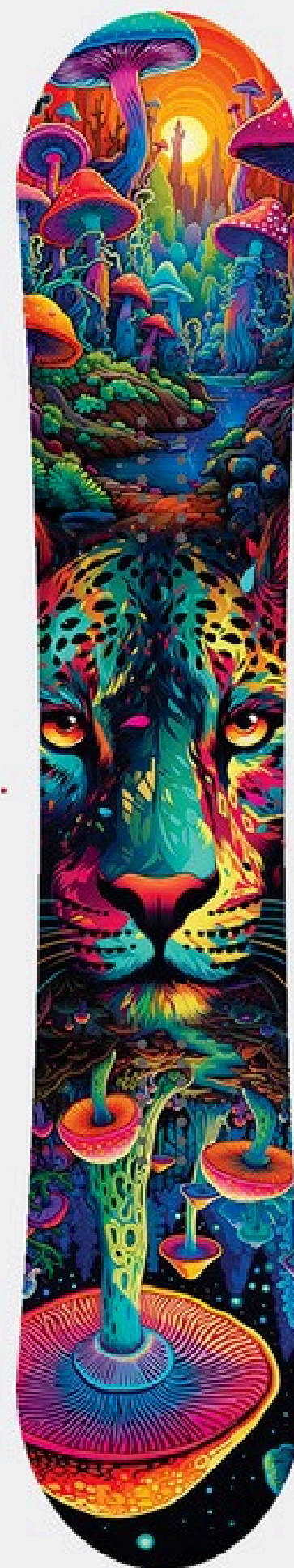
A



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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