

How Matt Colletta  
helped Upswing Poker  
become the world's  
#1 poker training  
company with  
millions in sales

## Company

### Upswing Poker

Upswing Poker is the world's #1 poker training & education company. It was founded in 2015 by professional players Doug Polk, Ryan Fee, and Matt Colletta.

Matt is the President of Upswing Poker and has been in charge of marketing activities such as SEO, PPC, Sales Funnels, Email Marketing, and running business operations.

## Challenge

### Starting a new training site with a unique vision in a crowded space

Poker's complexity makes it difficult to effectively teach inexperienced players & professionals how to win. As a result the many existing training sites focused their efforts on experienced players, who are more willing to pay for training but are smaller in number.

The existing competition had well-known players and had entrenched themselves in the community over years. Therefore, Upswing Poker needed to find a way to successfully build a brand and earn market share.

Additionally, Upswing needed to convince beginners not only that Upswing is their best option to learn how to win, but that poker is something worth studying at all as many dismiss it as an exclusively luck-based game.

Besides training sites, the poker industry has many large companies that would be heavy competitors for attention on social media and SEO rankings.



MATT COLLETTA



DOUG POLK



RYAN FEE

## 7-Figures

in 2018 revenue

## 4,000+ Members

in subscription program

Industry

## Poker Training

Location

## USA (Global)

Services Provided

## Content Marketing Strategy and Execution

“ Without the concepts I learned from Upswing Poker, I doubt I would have made a deep run in the World Series of Poker Main Event.”



DAN OTT

Won \$4,700,000 in 2017 after taking an Upswing Poker course

## Solution

### Smart Sales Funnel, Aggressive Content Marketing

First, the Upswing team invested heavily into a comprehensive content marketing strategy to make Upswing a trusted name for strategy and to more easily onboard potential members.

To effectively do so, Upswing developed best in class articles that rank for keywords with high business value and shareable video content. The quality of the content combined with effective messaging made Upswing appealing to beginners while not chasing away experienced players.

From there, Upswing put into place a Facebook advertising sales funnel and infrastructure build out that delivered traffic, leads, and customers with a positive return on ad spend.

Finally, the growing library of content was used to create email marketing automations for prospects and customers at all stages of the funnel.

## Result

### The Leader in the Space by Every Crucial Metric

Matt’s leadership, vision, marketing strategies and execution (with the help of a talented & hard working team) has propelled Upswing Poker to the industry leader.

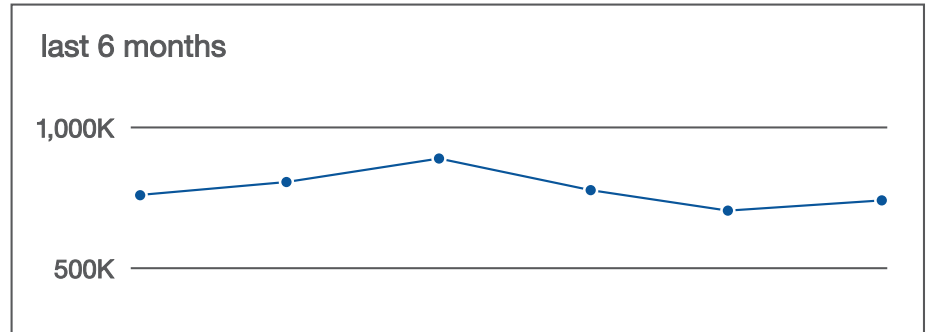
Upswing Poker’s membership program has a high retention rate with over 4,000 members. The company did \$4,802,945 in revenue in 2018. Members have come out on top as well, with multiple having earned more than \$1,000,000 from playing poker since joining.

Upswing Poker’s membership program has over 4,000 members with high retention rates. Members range from complete beginners who are learning the rules to world-class poker champions.

## Statistics

### 7-Figure Sales in 2017 & 2018.

#### Monthly Visits



#### SimilarWeb Rank

last 3 months

Global Rank

**69,481**

In United States

**31,927**

Gambling Poker

**39**

#### Engagement

last month

Estimated Visits

**744.2K**

Time on Site

**00:05:45**

Page Views

**4.40**

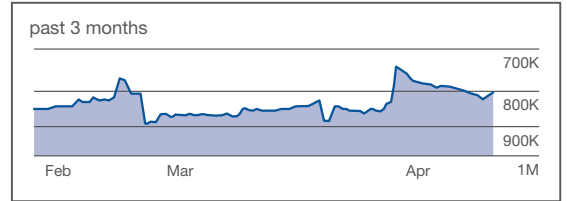
Bounce Rate

**56.02%**

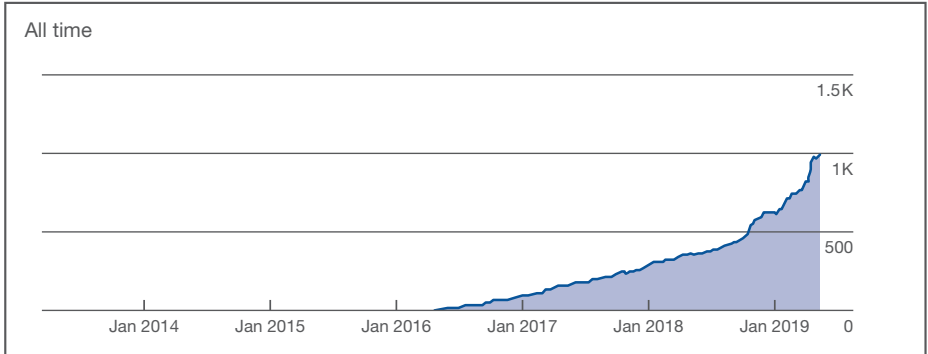
## Statistics

### Ahrefs Rank

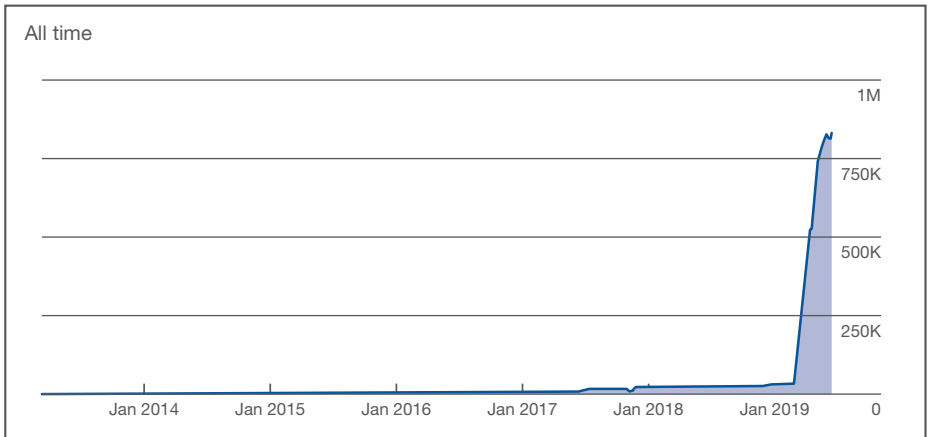
Today 805,589 ↑ 9,444  
 avg. 7 days 808,418 ↓ 19,943  
 avg. 1 month 810,643 ↑ 42,309  
 avg. 3 months 834,837 ↑ 106,151



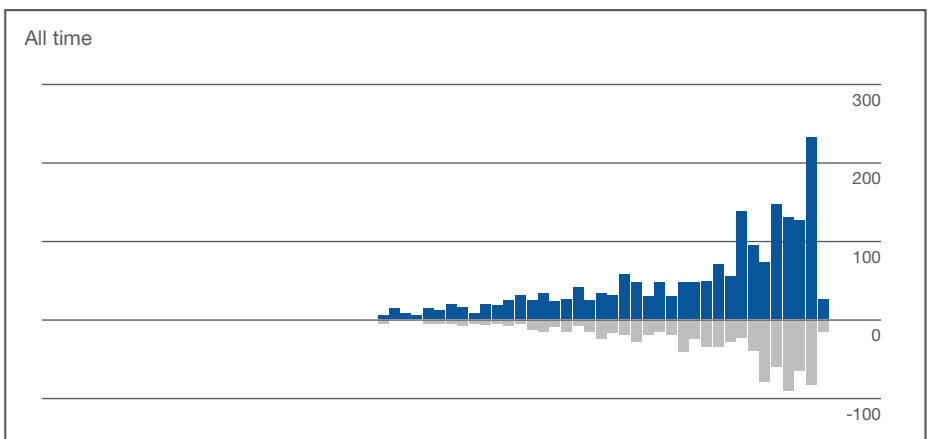
### Referring Domains



### Referring Pages



### New and Lost Referring Domains



#### Ahrefs Rank

**805,589**

UR: 41%

DR: 47%

#### Backlinks

**854K +16K**

Recent: 1.02M

Historical: 1.06M

#### Referring Domains

**999**

Recent: 1.25K

Historical: 1.9K

#### Organic Keywords

**46.0K +2K**

PPC: 29

#### Organic Traffic

**89.4K +3K**

#### Traffic Value

**\$98.5K**

PPC: \$465

**Your marketing  
strategy needs **heat.****

Email [mattcolletta@gmail.com](mailto:mattcolletta@gmail.com)  
for a free SEO consultation.