



Traction Channels Exercise

Traction is key for the validation (or product-market fit) stage of your business growth. It's all about building your customer base and marketing something that people want through the channels that get you results.

ATB

19 Fraction Channels

FROM THE BOOK *TRACTION* BY GABRIEL WEINBERG

1. Public relations: getting your name out there via traditional media outlets like newspapers, magazines, and TV

2. Unconventional PR: done by publicity stunts, viral videos and customer appreciation

3. Search engine marketing: placing advertisements on search engines like Google

4. Social and display ads: placing advertisements on social platforms like Facebook and banner ads on websites

5. Offline ads: including magazines, newspapers, TV, radio, directories, billboards and direct mail

6. Search engine optimization: the process of improving your ranking on search engines to get more people to your website

7. Content marketing: a strategic approach to create and distribute valuable and relevant content to attract your audience

8. Email marketing: one of the best ways to convert prospects while retaining and monetizing existing customers

9. Engineering as marketing: tools like calculators, widgets or micro-sites to get your business in front of potential customers

10. Viral marketing: the process of getting existing users to refer others to your product

11. Targeting blogs: going to where your prospective customers read

12. Business development: exchanging value through partnerships that help you reach customers while benefiting both parties

13. Sales: creating processes to directly exchange product for dollars, often involves creating a refined sales funnel

14. Affiliate programs: an arrangement of paying people or business to generate leads or make sales

15. Existing platforms: leveraging websites, apps, networks with huge user base

16. Trade shows: a chance to showcase your products in person and engage directly with prospects

17. Offline events: either running or sponsoring events from small meetups to larger conferences

18. Speaking opportunities: spreading your story or message at events to grow your company's profile

19. Community building: fostering relationships and connections among your customers either online or offline

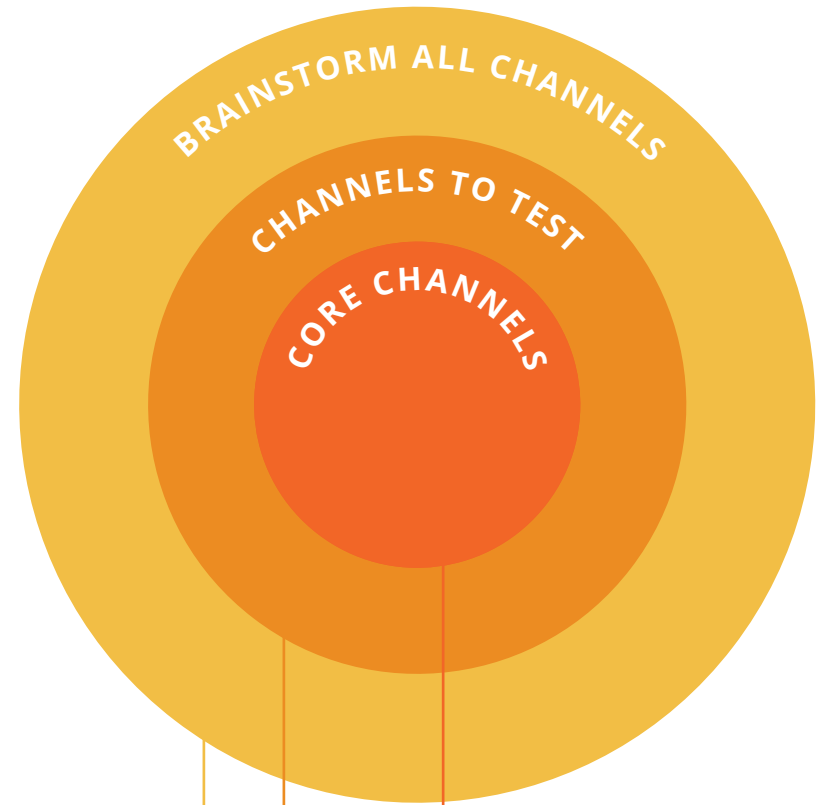
Bullseye Framework

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1. What's possible (outer circle): brainstorm how you could use each of the channels on the outer circle (try to think outside your usual go-to's!).

2. What's probable (middle circle): choose 6 channels that you can test (while measuring and learning along the way to see what works).

3. What's working (inner circle): only list a channel here once you've successfully tested it. This is where to focus your marketing efforts to get more traction.



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| 10. Viral Marketing | |

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