

TRACTION

How Any Startup Can Achieve
Explosive Customer Growth

GABRIEL WEINBERG
and **JUSTIN MARES**

0

BUSINESS

CONTENTS

Preface-. Traction Trumps Everything

CHAPTER ONE | i

Traction Channels

CHAPTER TWO | 8

Traction Thinking

CHAPTER THREE | 19

Bullseye

CHAPTER FOUR | 27

Traction Testing

CHAPTER FIVE | 35

Critical Path

CHAPTER SIX | 42

Targeting Blogs

CONTENTS

CHAPTER SEVEN | 48

Publicity

CHAPTER EIGHT | 57

Unconventional PR

CHAPTER NINE | 65

Search Engine Marketing (SEM)

CHAPTER TEN | 74

Social and Display Ads

CHAPTER ELEVEN | 82

Offline Ads

CHAPTER TWELVE | 92

Search Engine Optimization (SEO)

CHAPTER THIRTEEN | 102

Content Marketing

CHAPTER FOURTEEN | 109

Email Marketing

CHAPTER FIFTEEN | us

Viral Marketing

CHAPTER SIXTEEN | 129

Engineering as Marketing

CHAPTER SEVENTEEN | 13

Business Development (BD)

CHAPTER EIGHTEEN | 147

Sales

CONTENTS

CHAPTER NINETEEN | 159

Affiliate Programs

CHAPTER TWENTY | 167

Existing Platforms

CHAPTER TWENTY-ONE | 175

Trade Shows

CHAPTER TWENTY-TWO | i83

Offline Events

CHAPTER TWENTY-THREE | 191

Speaking Engagements

CHAPTER TWENTY-FOUR | 198

Community Building

ACKNOWLEDGMENTS | 205

APPENDIX: MIDDLE RING TESTS | 209

INDEX | 215