

1	Traction Channel	Signs of Traction
2	Viral Marketing	Shares, invites, or signups coming from referrals or embedded invite mechanisms.
3	Public Relations (PR)	Media coverage leads to traffic spikes, brand search increases, or new inquiries.
4	Unconventional PR	Buzz from stunts or creative tactics, leading to media coverage or viral attention.
5	Search Engine Marketing (SEM)	Low cost-per-click (CPC), high conversion rates, increasing ROAS.
6	Social and Display Ads	High engagement and conversions on ad platforms (Meta, LinkedIn, Display).
7	Offline Ads	Lift in brand awareness, measurable lift in local traffic or phone calls.
8	Search Engine Optimization (SEO)	Organic traffic increases, pages begin ranking, quality backlinks appear.
9	Content Marketing	Growing traffic, shares, backlinks, email signups, or demo requests from blogs.
10	Email Marketing	Open/click rates rise, people reply to emails or convert from a sequence.

11	Engineering as Marketing	Free tools, calculators, or resources drive steady traffic and email opt-ins.
12	Targeting Blogs	Referral traffic from niche blogs, backlinks, or spikes in leads after mentions.
13	Business Development	Strategic partnerships yield leads, co-marketing opportunities, or warm intros.
14	Sales	More demos booked, deals closed, shorter sales cycles, higher close rates.
15	Affiliate Programs	New signups or purchases from referral links, partners actively promoting.
16	Existing Platforms	Traffic or conversions from marketplaces, App Store, Amazon, LinkedIn, etc.
17	Trade Shows	Qualified leads gathered, meetings booked, spike in brand recognition.
18	Offline Events	Lead capture or brand lift from in-person activations, sampling, or local buzz.
19	Speaking Engagements	Audience engagement, lead capture post-event, or invites to speak again.
20	Community Building	Active user engagement, forum growth, peer-to-peer support, brand loyalty.