

A → Acquisition — Traffic to Lead Generation → Activation — Contact to First Value → R → Revenue — Deal Closed / Payment → Retention & Keep Using Expansion → Referral — Refer & Earn (evolution of AARRR by Dave McClure)

1. A → ACQUISITION — TRAFFIC TO LEAD GENERATION

Organic/Content SEO, AIAO /AI Agents, AI Search, LinkedIn, X, Instagram, TikTok, YouTube, Blog, Podcast, PR	Paid/Ads Meta Ads, Google Ads, LinkedIn Ads, Reddit Ads, Events Sponsorship	Outbound Cold Email, ABM/LinkedIn DMs, Cold Calls, WhatsApp, Telegram, Discord, Conferences (In-person)	Partnerships - Agencies, Affiliates, Integrations, Influencers, White-label
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→ SurferSEO, Semrush, Ahrefs, Webflow, Notion, ChatGPT, Gemini, Canva, Figma, Substack, AI Marketplaces, MindStudio, AI Agents for Content Creation & Distribution

→ AdWords, Meta Business Manager, LinkedIn Campaign Manager, Metricool, Luma, Eventbrite

→ Apollo, Instantly, Clay, Smartlead, Lemlist, AI Agents

→ PartnerStack, Impact, FirstPromoter, Crossbea

→ CAPTURE → LEAD TO CONTACT INFO

Landing Pages	Calendly	Typeforms / Tally	Chatbot	Calls & Messages	Lead Magnets	Free Tools	Webinars
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→ Webflow, Framer, Tally, Typeform, Drift, Manychat, Demio, OpenPhone, Aircall, Dialpad, SMS, WhatsApp, Telegram

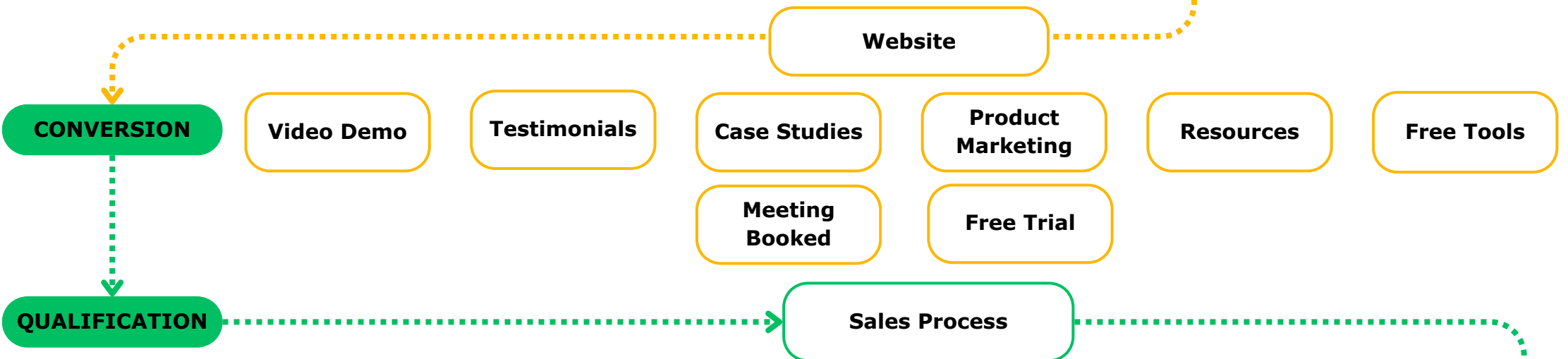
→ NURTURE → CONTACT TO LEAD

SDR Touchpoints	Retargeting Ads	Content	Newsletter	Community	Webinar	1:1 Invites	In-Person Events	Email and Direct Message Flows Sequence	Gifts
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2. A → ACTIVATION — CONTACT TO FIRST VALUE

Product Demo	Trial Onboarding	Sales Call	Smart Activation Flow Feature triggers, Push, Email, Frontend/Backend logic, Sales & Marketing touchpoints	Auto Follow-up (LLM)
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→ Frontend / Backend logic Tools: Loom, Intercom, Chameleon, Appcues, Zapier, HubSpot, Airtable, Fathom, GPT



3. R → REVENUE — DEAL CLOSED / PAYMENT

Trial → Paid	Expansion Offer	CRM	Pricing Logic	Manual Deal Close
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→ Stripe, Paddle, HubSpot, Salesforce, GoHighLevel, Monday CRM, Fathom, Pocus, ChartMogul, Google Pay, Apple Pay

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4. R → RETENTION & KEEP USING EXPANSION

Lifecycle Email	Retargeting	CRM Trigger	Feature Trigger	Webinars	Communities
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→ Customer.io, Intercom, Mailchimp, Klaviyo, Segment, Amplitude
 → Community: LinkedIn, Discord, Slack, WhatsApp, Telegram, Circle

5. R → REFERRAL — REFER & EARN

In-product Invite	Review Campaigns	Affiliate / Referral Program	AI Referral Outreach	Founder Content
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→ G2, Referrizer, Capterra, ReferralCandy, PartnerStack, Zapier, LinkedIn



Irina Dubovik
web3dgm.com