

# Growth & GTM Funnel Map · AARRR 2.0 Framework

A → Acquisition — Traffic to Lead Generation → Activation — Contact to First Value → R → Revenue — Deal Closed / Payment → Retention & Keep Using Expansion → Referral — Refer & Earn

## 1. A → ACQUISITION — TRAFFIC TO LEAD GENERATION

**Organic/Content**  
SEO, AIAO /AI Agents, AI Search, LinkedIn, X, Instagram, TikTok, YouTube, Blog, Podcast, PR

→ SurferSEO, Semrush, Ahrefs, Webflow, Notion, ChatGPT, Gemini, Canva, Figma, Substack, AI Marketplaces, MindStudio, AI Agents for Content Creation & Distribution

**Paid/Ads**  
Meta Ads, Google Ads, LinkedIn Ads, Reddit Ads, Events Sponsorship

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

**Outbound**  
Cold Email, ABM/LinkedIn DMs, Cold Calls, WhatsApp, Telegram, Discord, Conferences (In-person)

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

**Partnerships**  
– Agencies, Affiliates, Integrations, Influencers, White-label

→ PartnerStack, Impact, FirstPromoter, Crossbea

### CAPTURE → LEAD TO CONTACT INFO

Landing Pages    Calendly    Typeforms / Tally    Chatbot    Calls & Messages    Lead Magnets    Free Tools    Webinars

→ Webflow, Framer, Tally, Typeform, Drift, Manychat, Demio, OpenPhone, Aircall, Dialpad, SMS, WhatsApp, Telegram

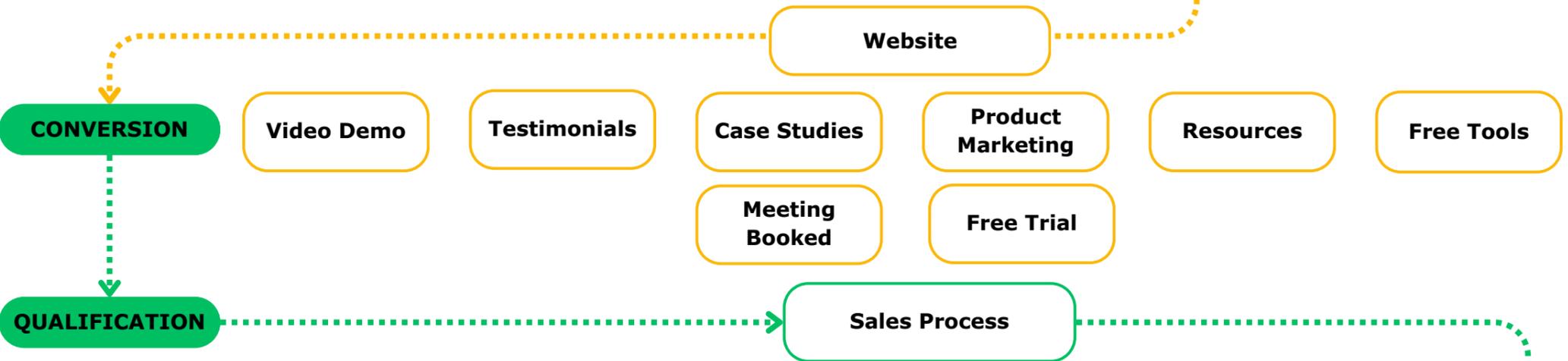
### NURTURE → CONTACT TO LEAD

SDR Touchpoints    Retargeting Ads    Content    Newsletter    Community    Webinar    1:1 Invites    In-Person Events    Email and Direct Message Flows Sequence    Gifts

## 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)

→ 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

→ Stripe, Paddle, HubSpot, Salesforce, Monday CRM, Fathom, Pocus, ChartMogul, Google Pay, Apple Pay

## 4. R → RETENTION & KEEP USING EXPANSION

**CLOSED WON**

Lifecycle Email    Retargeting    CRM Trigger    Feature Trigger    Webinars    Communities

→ 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

→ G2, Capterra, ReferralCandy, PartnerStack, Zapier, LinkedIn

