



# TRACTION

AUTOMATING PERFORMANCE

## OFFICIAL PRESENTATION

TRACTION GROUP

12/11/2019

# YOUR DIGITAL MARKETING PARTNER

With Traction, you need not to worry about **Digital Marketing** anymore. We are your **Expert partner** that supports your **Online Performance**

## THE PAST



## THE FUTURE



# TRACTION GROUP

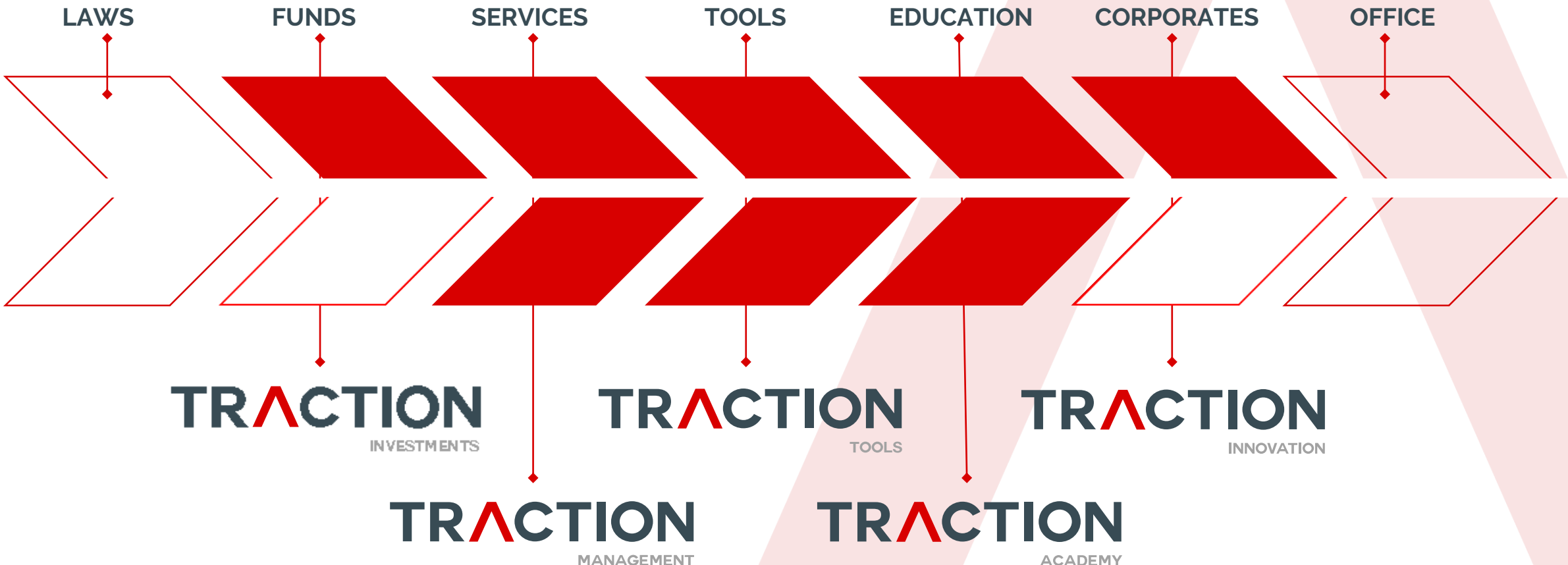
Traction, is composed of **5 business units**. 2 represent the **core business**, 3 operate as **support business unit** and allow the group to cover the **digital value chain**



# INNOVATION VALUE CHAIN

Traction, is positioned along the Value Chain with focus on strategic and profitable areas

## ASSETS REQUIRED BY THE DIGITAL AND INNOVATION SECTOR



# TRACTION

MANAGEMENT



What we do:  
**MARKETING MANAGEMENT**



# OUR MISSION

*“Traction Management refers generally to any activity aimed at structurally increasing business metrics in a short time, thus generating “Traction”, a fundamental ingredient to demonstrate success and create sustainable growth!”*



Your Goal

BETTER BUSINESS  
METRICS

# PROBLEM

Many **small & mid size companies** when it comes to **Digital Marketing** fall into what's called the **Post-Acceleration Slump**, they don't spend their money well, **they don't perform!**

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## WHO HELPS THEM IN THIS PHASE:

- Normally NONE
- Web Agencies
- Randomly selected people
- Growth Hackers
- Their Accountant...
- Investors, once in a while
- Expensive agencies
- Cash burning pirates
- The IT department



**Waste  
of  
money!**





# SOLUTION: **MARKETING MANAGEMENT**

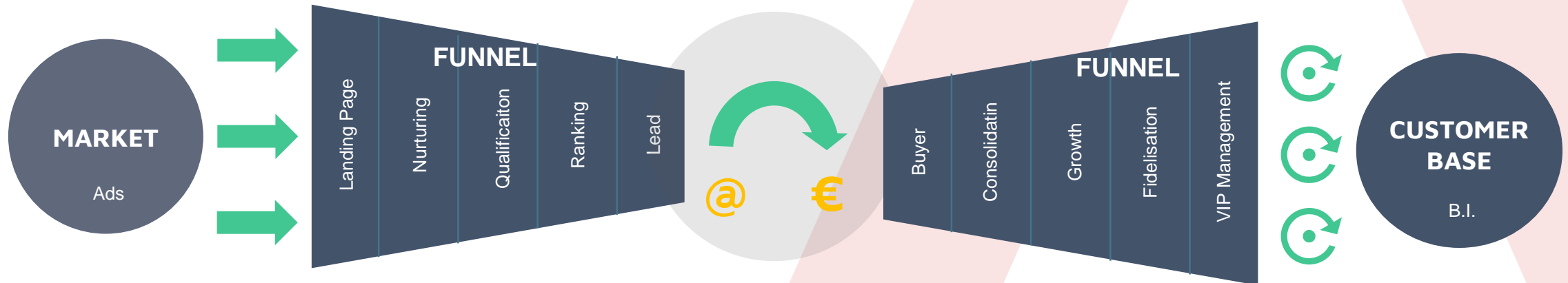
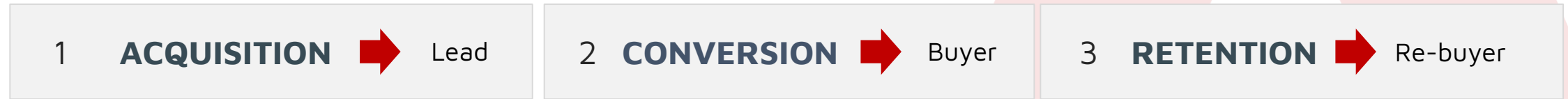
Our work starts from **Customer Acquisition** and goes all the way to **Retention** to increase your metrics and generate **traction**

## AREAS

**CAMPAIGN MANAGEMENT**

**CONVERSION OPTIMISATION**

**FIDALIZATION & ANTI-CHURN**

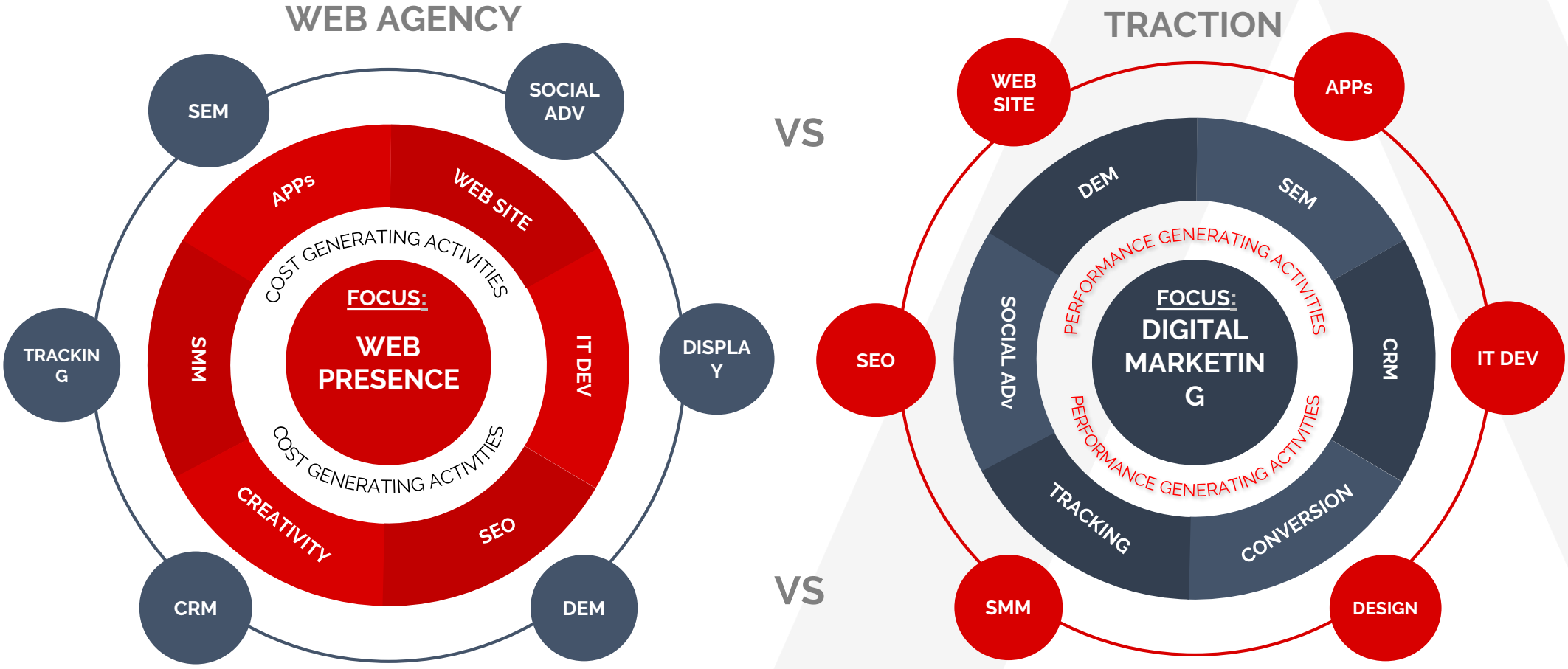


**THIS APPROACH IS VALID FOR BTB AND BTC**



# WEB-AGENCY VS TRACTION

Respect to a Web Agency focusing on online presence and creativity, **Traction focuses on Digital Marketing**



# MARKETING MANAGEMENT

Our services and projects are focused on managing your marketing activities and are divided into three areas:

**A ACQUISITION**

**C CONVERSION**

**R RETENTION**

## ACQUISITION



- Leads
- Awareness
- Traffic
- Instant Conversion
- ROI Optimization

## CONVERSION



- Buyers
- Qualified Leads
- Retargeting
- Nurturing
- Late Conversion

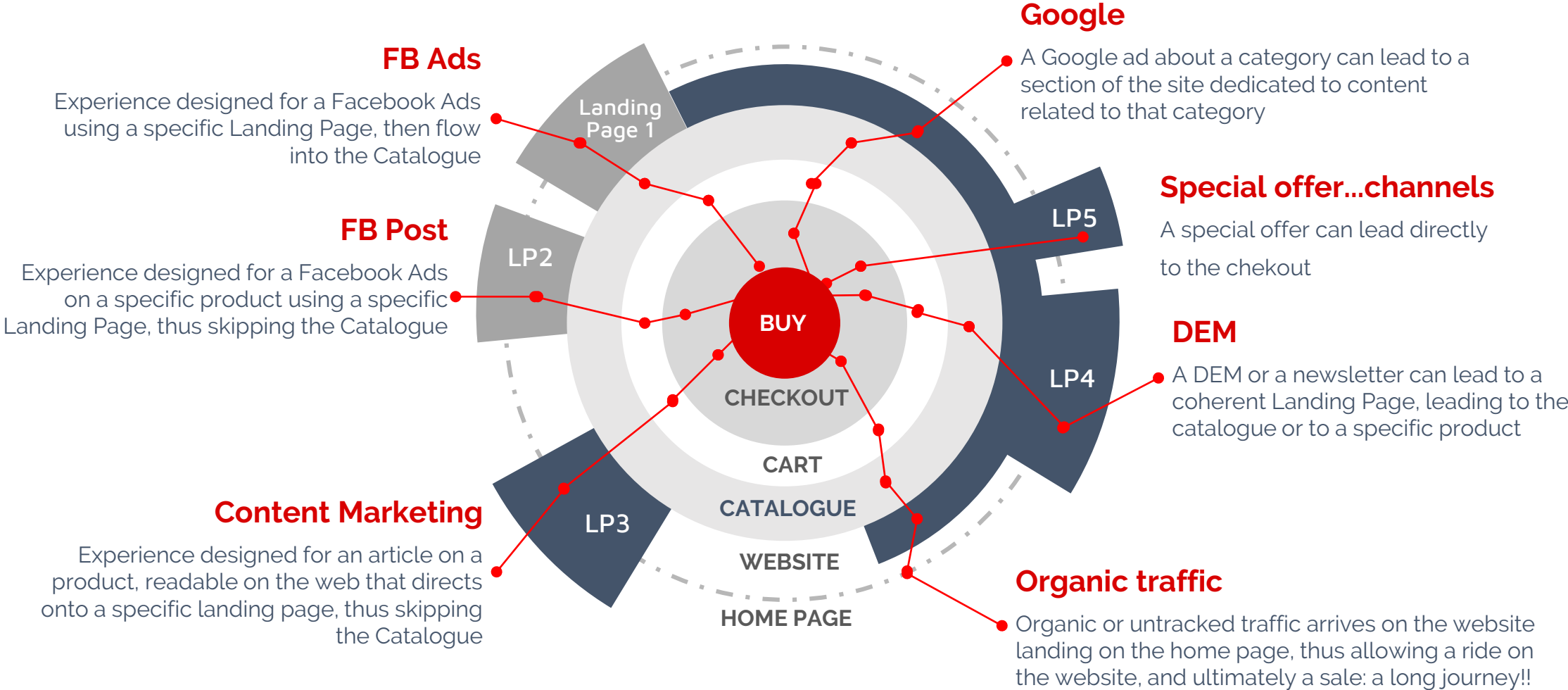
## RETENTION



- Re-buyer
- ARPU Increase
- Fidelization
- Gamification
- Engagement
- Segmentation

# CUSTOMER JOURNEY OPTIMIZATION

We think there is a **specific way to acquire each customer**



# TRACTION

TOOLS



What we do:  
**AUTOMATION TOOLS**



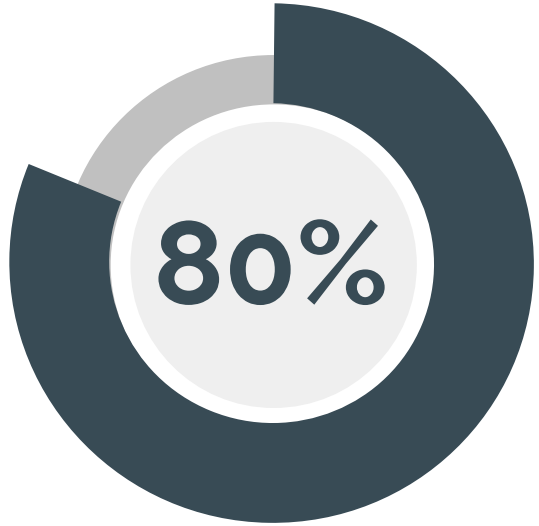
# OUR MISSION

*“We support innovative companies to optimize marketing activities by promoting the adoption of Automation Tools”*

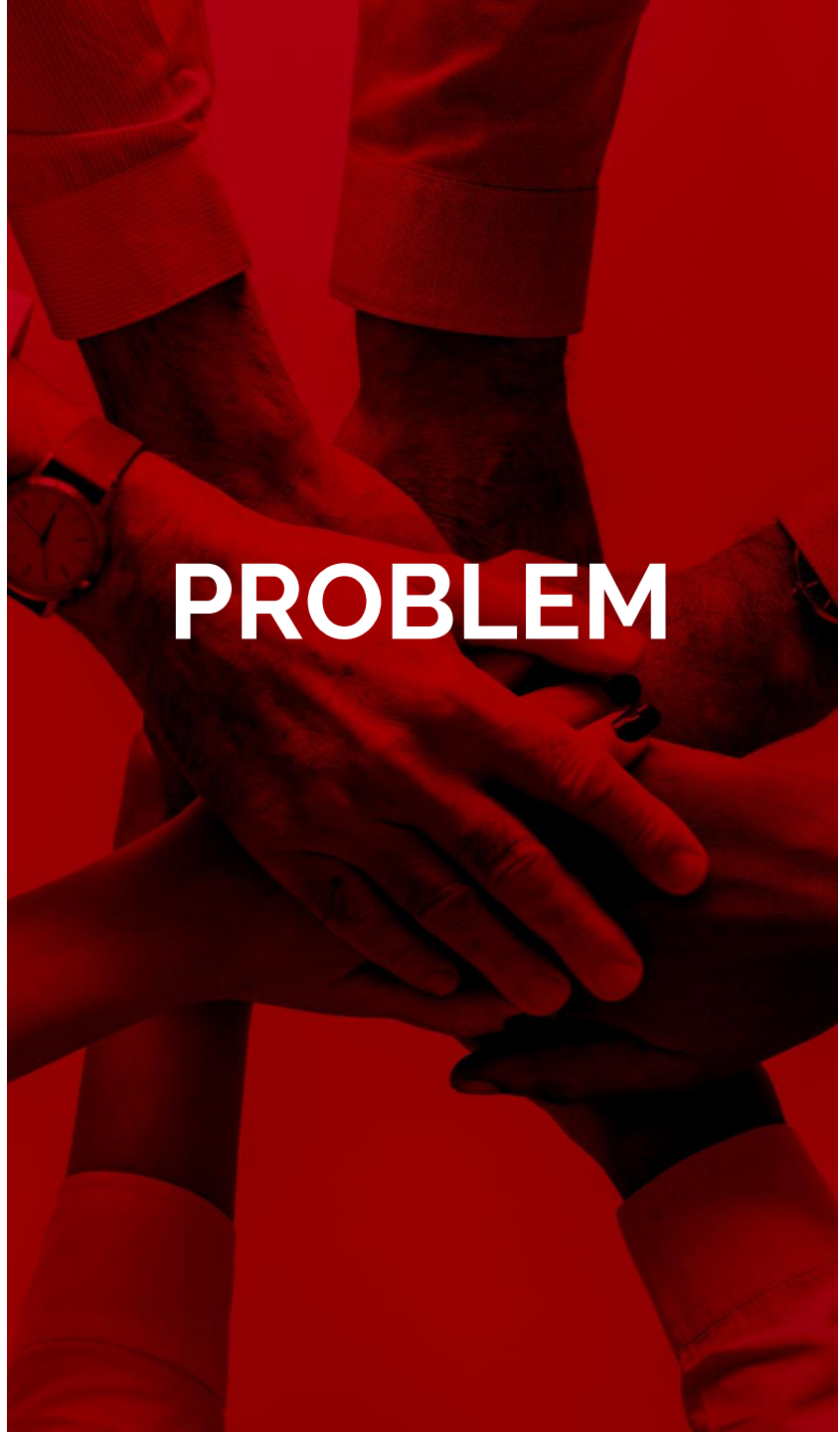


Your Goal

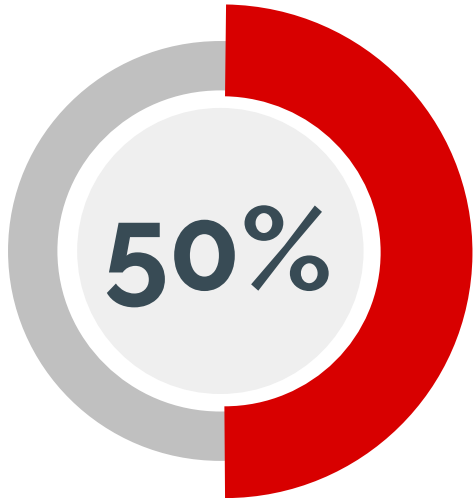
MARKETING PROCESS  
AUTOMATION



**Inefficiencies related to Digital Marketing common to all Startups and Small Companies**



# PROBLEM



**Solutions that can be transformed into a Product or a Methodology, therefore Automated**

## SOLUTION: **AUTOMATION TOOLS**

Innovative companies need **expert support and tools** to grow in the Digital arena

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### **AUTOMATION TOOLS**

- Tools to investigate inefficiencies
- With surgical approach to specific problems
- Solving problems structurally
- Delivered by experienced professionals
- Easy and fast to deploy
- Inexpensive, with a model for SMEs
- Easy to interface through API
- Without lock-in contracts



**ROI  
Increase**

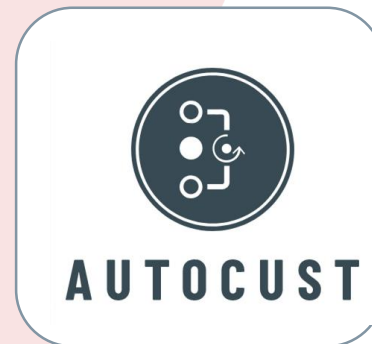




# OUR TOOLS

Our Tools are developed in House, are multilanguage and can be sold **directly** or within a **Traction Management Project**

## MARKETING AUTOMATION TOOLS





# TOOLS WE USE



**pipedrive**



# TRACTION

ACADEMY



What we do:  
**DIGITAL EDUCATION**



# OUR MISSION

*“Devolving our experience to teaching is a way to make a better world. Your company growth can be achieved by developing personal skills with a side by side approach and with structured trainings”*



**Your Goal**

**A BETTER TEAM!**



# PROBLEM

Addressing the right course for the development of your skills in the Digital Sector is a hard discovery...

## WHO NEEDS TO LEARN DIGITAL SKILLS

- Startuppers
- Investment Community
- Institutions
- Managers
- Students
- Entrapreneurs



Social Media Management

SEO SEM Techniques

Online Advertising

Growth Hacking

Digital Marketing

## SOLUTION: **DIGITAL ACADEMY**

We are devolving our experience to teaching as way to make a better world. Your career growth and the success of your new company can be achieved by developing personal skills with a side by side approach or with structured trainings

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### TRACTION ACADEMY

- We have a specific model for providing know-how
- We teach what we have learned by doing it every day
- We have spent more than €60 Million in marketing during our careers



**Better Team**



# OUR PROGRAMS

We have three programs with content covering the whole **digital value chain**

**1**

## Digital Marketing 360




TOPIC: Marketing su Internet

For Managers in the Digital Industry, for newcomers who want to master the web and generate performance

**2**

## The Art of the Start




TOPIC: Innovation e Startup

For companies who need innovation, who want to create incubation programs, scout for ideas and startups

**3**

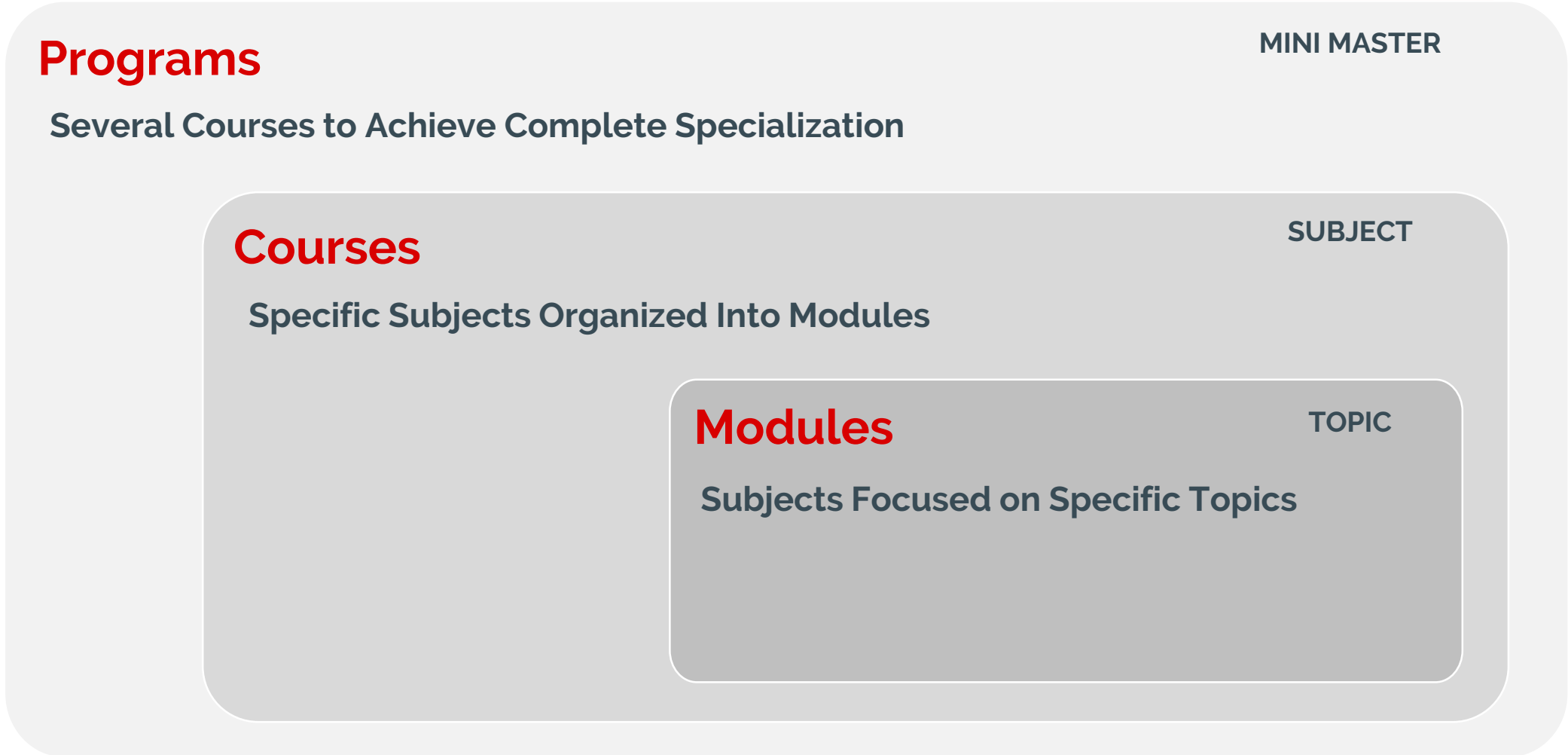
## Web Design



Web Devsi, App & Backend

For anyone seeking to learn the “how-to” in interface design and web development, app design and data management

# TEACHING SCHEME



# TEACHING EXPERIENCE

We teach **everywhere.....just not anywhere!**



**awarded "Best Teacher of the Year"**



*University of Ljubljana*





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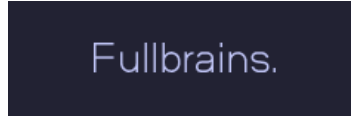


Who plays with us:  
**CLIENTS & TEAM**

# OUR CLIENTS



CROWDBOOKS



# CLIENTS REVIEWS

*"Thanks for all your support, you have been very important for us. Since the very beginning we met so many so-called gurus, but only with you we managed to build trust and find the help we needed."*



**Mirko Oliveri**  
CEO Verticomics

*"From CRM, fundraising and business development, my team and I have learned so much from you guys."*



**Simone Ridolfi**  
CEO Moovenda

*"Focus on turnover, you taught us so much on how to make money, focus on the shortest path to reach goals. Not only, you have also the hands-on approach, WOW! It is hard to find guys like you around."*



**Alessandro Salvati**  
CEO Nextwin

*"Professionalism and Passion married together! A result driven support: the only thing that matters for a startup is growth, and also thanks to their support we achieved +300% YoY."*



**Giorgio Sadolfo**  
CEO Filo

*«Compliments for the strategic and operational contribution and for the support to the development of the whole team..»*



**Andrea Genovese**  
CEO Social Academy

*"You have been Awarded the title of: **BEST TEACHER OF THE YEAR** At ABC ACCELERATOR in Lubiana."*



**Ksenja Jaklic**  
ABC Accelerator

# TEAM



MANAGER



## P. Geraci - Founder & CEO

- Degree in Engineering, University College London
- Professor, Web Marketing LUISS e LUMSA
- Ex Bain & Company
- Ex CEO di 888.it
- Ex Manager HBG, SNAI
- 25y experience in Startups & Digital Marketing
- Several Exit (es: Framfab, 888.it)



## A. Cavallo - CO-Founder & CMO

- Degree in Scienze Politiche, LUISS
- Mentor Marketing, John Cabot e LUISS
- Ex CEO Founder di WeBoost MEDIA
- Ex Manager One Worldwide, GoAdv/Populis/Blogo
- Ex Manager Johnson & Johnson
- 15y Experience in Startups & Digital Marketing
- Several Exit (es: IXILY, WeBoost Media)

EXECUTIVE



## E. Deleo - CTO



## S. Saguto - Biz Dev



## G. D'Esposito - BD/HR

EXPERT



## B. Quadrelli Acquisition



## E. Costantini Conversion



## A. Zezza Retention



## G. Pelos Web Design



## C. Mancinelli CRM



## R. Fusha Lead Gen

# CONTACTS

Don't miss the opportunity to get in touch with us. Call us now!

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