



A PLAIN-ENGLISH GUIDE

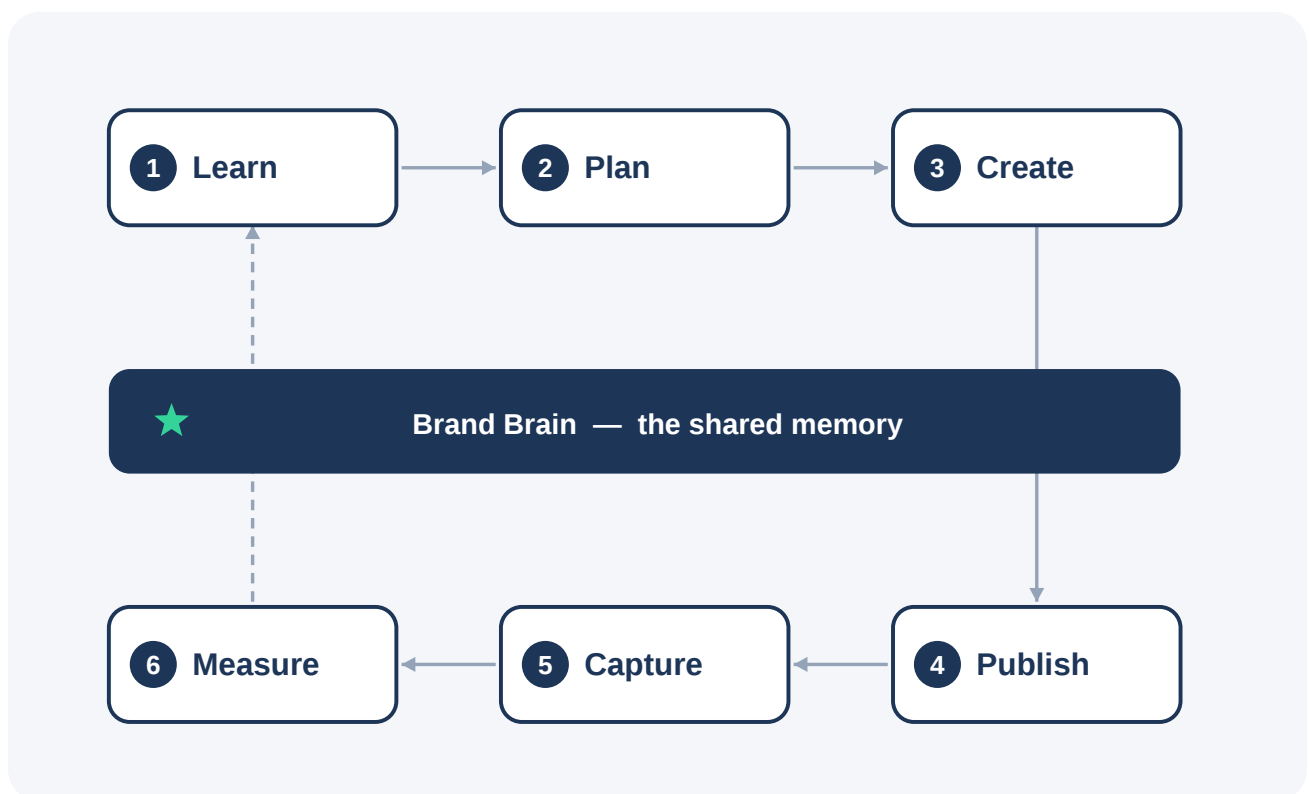
Tractn

What it is, what it does, and how to use it to maximize your marketing.

What Tractn is

Tractn is an AI marketing operating system. Think of it as a full marketing department, run by AI: it sets strategy, creates the work, publishes it, captures the leads, and measures what worked — all in one place.

It looks big — many tools and 18 specialized agents — but it is really one loop with six stages. Every feature lives in one of those stages, and every stage feeds a shared memory called the Brand Brain. That is why you don't need to "keep up" with 20 tools: you keep one loop spinning, and the right tool shows up exactly when that stage needs it.



The six stages (1–3)

1 Learn — teach Tractn your brand

Tractn studies your voice, audience, competitors and timing and stores it in the Brand Brain. This is the foundation every agent reads before it acts.

Maximize: Fill the Brand Brain completely before anything else, and keep Listening connected so its sense of your customers stays current.

2 Plan — build one strong campaign

It researches and writes a marketing plan, then a Challenger agent attacks the plan and a Fixer agent rewrites the weak parts before you ever see it.

Maximize: Run one campaign deeply instead of five shallow ones, and let the Challenger/Fixer loop finish — that's the quality you're paying for.

3 Create — generate on-brand assets

It produces your content calendar, posts and articles — written in your voice and optimized for both Google and AI answer engines.

Maximize: Turn on GEO so AI engines cite you, and A/B test your hooks in Experiments — the winners are written back into the Brand Brain.

The six stages (4–6)

4 Publish — distribute everywhere

Schedule and publish across all your connected social channels and email from one calendar, at the times your audience is actually online.

Maximize: Connect every channel plus the tracking pixel, and let Tractn schedule to optimal times instead of posting manually.

5 Capture — turn attention into revenue

The pixel and Leads workspace track every visitor and lead, and each lead carries a deal value and a Won status.

Maximize: Enter the deal value and mark Won the instant anything closes — this single habit unlocks your real customer value, cost and retention.

6 Measure — prove it, then improve

See which channel actually drove each customer (multi-touch attribution), your true customer value vs cost (LTV:CAC), and what to do with ad spend.

Maximize: Read Attribution and Customers weekly, then feed the winning channels back into your next plan. That's the loop compounding.

DO THIS FIRST

The new-user playbook

The mistake is trying to use every tool on day one. Don't. Run the loop once, then widen.

1. Fill the Brand Brain completely.

The highest-leverage hour you will spend — every agent gets better because of it.

2. Connect the plumbing.

Install the pixel; connect your social, analytics and (if you run ads) Google Ads. This makes capture and measurement real.

3. Run ONE campaign end to end.

Plan → let the quality loop tighten it → GTM → SEO/GEO → generate the content calendar.

4. Publish and capture.

Schedule the content and one email sequence; log deal value and Won as deals close.

5. Read the scoreboard and feed it back.

Check Attribution, Paid and Customers — then take what you learned into your next campaign.

FIVE PRINCIPLES TO MAXIMIZE RESULTS

- Feed the brain first — quality compounds on every pass.
- One full loop beats many half-loops.
- Always log revenue — measurement is only as good as the data you give it.
- Let the quality guardrail run; don't skip the Challenger/Fixer step.
- Close the loop weekly: learnings → Brand Brain → next campaign.



Keep one loop spinning.

That's the whole system: Brand Brain → one campaign → publish → capture revenue → measure → feed it back. Everything else is a detail inside one of those six stages.

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