

# Unlock the Potential of Vertical Marketing

## Challenge

B2B companies are leaning in on vertical growth strategies, but often don't have the necessary know-how and resources to customize their marketing for each target industry.

## Solution

Follow these 5 steps to create and activate a successful vertical marketing strategy.



### Develop Go-To-Market Strategy

- Identify vertical markets with highest growth potential
- Define your unique selling proposition for each vertical
- Align sales and marketing around common goals

### Gather Market Intel

- Industry intel: Uncover challenges, solutions, KPIs, buyers and influencers
- Competitive intel: Analyze trends, opportunities, messaging, and similarities
- Intel sources: Leverage online databases, customer/prospect interviews, sales team interviews, and strategic hires/consulting projects



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### Create Relevant Messaging

- Tell the right story at each stage of the buyer's journey
- Tailor your messages to each specific buyer persona
- Tell your prospects why they should buy, not what they should buy
- Speak to the pain for each industry
- Be prepared to overcome objections



### Deliver Impressive Collateral

- Stay on message, cut the jargon and impress at a first glance
- Don't overuse collateral – it's a tool, not a crutch
- Don't forget internal collateral to support the right behaviors



### Execute

Internal:

- Don't stop at the sales kickoff
- Rely on power users and try out
- New concepts with pilot groups
- Plan for two-way communication with the sales team

External:

- Meet buyers where they are
- Be prepared to do a lot of credibility building
- Measure results and adjust as needed



Standing Partnership develops actionable vertical marketing strategies and enables implementation at scale.

B2B companies can rapidly accelerate growth through effective vertical marketing. Fill your pipeline with quality leads, improve conversions and achieve your sales targets.

Download our playbook *Growing B2B Sales with Sales Enablement: 5 Key Strategies*.

<https://resources.standingpartnership.com/en/sales-enablement-playbook>