

THE POWER OF VERTICALS

YOUR GTM QUICKGUIDE

ONEGT**M**

WHY

VERTICALS DELIVER

More and more tech vendors are integrating vertical go-to-market (GTM) approaches into their B2B strategies because the rewards can be outstanding. As a specialist agency delivering successful GTM programmes for leading tech companies, we've created this overview of what to consider when going vertical.

WHAT

DRIVES THE RISE OF VERTICAL

Adoption of
martech

2/3

of B2B
companies now
use marketing
automation
platforms¹

LoB buyers are
replacing IT
experts

40%

of IT spending
in European
companies now
comes from LOB
rather than IT²

Buyers want
content specific
to them

66%

of B2B buyers
said it was
important
that a solution
provider's
website spoke
directly to the
needs of their
industry³

Growth in
personalisation
and ABM

71%

of companies
that invest in
ABM report
that their ROI
is significantly
higher than
traditional
marketing
programmes⁴

Strengthening
the channel

56%

of MSPs are
specialising
their services
for a particular
industry, with
healthcare,
finance and
legal being the
most popularly
targeted
verticals⁵

1. Sagefrog Marketing Group,
2020 B2B Marketing Mix Report,
13th Edition

2. IDC May 2019
<https://www.idc.com/getdoc.jsp?containerId=prEUR145101219>

3. 2017 Content Preferences Survey
Report, Demand Gen

4. ITSMA and Demandbase (2019).
Moving to ABM Maturity:
2019 ABM Benchmark Study

5. Datto 2019 state of the MSP report

WHERE DO YOU SIT ON THE SPECTRUM?

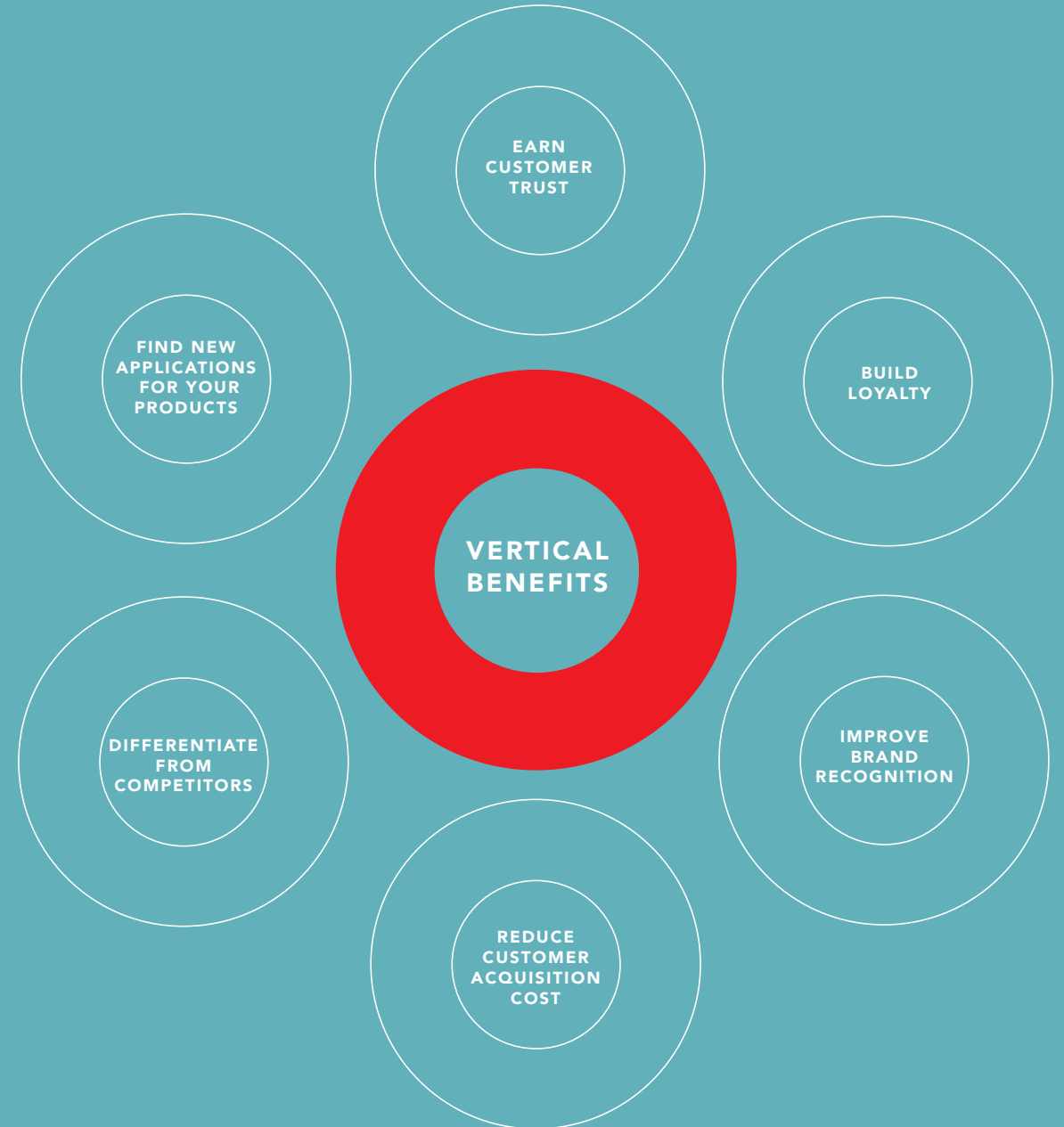
Verticalisation can mean anything from simple, industry-specific landing pages and adapted messaging to fully separated, go-to-market models for each vertical market. You need to understand what level is right for you.

GTM VERTICAL SPECTRUM



WHAT YOU CAN GAIN

By demonstrating that you understand the trends, drivers and challenges impacting a particular sector, your vertical approach can bring major rewards.



HOW TO MAKE YOUR VERTICAL GTM PROGRAMMES DELIVER

We've learnt a lot about what works best for B2B tech companies. Now we're sharing our eight guiding principles for success.

#1



BUILD CROSS-FUNCTIONAL

ALIGNMENT

***Restricting
accountability to
marketing alone
leads to failure***

HOW TO SUCCEED

- Create a cross-functional team to set and align expectations
- Ensure buy-in from all key stakeholders
- Agree shared objectives and clarify support required
- Ensure trade-offs are understood for different levels of verticalisation
- Match resources to the size of your ambition

#2

ESTABLISH A
FRAMEWORK
FOR **EVERYONE**
TO WORK WITHIN

***Inconsistencies
in approach
and messaging
undermine
success***

HOW TO SUCCEED

- Ensure clarity and agreement of core messages
- Agree what content, tools and tactics will be adapted and what stays standard
- Establish a balance between consistency of core positioning and sector-specific messaging
- Create strong core messages and supporting proof points
- Build templates for campaign set-up, persona definitions and customer journeys

#3

PHASE

YOUR

IMPLEMENTATION

Trying to implement a fully-verticalised approach across lots of verticals at once is likely to fail

HOW TO SUCCEED

- Prioritise one or two key verticals as proof of concept
- Target verticals where you have established case studies
- Start with vertically-targeted landing pages using otherwise generic content
- Learn and adapt before you roll out more widely

#4



Without understanding each vertical's context, drivers and challenges, your messages will not resonate

HOW TO SUCCEED

- Leverage analysts, desk-research, internal subject matter experts, sales teams and channel partners to develop vertical insights
- Reach out to your existing customers
- Get to know the different buyer personas in each vertical
- Look at the verticals your competitors are addressing to find gaps you can fill or ways that you can out-deliver

#5

DEVELOP
COMPELLING
STORIES
AND POINTS
OF VIEW

Without an opinion about what's happening in each sector and why your proposition is relevant, no one will listen

HOW TO SUCCEED

- Create a compelling story backed up with vertical-specific proof points
- Be relevant, resonate and use your target's terminology
- Include sector-specific use cases that bring your proposition to life
- Clearly show how your offering impacts real-world scenarios

#6

ENABLE YOUR SALES AND CHANNEL TEAMS



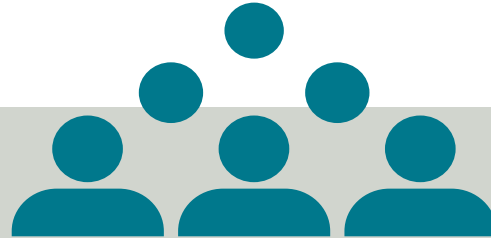
If prospects get a generic – rather than sector-specific story from sales, your credibility disappears

HOW TO SUCCEED

- Develop easy-to-digest training materials, playbooks and sector-specific collateral
- Arm sales with talking points based on sector-specific insights
- Ensure sales can articulate each use case and have relevant case studies

#7

ENGAGE YOUR AUDIENCES IN THE PLACES THEY CONGREGATE



If you don't take advantage of the focused media targeting that vertical GTM offers, you won't reach your audience

HOW TO SUCCEED

- Identify the key influencers, social forums and media outlets that target audiences engage with
- Find where they go to for advice, sector news and information exchange with their peers
- Develop relevant PR and social content to get noticed in these places

#8

LEARN

TEST

REFINE

If you can't demonstrate and measure success to prove the concept and justify investment, you won't get to roll-out more verticals

HOW TO SUCCEED

- Set appropriate KPIs and performance benchmarks up-front
- Get internal and customer feedback to learn as you go
- Continually refine your approach, content and channels

NOW TAKE YOUR VERTICAL PROGRAMMES FURTHER

Download eGuide

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The go to in go-to-market