



DEVELOPING YOUR BUSINESS

USE VERTICAL MARKETING FOR B2B

by Marty Haywood, Customer Care Specialist & Partnership Liaison Officer

We hear the term “vertical marketing” and many of us know what that means. But for the many who do not know or just have a vague idea, let’s get the definition straight.

Vertical Marketing is marketing within your target SIC or NAICS group. For example, (blatant plug) I work for AccuZIP, Inc. We were recently honored in a virtual exhibit at the Smithsonian National Postal Museum (if you would like to know more, take a look at <http://ilink.me/1931f>).

Back to the subject at hand. AccuZIP’s flagship product is its desktop CASS™ and PAVE™ GOLD Certified software. The natural vertical for this market would not only be mailers but printers as well. Many printers have already included mail in their offerings to their customers but many also have not.

SIC 'EM

Sic 'em, or better still, NAIC 'em. When searching by SIC for example, you could search for the Industry Group 73 - Business Services (find a search tool at <https://www.naics.com/search/>). More specifically, 731 would be for Advertising and 7331 for Direct Mail Advertising Services. Printers can be found under 2211. For vertical marketing strategies, time spent searching for the correct SIC and NAICS classifications is time well spent. You should understand the clients you have better than the clients you don't have. Do a survey, call or have someone call some of your current customers in your vertical target. I stumbled upon a helpful pdf from Constant Contact®

(www.constantcontact.com), “Sample Survey Questions, Answers and Tips,” , that has many good questions.

For vertical marketing, what I look for are questions that lead me to understand how to market to my target. Good surveys, whether telephone or online, are best when using a mixed answering method. “On a scale of 1 to 5 where 5 is the best and...” needs to be mixed with true or false, yes or no, and expanded questions. If preparing a visual marketing campaign, use imagery that will resonate with your target. This is often accomplished by trial and error and good response data management.

Which channels should you use? This is where the fun part begins. Again, this may take experimentation and response tracking. Some vertical markets can be best reached by mass media (cable, broadcast TV, radio, newspapers, magazines), others by a more directed approach (direct mail, telemarketing). I personally like direct mail. It is received into every business at a minimum of five days per week. It is tangible (your prospect can pick it up and feel it), and it is effective.

I know, it’s a long day at work, someone brings you your mail and you start sifting out the advertising. Then you come across a catchy tag line or perhaps a graphic that speaks to you and in that one sublime moment, I have you. Your brain will at least encode our logo, tagline, and graphic. If or when you have a need for our product, this memory has a good chance of coming first into mind.



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