

LEAD GENERATION FOR SPECIFIC VERTICALS:

A GUIDE FOR B2B COMPANIES



Generating high-quality leads remains to be a top priority among B2B companies in Australia. In fact, these businesses opt to increase their marketing budgets to focus more on their lead generation campaigns. This would involve researching and implementing lead generation approaches to apply in certain [vertical markets](#).

A quick recap first. A “vertical market” refers to any specific audience with very specific needs. If a B2B company decides to sell to a vertical, they will have to come up with a product and the right marketing strategies accordingly. Verticals are never homogenous, so the challenge for B2B companies is to determine specific marketing approaches.

For this reason, it wouldn't be best practice for B2B companies to treat their verticals the same way across the board. Indeed, a vertical market has to be approached with caution.

Going deeper into not-so unfamiliar territory

As expected, knowing how to engage specific audiences is an issue B2B companies will have to iron out. Much of the challenge is on [creating specific messages](#) in a way that relates to a vertical market. Take as an example, financial tech products, and services

If you are going to structure your message based on a general understanding of Fintech products, you will be aiming too broad. This would mean you will be engaging and selling to enterprises that don't actually need your solutions, wasting time and money in the process.

After all, Fintech covers a wide range of audience niches. For your marketing to make an impact, focus your resources and activities on specific demographics and needs rather than flood your audiences with generalized messages. It helps to sell to sub-groups, but you will have to admit, using audience specific data adds to the complexity of your lead generation efforts.

Related: [Niche Marketing: What Works Best for Your Industry?](#)

Making an impact

With all that being said, it's crucial for B2B marketers to implement an effective means of targeting specific verticals. Doing so will definitely help their organizations in the following areas:

Conversions

You will be able to create specific messages that will translate to better conversion numbers. Certain verticals engage with differently with the kind of messaging you churn out, so creating the right messages for these verticals will drive downloads, opt-ins, and sign-ups better than creating a landing page for a general audience.

Related: [The Top Five Marketing Channels In Terms of Conversions](#)

ROI

You have to admit that ROI should always be an important metric that influences your overall marketing strategy. In this sense, with the high amounts of conversions a vertical marketing strategy brings, you are able to appropriately maximize allocate your funds and get higher returns from specific markets.

CRM

In terms of customer relations, vertical lead nurturing can be leveraged to drive brand resonance. Because you are focusing on segments, you are able to deliver the right messages that result in higher engagements.

Related: [Best Practices in Data-Driven Marketing You Wouldn't Want to Ignore](#)

Strategies to consider

Considering the advantages that lead generation for vertical markets entail, it's important to use the right approaches in the way you drive your B2B marketing efforts. If you opt to target specific verticals in your lead generation, make sure to apply these strategies.

#1 Content marketing

As a marketer, you know full well how vital content is to all your efforts. For a start, you need to draft a content marketing plan that targets specific audiences. For this, you will have to create separate site pages that cover specific niches. For example, going back to Fintech products, you can opt to create a page for each audience you target, such as banking institutions, car insurers, and even mortgage lenders.

Related: [Content Marketing to Conversions: Is It Really Possible?](#)

#2 SEO

A [good content strategy](#) is supported by an even better SEO strategy. With that said, keyword research has to be done before implementing your content marketing plan. Make sure to use industry-specific keywords in your content to drive the right people to your site.

Related: [5 Easy and Actionable SEO Tips for 2018](#)

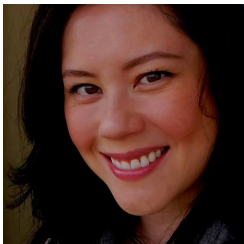
#3 Lead management

Managing a large amount of data can be streamlined using an appropriate lead management system. Using this system, you can effectively divide your audiences into segments based on their demographic profiles, manage your content creation, and deliver specific content to these audiences. Moreover, data cleansing features can make sure your contacts are updated regularly and prevent bad data from misleading your marketing efforts.

Related: [The 5 F's of Data Hygiene for Deeper Sales Conversations \[VIDEO\]](#)

Want to know how else to drive leads through vertical markets in Australia? Use the right [data cleansing and verification](#) tools for your business.

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