

LinkedIn Posts (Christian Banach Agency)

A series of visual LinkedIn posts driving readers to our original article, "How to Avoid Client Conflicts and Break into New Verticals to Drive Growth."

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POST 1 - Stock "STOP!" image

Having a specialty is great...until it isn't.

In the interest of avoiding any client conflicts, agencies and martech firms often find themselves forced to branch out into new markets. Without a clear strategy for expanding your firm's repertoire, you can find yourself outgrown by competitors.

But here's the million dollar question: how do you break into new categories in which your agency has little or potentially no experience?

You'll be a fish out of water without an outbound business development program to identify potential clients.

Outbound sales is the proactive engagement of prospects through strategic cold calling, cold email, and social media to generate a predictable pipeline of opportunities with target companies.

It allows you to send personalized messages to a targeted audience, and provides actionable metrics that can provide insights to your strategy — at a fraction of the cost of other approaches.

POST 2 - Handshaking image

Are you an agency or martech firm looking for opportunities to break into new markets — without running into client conflict?

You certainly aren't alone. That's why I put together a five-step guide to avoiding client conflicts and breaking into new verticals to drive growth.

Step 1: Start with "why?" Many times, a vertical expansion can be more difficult than starting a new business entirely. Make sure your company has a clear vision and KPIs.

Step 2: Identify growth opportunities. Not only do the prospects in your new vertical need a reason to believe you can help them, there are likely other experienced firms working in that vertical already. Think: why would a client choose to work with you?

Step 3: Understand the market. Time to do your homework: learn everything you can about your vertical, the major players in it, and your prospects.

Step 4: Test the offer. Engage in some targeted outbound prospecting to discover new opportunities and develop some data to identify what works — and what doesn't — with your campaign.

Step 5: Make the move: If you've done your homework, tested your offer, and see a viable path forward, it's time to put your plan into action.

Stay proactive and continually identify new opportunities for growth — or your competitors will.

POST 3: Temperature Check

Martech firms and agencies: how are you testing your offers to new prospective verticals?

Outbound prospecting might conjure up images of email spam or telemarketers calling right in the middle of dinner. But the approach — done correctly — actually has a number of advantages over its inbound counterpart.

For example: It allows you to introduce an idea, solution, or option that your prospect might not find on their own. It's also a great way to get more in-depth information about the market, its customers, and your competition.

Messaging can be personalized and even provide value to a targeted audience. Campaigns also provide actionable metrics that offer helpful insights as you tweak your approach.

Finally, in contrast to inbound marketing, it provides a proactive growth strategy — you aren't waiting for customers to come to you, you're bringing value to them. And getting a lot in return.

POST 4: Person looking through binoculars

As a firm's reputation for notable work in a particular market grows over time, other opportunities in the same sphere will likely begin to present themselves.

But oftentimes, due to an ongoing relationship with a client in the same category, the company finds itself forced to pass in order to avoid a conflict of interest.

That's why it's essential that agencies and martech firms never get too comfortable in a small handful of specialty categories, and stay on the lookout for opportunities to engage in vertical expansion

But how do you break into new categories in which your agency has little or potentially no experience?

See my link to "How to Avoid Client Conflicts and Break into New Verticals to Drive Growth" in the comments below.