

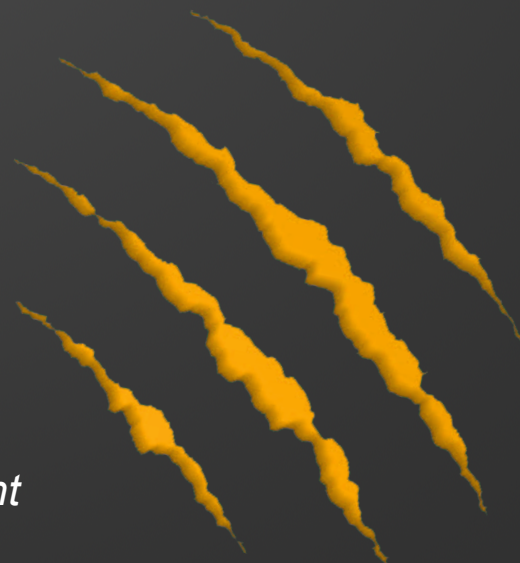
MARKETING INNOVATIONS SHOW N' TELL: **ATTACKING A VERTICAL** BY OVERGO STUDIO

How our team **defeated the struggle of defining a niche market** and attacking it. I'll tell you how!



Kelly Kranz

Client Services Manager & Senior Consultant
OverGo Studio



The Innovation (Well...Not So Much)

Is “defining a vertical” a brilliant innovation?

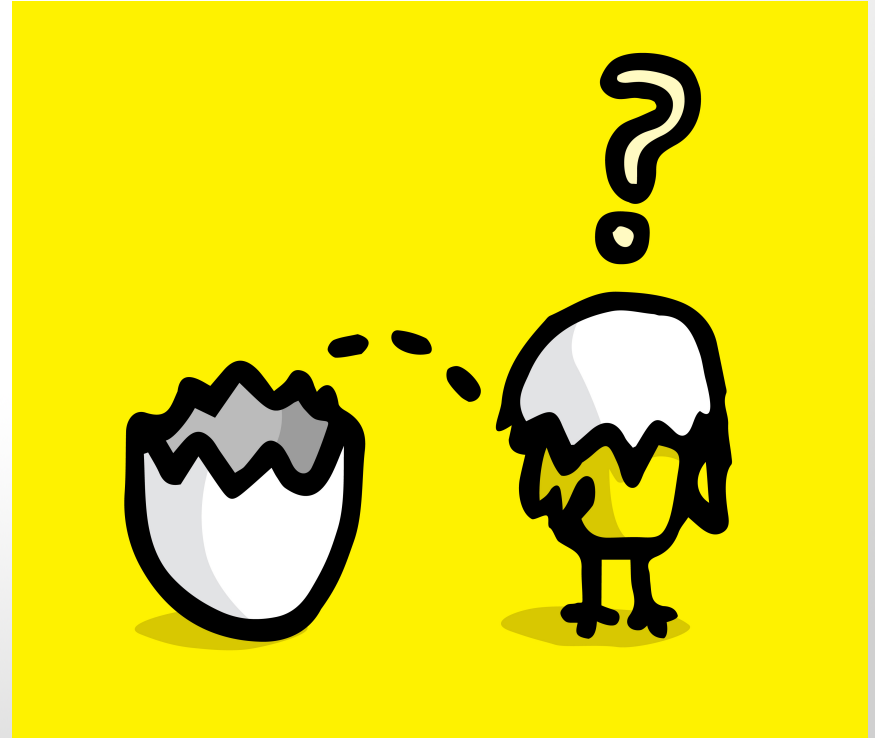
No way.

Is it something most of us should be doing for our agencies?

Duh.

Is it something most of us are Doing?

No.



Why We Decided to Define and Attack a Vertical

- ❖ Our buyer persona *Business Bob* wasn't doing it for us.
- ❖ We we're fed up marketing ourselves as a B2B "Niche".
- ❖ We were in need of a strict vertical so we set out to find one and test it out.



SO WHERE IS **THE INNOVATION**?

The innovation comes in **2 parts**.

1. How we *defined* the vertical.
2. How we *attacked* the vertical.



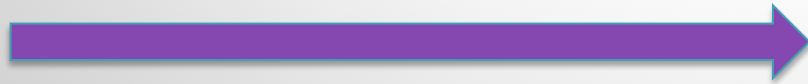
PART 1

THE POWWOW

The team got together to brainstorm.

First We Listed Our Experiences.

(Any work experience we have had)



EXPERIENCES

FITNESS

Retail (clothing)

Outbound marketing

- RADIO
- TV commercials

Barista

Bartender

DOB Hotel

Event marketing

HR employee testing

Customer service

Cold calling

- philanthropy
- Sales managers

Graphic Design

Restaurants

Engineering

- admin

Refurbished teles

- technical writing
- web master

Freelance

- SM
- web design
- writing

Video marketing
e-commerce

Growing

running/creating Businesses

Cash flow management

Sales / sales management

traditional marketing

online marketing

Accounting

ISys in Vista are
products for display (menu boards)

Digital Signage

Selling to QSR industry
movie theater selling

Consulting SMB CEOs

INDUSTRY EXPERIENCES

Pharmacies

Seniorcare

~~Contracting/construction~~
Telephone Systems

Contracting/Construction

Graphic Arts

Digital Signage

Sign Manufacturing

QR + Movie Theaters

Retail Clothing

Gym

Bartending

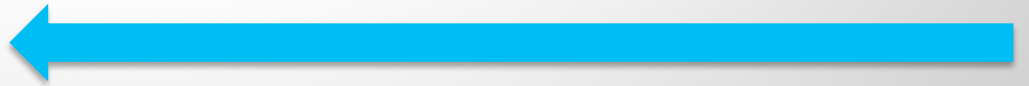
Hospitality

Document Management

Philanthropy

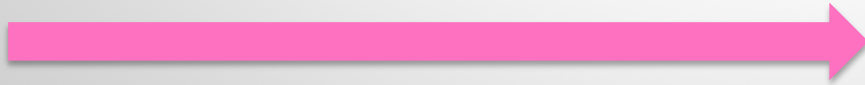
Pet Boarding

Next We Organized
Our **Work Experiences**
By Industry.



Then We Listed Our Passions

(Just because we have a specific work
experience does not mean we are
passionate about it)



PROFITABILITY

B2C company w/ ~~long~~ sales cycle
* Bier ticket Hem
- River pools, heavenly greens
- cactus mailing
- Nursing Homes
- Homecare

B2K Unique
tech start ups

B2B manufacturing
- taken over / owners looking to sell
* Bier ticket Hem
- Capitolawning
- wheel woolies
- Brush tile

Marketing Agencies
- Social media
- seo
- graphic design
- AD agencies

Subscription Boxes

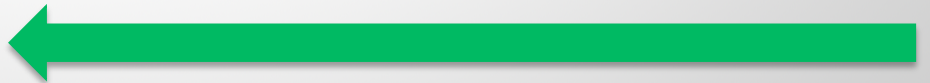
D Trive + Co Julep
Bubu Box
Birch Box
Stitch Fix
BUE apparel

B2C luxury services
- life coach
- pet transport
- charters
- personal shopping
- stylist
- fancy delivery
- personal chef
- personal trainers

NON PROFITS
START UPS

Finally We Took a Look At Profitability

(This took into account our passions,
our industry experience and clients we
have/are working with)



THE VERTICAL WE LANDED ON

What We Discovered:

- ❖ Our favorite clients to work with are in **the luxury goods industry**.
- ❖ At least **one or more of our passions** falls under this vertical.
- ❖ Each of us had **experience in luxury goods/services**.



PART 2

HOW WE ATTACKED IT

The Houzz Experiment Campaign



Why Experiment with Houzz?

1. Our current client **could benefit** from Houzz marketing.
2. Houzz is where our **vertical market is hanging out**.
3. There was no publication/information on how to leverage Houzz for marketing—**#InnovationMoment**.



How It All Came Together:

The Ebook



Super Duper Teammate Alisa Meredith



THE RESULTS

153 leads *in the first 30 days*

Questions?

